



We are pleased to announce and invite you to the opening of

Nordic Innovation Hub

and to introduce the

Green Business Norway and Nordic Innovation Collaboration

Thursday January 21st 2016

10:00 – 13:30

Courtyard of Masdar Incubator Building,
Masdar City, Abu Dhabi

Nordic Innovation Hub is an incubator based in Masdar City that acts as a soft-landing solution for Nordic companies keen on exposing their business in a global stage whilst expanding their business activities to the Middle East.

Green Business Norway supported by Nordic Innovation are instrumental in bringing Nordic technologies to the UAE and forging cooperation with UAE entities.

RSVP by 18th January 2016 to maritsa@nordoest.com

Organised by:



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Events Programme:

Event 1	10:00	Welcome to the events Nordic Innovation Hub opening and Bringing Nordic Technologies to UAE
	10:10	Green Business Norway & Nordic Innovation collaboration: Bringing Nordic Technologies to UAE <i>Thor Sverre Minnesjord, CEO Green Business Norway</i>
Event 2	10:30	Masdar City <i>Masdar City Free Zone</i>
	10:50	Energy Branding <i>Fridrik Larsen, CEO of Larsen Energy Branding</i>
	11:20	Green Business Scandinavia and Establishment in UAE: Plans for the Future <i>Benedikt Pilsheur, Regional Director Green Business Scandinavia</i>
	11:35	Department of Economic Development (TBC)
	11:50	<i>Tour of Masdar and Nordic Innovation Hub office</i>
	12:20	<i>Lunch and networking</i>

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Getting to Masdar

