



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE



International
Study
Programs

University of Queensland 2020 MBA Immersion Tour

INNOVATION AND DIGITAL TRANSFORMATION

Learn about two dynamic start-up environments and their progressive adoption of digital technologies

Helsinki and Estonia

28 June – 5 July, 2020

CRICOS code 00025B

Sunday, June 28 – welcome to ‘The Happy Land’

Time	Activity	Potential Companies	Key Learning
	Arrive in Helsinki		Transfer to the hotel Lunch: own arrangements
Afternoon	Cultural event: Helsinki from start to finish		Discover the beauty of this stunning Nordic city and see the most interesting parts of Helsinki, such as the historical centre, City Hall, The Parliament, Finlandia Hall, and the Opera House
Evening	Welcome dinner: the real taste of Finland		Dine in a traditional Finnish restaurant which offers genuine Finnish food and atmosphere; used are only Finnish ingredients from the pristine forests and lakes and from carefully selected small suppliers

Monday, June 29 – Finland: a western country in the east?

Time	Activity	Potential Companies	Key Learning
Morning	Orientation talk: with ISP Program Manager and UQ faculty	Get familiar with the upcoming schedule and activities, uncover the secret ingredients for a successful trip, and learn some useful tips from where to find the best exchange rates to what's happening in the city	
Late Morning	Buffet briefing: catalysing new growth and creating opportunities for Finland through innovation and international expansion	<p><u>Business Finland Oy</u> <i>Services and funding opportunities for global growth and innovations and provides insights into the key Finnish industries and what they have to offer</i></p>	Get principal business overview of Finland; explore what Finnish key industries have to offer and find an answer to the question 'Why Finland?'
Afternoon	Visit: enabling sustainable societies with smart technologies	<p><u>Wärtsilä</u> <i>A global leader in smart technologies and complete lifecycle solutions for the marine and energy markets.</i></p>	Find out how digitisation is shaping one of the key Finnish industries; get more insights about the company's vital transformation from traditional manufacturing to high-tech- and digital solutions; discover what challenges it encountered on the way

Leisure time: Café Regatta – an outdoor café in a small, red cottage by the sea; no trip to Helsinki would be complete without a trip here

Tuesday, June 30 – When ‘innovation’ is not just a buzzword

Time	Activity	Potential Companies	Key Learning
Morning	Visit: the revival of a Finnish icon – connecting people through thick and thin	<p><u>Nokia</u> <i>Developing and delivering the industry’s only end-to-end portfolio of network equipment, software, services and licensing that is available globally</i></p>	Hear the story of one of the Finnish firms that has lately been constantly adapting to a changing world which secured the country a journey from a forestry-based to technology-based economy; identify the transition the country is now undergoing, and learn more about how are the companies dealing with constant ups and downs; learn some tips and tricks about how do they stay on top of the competition
Afternoon	Case study: Finnish gaming industry flying high – from inception to consumption	<p><u>Rovio Entertainment</u> <i>Games-first entertainment company, that creates, develops and publishes mobile games and acts as a brand licensor in various entertainment and consumer product categories</i></p>	Get familiar with the Finnish gaming industry that’s globally one of the fastest-growing; detect its key to success and reveal why it has such a great potential not just within the country; meet up with management representatives responsible for the core of this superpower business

Leisure time: Decompress at Saunasaari – an island-resort just 15 minutes by boat from Helsinki’s market square

Wednesday, July 1 – new day, new country: Estonia, we’re coming!

Time	Activity	Potential Companies	Key Learning
Morning	Entrepreneurial labs: Digitalisation as a tool for developing people and societies – creating impact projects that matter	<p><u>Epicenter Helsinki</u> <i>A community of digital scale-ups, corporates, intrapreneurs and entrepreneurs. Offers unique methods to supercharge innovation and growth, member activities and work/event spaces.</i></p>	Experience the atmosphere in the house of digital innovations; meet young local entrepreneurs – listen to them pitching their innovative ideas and discuss challenges they are currently facing
Noon	Transfer to Tallinn		
Early evening	Cultural event: testing the cobblestones of Tallinn	Start with a visit to the recreational area of Kadriorg, with the Baroque Park and Palace of Peter the Great, then continue to Pirita Marina with the ruins of the 15 th -century St. Birgit’s convent; further on you will admire Tallinn’s medieval Old Town including historical Upper Town with its Dome Cathedral and Alexander-Newsky-Cathedral, followed by a tour of Lower Town with the Tallinn Gothic Town Hall	

