

# Nordic IPR Forum 2012

Learn from 20+ IP experts from international institutions and leading Nordic companies:

- **Magnus Graner**, State Secretary, Ministry of Justice
- **Monica Magnusson**, Director Patent and Strategy Management, Ericsson AB
- **Thomas Kramler**, Deputy Head of Unit, DG Competition, European Commission
- **Peter Berg**, VP Legal Affairs for Development and Service Operations, Tetra Pak
- **Thomas Blad**, Head of Patents, Grundfos
- **Göran Calås**, Intellectual Property Officer, SAAB
- **Mats Uden**, Vice President Global Intellectual Property - Legal Affairs, Husqvarna
- **Dr. Sanna Wolk**, Associate Professor, Stockholm University
- **Dr. Stefan Luginbueh**, Lawyer International Legal Affairs, European Patent Office
- **Olof Nording**, Director, Services Relations and Branch Manager, ICANN
- **Hans Jørgen Rindorf**, Head of IP, WIDEX
- **Jesper Sellin**, Attorney at Law, Valea
- **Håkan Hellberg**, Head of Strategy, SNA Europe
- **Prof. Dr. Knut Blind**, Chair of Innovation Economics, Fraunhofer FOKUS and TU Berlin
- **Jakob Billing**, IP Specialist, Arla Foods
- **Timothy May**, Partner, Finnegan
- **Karen Laigaard**, Director of Technology Transfer, Copenhagen University
- **Krister Karlsson**, Corporate Patent Attorney, Neste Oil
- **Johan Andrén**, Patent Counsel, Nobel Biocare
- **Bengt Forshult**, Senior Patent Advisor, SCA
- **Jukka Hapaniemi**, IP manager, Ahstrom Oyj
- **Kirsi Hakkila**, IP Manager, Tekla Oyj

Optimising your patent portfolio  
domestically and in emerging  
markets

## Nordic IPR

*Main Conference 20<sup>th</sup> – 21<sup>st</sup> March 2012*

*Pre-Conference Forum 19<sup>th</sup> March 2012*

*Stockholm, Sweden*

[www.nordicipr.com](http://www.nordicipr.com)

*Sponsored by:*



# Nordic IPR Forum 2012

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## Five Great Reasons to Attend:

- Gain exclusive insights into how others are protecting their IP in China and emerging markets, to ensure you are equipped to protect your market share and IP
- Learn how you can save money and time under the upcoming simplified EU unitary patent process through a decision makers insiders perspective on the plans to date
- Make your voice heard through cross-industry panels on Global Patent Reform and Portfolio Management to ensure you adopt best practice to maximise the value of your portfolio
- Make sure that you cover the areas that are relevant to your IP mix and role by attending our tailor-made topic specific streams: Portfolio Management, Standards and Collaboration, Trademarks and Legal update
- New for this year: unique networking opportunities at a pre-conference evening session. Really get to know your colleagues, clients and competitors in a frank and honest discussion. This session operates under Chatham House rules and as such will not be recorded

*Welcome to the Nordic region's peer-to-peer meeting place for industry IP professionals. We will bring you up to date tips and tricks on how to operate in China, updates on regulatory reform and a brand new session focusing on trademarks as a part of your IP strategy!*

## *Testimonials from past attendees:*

- "Industry orientation. Very concrete 'hands-on' presentations." - Daniel Ljunggren, R&D Project and Patent, VSM Group AB
- "Quality of speakers, experience, performance and content." - Giovanni Arca, Administrator Practice and Procedure, EPO
- "Good speakers from different backgrounds." - Juliette Auvervy-Bennetot, IP Information Specialist, Laird Technologies AB
- "Best feature: China issue & several cases by many speakers." - Matti Lammi, Patent Engineer, Raumaster Paper Oy/Paprotec Oy

# Event Information

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## About Nordic IPR Forum

**Nordic IPR Forum** is the longest running IPR forum in the Nordic region. Over the last 8 years it has gained significant momentum making it one of the most prestigious conferences for **IP professionals** globally and a must attend for anyone working in the area.

## Connect with Nordic IPR Forum

Conference website: [www.nordicipr.com](http://www.nordicipr.com)

Join the Nordic IPR group on LinkedIn: [www.linkedin.com/groupRegistration?gid=2505325](https://www.linkedin.com/groupRegistration?gid=2505325)

## Who Should Attend?

Over the past eight years, we have welcomed more than 750 IP Professionals as participants and more than 250 patent-driven companies and institutions as speakers to our Nordic IPR Forums.

