

**Original Lapland  
Workshop 24-26 April**

Hotel Hetan Majatalo  
Riekontie 8, 99400 Enontekiö

Original  
Lapland

**PROGRAM**

**Wednesday 24<sup>th</sup> April**

- 16:00 Registration and accommodation  
Hotel Hetan Majatalo
- 18:00 **MatchMaking Kickoff**  
Hotel Hetan Majatalo, Main building, Conference Room, 1st floor
- Welcome to Hotel Hetan Majatalo  
Tiina Vuontisjärvi, Owner at Hotel Hetan Majatalo, 4th generation
- Welcome to MatchMaking Workshop: Value of Networking  
Laura Hokajärvi, Iina Askonen and Jessica Wennberg, Original Lapland project team
- Participant introductions
- Joppaus - the Movie
- 20:00 Dinner at Hotel Hetan Majatalo, Restaurant building

**Thursday 25<sup>th</sup> April**

- 07:30 – 08:45 Breakfast at Hotel Hetan Majatalo, Restaurant building
- 08:45 Transfer by bus  
From Hotel Hetan Majatalo to Fell Lapland Visitor Centre
- 09:00 – 12:30 **Keynote sessions**  
**Growth Opportunities between 2 seas: Best Practices Along the River to the Arctic**  
Auditorium, Fell Lapland Visitor Centre, Peuratie 15, 99400 Enontekiö
- 09:00 Welcome to Fell Lapland!  
Laura Hokajärvi, Original Lapland Project Manager, Leader Fell Lapland
- 09:05 – 09:20 Case 'The True Lapland – Destination Enontekiö – Tosilappi'  
Pasi Ikonen, Chairman and Jari Virtanen, Vice Chairman, The True Lapland
- 09:20 – 09:40 Case 'Project Halti'  
Pertti Itkonen, Project Halti, Metsähallitus Nature Services
- 09:40 – 10:00 Project 'Arctic Sustainable Travel Destination'  
Liisa Kokkarinen, Regional Partnership Manager for Lapland, Visit Finland/Business Finland
- 10:00 – 10:20 Case 'Visit Lyngenfjord – a Sustainable Travel Destination'  
Georg Sichelschmidt, Director of Tourism, Visit Lyngenfjord AS
- 10:20 – 10:40 Coffee Break and Tour at the Visitor Centre
- 10:40 – 11:00 Case 'Kautokeino'  
Antje Schlecht, Project leader tourism development & business consultant, Sápmi Næringshage AS

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tuottamhan

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The European Agricultural Fund  
for Rural Development:  
Europe investing in rural areas



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11:00 – 11:20	Case 'Visit Alta'	To be announced
11:20 – 11:40	Case 'Destinations of Swedish Lapland'	To be announced
11:40 – 12:00	Case 'Now   Here by Finnair' Jeroen Sleurs, Product and Experience Manager, Finnair Plc	
12:00 – 12:30	Project 'Our Stories' Jenni Kemi, Project Planner and Saila-Inkeri Puukko, Our Stories Project Manager, Lapland University of Applied Sciences	
12:30	Transfer by bus From Fell Lapland Visitor Center to Hotel Hetan Majatalo	
12:45 – 13:30	Lunch at Hotel Hetan Majatalo, Restaurant building	
13:30 – 16:30	<b>MatchMaking Afternoon: Learning from Sharing</b> Hotel Hetan Majatalo, Main building, Conference Room, 1st floor	
	Hosted tables: True Lapland: Kilpisjärvi and Hetta companies Kautokeino area companies Alta area companies Lyngenfjord area companies Outokaira area companies Tornedalen 2020, Swedish Lapland and Heart of Lapland areas companies Finnair	
16:30 – 18:00	Free afternoon: snowshoeing, skiing, shopping, sauna	
18:00	Stories by the Fire Hut at the backyard of Hotel Hetan Majatalo	
20:00	Dinner at Hotel Hetan Majatalo, Restaurant building	

**Friday 26<sup>th</sup> April**

08:00 – 09:30	Breakfast at Hotel Hetan Majatalo, Restaurant building
09:30 – 13:00	Company visits by bus in Village of Hetta area, in visiting order Hetta Huskies OunasLoma Hetta Silver Jussan Tupa KoruLaakso Paavontalo Lapland Hotel Hetta Hetan Kota Näkkälä Safaris
13:00 – 14:00	Lunch at Hotel Hetan Majatalo, Restaurant Building
14:00	Check-out, Farewell and Departures

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