Thursday, July 2 – Estonia, where the future is now

Time	Activity	Potential Companies	Key Learning
Morning	Visit: Running the country like a tech company, life in a genuinely digital society	<p><u>e-Estonia Briefing Center</u> <i>An executive centre and an innovation hub, specially designed for experiencing the e-state of mind. Has an integral role in e-Estonia brand and country promotion</i></p>	Peek into the world of the most advanced digital society globally; have a look at what the efficient, secure and transparent ecosystem of having personal data stored and used online looks like; evaluate the pros and cons of such spark the conversation of whether the same system could/would work in Australia
Afternoon	Visit: a garage start-up to Estonian success story	<p><u>Cleveron AS</u> <i>Innovation leader in creating robotics-based parcel terminals and developing last mile click and collect pickup solutions for retail and logistics sectors</i></p>	Get insights into managing organic growth; listen to the strategies ensuring diversity and attracting new talents, cross-cultural understanding and localisation for all customers; discuss the key milestones when searching for new target markets and ideal destinations for trials
Evening	Networking event: the importance of connections in Estonian (not only) business culture	Take this unique opportunity to mix and mingle with local business people and make great contacts for future business and personal endeavours	

Friday July 3 – Big ideas, born in a small country

Time	Activity	Potential Companies	Key Learning
Morning	Case study: who invests in HealthTech and why should we do so?	<p><u>Cognuse</u> <i>Offers software solutions for critical disease management and rehabilitation. Their solutions are targeted both for the clinical staff and patients; striving to design highly integrative digital tools to help guide clients through the recovery process from start to finish</i></p>	<p>Get an idea about the HealthTech projects – its development, technical support, and funding; reflect on its importance and gain main insights into how a software solution can be connected to and used for disease management; learn more about how the carefully designed digital tools can help clients in their recovery process</p>
Afternoon	Cultural event: the Liviko experience – from production to consumption	<p><i>Building on a tradition of more than 100 years, Liviko is Estonia’s national producer of quality alcohol and the leading alcohol company that operates in all three Baltic countries – Estonia, Latvia and Lithuania; learn more about the company and its production process</i></p>	
<p><i>Leisure time: Exploring the Telliskivi district – located in the former industrial complex on the borders of the Old Town and Pelgulinna and Kalamaja districts, is the creative centre of Tallinn.</i></p>			

Saturday, July 4 – discovering Estonian landscape outside Tallinn

Time	Activity	Potential Companies	Key Learning
	Cultural event: full-day trip to Prangli Island		<i>Visit the Estonian paradise island named Prangli, just 20 miles from the center of Tallinn; it's a small, yet diverse island, which has its own dialect, coastal traditions, historic fishing villages and unique natural and cultural attractions; since mass tourism hasn't reached the island, don't be surprised to find yourself alone on a beautiful sandy beach</i>
Evening	Estonian farewell dinner cooking class: Toiduakadeemia (Food academy)		<i>Enjoy an unforgettable gastronomic experience during a cooking class led by the best in the field; prepare some traditional Estonian recipes</i>

Sunday, July 5 – Goodbye Europe!

Estimated Cost

\$3,300.00 based on 20 students

\$4,000.00 based on 10 students

Option is based on twin share, students can pay \$600.00 extra per person for single room accommodation (estimated cost)

Includes:

- *Breakfast each day*
- *Welcome dinner*
- *Farewell dinner (including the cooking class)*
- *Networking event*
- *City Tour of Helsinki*
- *Walking tour of Tallinn*
- *Visit to Liviko*
- *Full-day trip to Prangli*

Exclusions:

- *Airfares to and from Tel Aviv*
- *Any visa requirements*
- *Any vaccination requirements*
- *Lunch each day*

[Register your interest here](#)