## Previous Nordic IPR Forum delegate companies have included:

- Akzo Nobel Surface Chemistry AB
- AstraZeneca AB
- Bang & Olufsen A/S
- Bosch Rexroth Teknik AB
- Elektra Instrument AB
- Fortum Corporation
- Gambro AB
- ITT Flygt AB
- Kemira Oyj
- Laird Technologies AB
- Metso Paper, Inc.
- Outokumpu Technology Oyj
- Saab Bofors Support AB
- SCA Hygiene Products AB
- Scania CV AB
- Seco Tools AB
- Tetra Pak
- Uponor Group
- Vattenfall AB
- Vestas Wind Systems A/S
- Volvo Technology Corporation


# Agenda

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## Pre Conference Forum: 19<sup>th</sup> March 2012

15:00	Registration and Coffee
16:00	Networking Warm-up
17:00	<p><b>Blue Sky Thinking Forum: Global IP Operations – Developments, Challenges and Solutions</b></p> <p>Nordic IPR 2012 provides an open ideas platform for frank discussion about the most pressing challenges and developments facing the Nordic IP community globally. As a warm up for the two day conference and the discussion panels, this Blue Sky Thinking Forum will allow you to raise your most pressing issues and help set the agenda for the debate over the following two days. The blue sky forum will also be a relaxed networking opportunity and a chance to get to know your peers and the speakers before the formal opening of the conference.</p> <p><b>This frank debate will take place under Chatham House Rules, and will not be recorded</b></p>
18:30	End of Forum

## Conference Day One: 20<sup>th</sup> March 2012

08:00	Registration and Coffee
08:40	Chairperson's Welcome and Opening Address
US AND EUROPEAN IP POLICY – REGULATION AND OPPORTUNITIES	
08:50 Keynote Session	<p><b>European Patent Law – a Step Closer to Unitary Patents</b></p> <ul style="list-style-type: none"> <li>• An update on the state of affairs for a unitary patent protection and anticipated decision making process</li> <li>• The view of the ministry on the utility of unitary patent protection</li> <li>• What will be the impact, the benefit and the practical consideration for Nordic companies of a unitary patent? How will a unitary patent help to drive and protect innovation, patents and products?</li> </ul> <p><b>Magnus Graner, State Secretary, Swedish Ministry of Justice</b></p>
09:30 	<p><b>Change in the US – Understanding the Impact of the America Invents Act</b></p> <ul style="list-style-type: none"> <li>• Learn about the path forward – which are the key dates to remember</li> <li>• Closer to Europe – understand how changes in US law will make it easier for European firms</li> <li>• Understand the new landscape and how patent law will work in the US for the foreseeable future</li> </ul> <p><b>Timothy May, Partner, Finnegan</b></p>
10:10	Networking Coffee Break


10:40 	<b>Solution Provider Session</b> This presentation from CPA Global will focus on solutions for the IP Community <b>Speaker to be confirmed, CPA Global</b>	
11:20	<b>Discussion Panel: Evaluating your Global IP Portfolio – Optimal Approaches for Hands on Business Practices</b> IP portfolio management is a broad and complex field with as many challenges as there are industries. We are aware that our presentations can't cover all the angles, which is why we invite you to take part in this discussion panel, where you have the opportunity to ask that question that has been burning at the back of your mind. Send in your questions now to <a href="mailto:peter.larsson@iqpc.com">peter.larsson@iqpc.com</a> <b>Hans Jørgen Rindorf, Head of IP, Widex</b> <b>Johan Andrén, Patent Counsel, Nobel Biocare</b> <b>Bengt Forshult, Senior Patent Advisor, SCA</b> <b>Jukka Haapaniemi, IP Manager, Ahlstrom</b>	
12:10	Networking Lunch Break	
13:10 	<b>Transactions - Valuation and Analysis of Brands and Trademark Portfolios</b> <ul style="list-style-type: none"> <li>• Brand Value and Valuation Methods</li> <li>• Standardised Brand Valuation according to ISO 10668:2010</li> <li>• Trademark Due Diligence</li> </ul> <b>Jesper Sellin, Attorney at Law, Valea</b>	
	<b>STREAM A1: PATENT STRATEGY AND PORTFOLIO MANAGEMENT</b>	<b>STREAM B1: OPEN INNOVATION, STANDARDS AND LICENSING</b> <b>Chaired by Thomas Kramler, European Commission</b>
13:50	<b>Solution Provider Session</b> An opportunity for a leading solution provider and consultancy to showcase their solutions and services in relation to IPR projects. For information on speaking opportunities for this session please contact Craig O'Dell on +44 (0) 207 368 9300 or <a href="mailto:sponsorship@iqpc.co.uk">sponsorship@iqpc.co.uk</a>	<b>Stream Keynote Address: Standards in EU Law</b> <ul style="list-style-type: none"> <li>• Understand the role of EU law and EU competition law in promoting standards</li> <li>• Learn about the legal framework and enforcement</li> <li>• Understand the implication for business</li> </ul> <b>Thomas Kramler, Deputy Head of Unit, DG Competition, European Commission</b>

