

Nordic top managers inspired 150 participants at 'Future Business Design', Oslo, Norway

From revolution to explosion

(OSLO 12. SEPT 2000) Nordic top managers have no doubt: The Internet revolution is merely the start of a formidable explosion where the majority of what we produce, distribute and consume will be performed via data networks.

150 participants

150 participants from TietoEnators broad network of customers, key employees and alliances, were inspired of Nordic top managers at the management seminar 'Future Business Design 2000'. The speakers emphasised and made it clear what challenges and opportunities the future and the information society brings.

Driving forces in the information society

Among the speakers in Oslo were Kaj-Erik Relander, the coming CEO of Sonera. He reminded the audience about the fact that even if the Nordic countries are world leaders within certain areas within telecom today, the strong force of international competition may set us back – if the speed of innovation is not increased, and that both society and businesses must react quickly. Relander's prescription was clear 'You've got to shoot first!'

Besides the speeches from TietoEnator's Matti Lehti and Sonera's Kaj-Erik Relander, the participants listened to Göran Berntson, Vice president of Ericsson, Bjarne Aamodt, previous president in Alcatel STK who now is in charge of the new development of IT Fornebu Knowation, and Kjetil J. Nilsen, president in TV2 Interaktiv, a subsidiary of the Norwegian TV channel; TV2.

The speakers visualised the consequences of the IT development and the digital economy, and showed how significant Nordic companies and businesses attend to their positioning and competence.

Success to be continued

This year's management seminar was the first of an annual, Nordic management forum. The success from this year shows us that we all have a need for seeing ourselves in a Nordic context. The tough international competition forces us to concentrate on, and evolves selected branches and areas of expertise. And within these branches we've got the chance to be world leading, says Per Bakseter, country manager of TietoEnator in Norway.

SUMMARY: TietoEnator have composed a summary of the speeches at the seminar. This will be available upon request. Please contact future@tietoenator.com to receive the summary.

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