14:30	<p><b>Integrating IP-Value Within the Organisation</b></p> <ul style="list-style-type: none"> <li>• Learn about how SAAB Group has moved to a more open format with more aggressive patenting</li> <li>• Understand the organisational and knowledge transfer changes and challenges</li> <li>• How can you ensure that a culture of innovation and internal R&amp;D turns into IP value</li> </ul> <p><b>Göran Calås, Intellectual Property Officer, SAAB Group</b></p>	<p><b>Open Standards – Driving Cross-company Innovation Through Fair, Reasonable and Non Discriminatory terms</b></p> <ul style="list-style-type: none"> <li>• The role of IPR in the telecoms industry and the need for collaborative innovation</li> <li>• Long Term Evolution and FRAND in wireless communication</li> <li>• Developments in open standards and understanding a fast moving picture</li> </ul> <p><b>Monica Magnusson, VP of Patents, Ericsson AB</b></p>
<p>15:10</p> 	<p>Networking Coffee Break</p> <p><b>Intellexir Spotlight Session</b></p> <p>Take this opportunity during the Coffee Break to head over to the Intellexir stand for a hands-on demonstration of their solutions</p>	
15:40	<p><b>IP Portfolio Management the Tetra Pak way – Learn From a Global IP leader</b></p> <ul style="list-style-type: none"> <li>• What challenges are we facing</li> <li>• Understand the IPR goals of Tetra Pak</li> <li>• A comparison of different approaches - Inside-out vs. outside-in</li> <li>• Quantitative and qualitative aspects</li> <li>• Hands-on experience</li> </ul> <p><b>Peter Berg, VP Legal Affairs for Development and Service Operations, Tetra Pak</b></p>	<p><b>Standardisation and Intellectual Property Rights in a European Context</b></p> <ul style="list-style-type: none"> <li>• Understand the legal framework for standards from an IP point of view</li> <li>• What is the interplay between standards and IPR in reality?</li> <li>• How can Standard Setting Organisations (SSO) become more transparent and support IPR in a global setting</li> <li>• What is the impact of NPEs, and emerging economies, on the viability of standards?</li> <li>• What are the effects for an IP owning company, and how can they derive maximum benefit from standards</li> </ul> <p><b>Prof. Dr. Knut Blind, Chair of Innovation Economics, Fraunhofer FOKUS and TU Berlin</b></p>

16:20	<b>Moving IP Management In-house and Strategic Realignment of Patent Practices</b> <ul style="list-style-type: none"> <li>• Understand how Neste Oil is realigning their patent practices to realign more closely with business strategies</li> <li>• Keeping IP management in-house: advantages and disadvantages</li> <li>• Understand the change process and the strategic considerations of Neste Oil</li> </ul> <b>Krister Karlsson, Corporate Patent Attorney, Neste Oil</b>	<b>Patent Pools and Multi-party Licensing</b> <ul style="list-style-type: none"> <li>• Evaluating pool patents and industry standards</li> <li>• Legal framework and competition law compliance</li> <li>• Entry terms of patent pooling and licensing to non-partners</li> <li>• Assertion of pool patents and court case examples</li> </ul> <b>Hans Jørgen Rindorf, Head of IP, Widex</b>
17:00 <b>FINNEGAN</b>	<b>How to Optimise your International IP Monitoring and its Impact on your Business</b> This presentation from Evalueserve will focus on business and monitoring best practice <b>Evalueserve</b>	
17:40	Chairperson's Closing Remarks and End of Day One	

## Conference Day Two: 21 March 2011

08:10	Registration and Coffee	
08:40	Chairperson's Welcome and Opening Address	
EU AND THE WORLD – GLOBAL MARKETS AND HARMONISED REGULATION		
08:50 Keynote Session	<b>EU Patent Reform- Learn About the Latest Proposals for Unitary Patent Protection and the Related Translation Regime.</b> <ul style="list-style-type: none"> <li>• Learn about the legal, technical and institutional implementation of the unitary patent into the existing European patent system</li> <li>• Understand the role of the EPO in that system</li> <li>• A comprehensive overview of the latest proposals concerning the future European patent litigation system</li> </ul> <b>Dr Stefan Luginbuehl, Lawyer International Legal Affairs, European Patent Office</b>	
09:30	<b>Technology Transfer – Mutual Benefits for Researchers and Companies</b> <ul style="list-style-type: none"> <li>• Get to know Copenhagen Universities technology transfer system</li> <li>• Understand the potential of IP created in academic settings and barriers to patents and commercialisation</li> <li>• What are the advantages of Easy Access for companies looking to generate new IP</li> </ul> <b>Karen Leigaard, Director of Technology Transfer, Copenhagen University</b>	
10:10	Networking Coffee Break	

10:40 	<b>Patent Information Harmonisation – an Industry View on Different Initiatives</b> This presentation from JA Kemp will focus on solutions for the IP Community <b>Speaker to be confirmed, JA Kemp</b>	
11:20	<b>Discussion Panel: Global Patent and IP Law Reform</b> An open and interactive discussion panel on global patent law and patent reform, looking specifically at patent law reform in EU, China, Japan and the US. We are aware that our presentations can't cover all the angles, which is why we invite you to take part in this discussion panel, where you have the opportunity to ask that question that has always been burning at the back of your mind. Send in your questions now to <a href="mailto:peter.larsson@iqpc.com">peter.larsson@iqpc.com</a> <b>Kirsi Hakilla, IP Manager, Tekla Oyj</b> <b>Jenny Fillipsen, IPR Manager, Roxtec International AB</b> <b>1 speaker from regulators</b>	
12:10	Networking Lunch Break	
	<b>STREAM A2: TRADEMARK STRATEGY AND PORTFOLIO MANAGEMENT</b>	<b>STREAM B2: LEGAL UPDATE, INFRINGEMENT AND ENFORCEMENT</b>
13:10	<b>Solution Provider Session</b>  An opportunity for a leading solution provider and consultancy to showcase their solutions and services in relation to IPR projects.  For information on speaking opportunities for this session please contact Craig O'Dell on +44 (0) 207 368 9300 or <a href="mailto:sponsorship@iqpc.co.uk">sponsorship@iqpc.co.uk</a>	<b>Solution Provider Session</b>  An opportunity for a leading solution provider and consultancy to showcase their solutions and services in relation to IPR projects.  For information on speaking opportunities for this session please contact Craig O'Dell on +44 (0) 207 368 9300 or <a href="mailto:sponsorship@iqpc.co.uk">sponsorship@iqpc.co.uk</a>
13:50	<b>Trademark Portfolio – Managing Outsourced IP</b> <ul style="list-style-type: none"> <li>• Why would you want to outsource your trademark management? Learn about Arla's decision.</li> <li>• Arla's journey from in-house trademark management to full outsourcing</li> <li>• Understand the key success criteria for an outsourced trademark portfolio</li> </ul> <b>Jakob Billing, IP Specialist, Arla Foods</b>	<b>Remuneration for Employee Inventors</b> <ul style="list-style-type: none"> <li>• Understand the rules and framework for employers innovation in the Nordic countries, compared to the European picture</li> <li>• Overview of rules regarding the remuneration of employee inventors</li> <li>• Learn about remuneration awarded researchers and employee inventors in different countries</li> </ul> <b>Dr. Sanna Wolk, Associate Professor, The Institute of Intellectual Property, Law and Marketing Law, Stockholm University</b>
14:30	Networking Coffee Break	



15:10	<p><b>Designs and Trademarks – Protecting your Products in a Global Marketplace</b></p> <ul style="list-style-type: none"> <li>• Get an overview of different types of infringement</li> <li>• How to make the products more difficult to copy and methods for combating infringers</li> <li>• Case studies</li> </ul> <p><b>Håkan Hellbergh, Head of R&amp;D Saws, SNA Europe</b></p>	<p><b>Understand how Grundfos is Acting in China</b></p> <ul style="list-style-type: none"> <li>• R&amp;D setup of the Grundfos group in China</li> <li>• Protection of local R&amp;D results in China</li> <li>• International patent management</li> </ul> <p><b>Thomas Blad, Patent Manager, Grundfos Group</b></p>
15:40	<p><b>Update on Top Level Domains</b></p> <ul style="list-style-type: none"> <li>• Understand the current status of the top level domains</li> <li>• Learn about the challenges and opportunities of a new top level domain landscape</li> <li>• Protect your brand in new domains</li> </ul> <p><b>Olof Nordling, ICANN</b></p>	<p><b>Solution Provider Session</b></p> <p>An opportunity for a leading solution provider and consultancy to showcase their solutions and services in relation to IPR projects.</p> <p>For information on speaking opportunities for this session please contact Craig O'Dell on +44 (0) 207 368 9300 or <a href="mailto:sponsorship@iqpc.co.uk">sponsorship@iqpc.co.uk</a></p>
16:20	Chairperson's Closing Remarks and End of Conference	

## Pre-conference Learning Materials

Start your learning experience early at [www.nordicipr.com](http://www.nordicipr.com). You can visit our online download centre to get your hands on exclusive material from the speakers and other industry experts with resources such as presentations, white papers and podcasts. Check back regularly because new material will be added frequently in the run up to the event.

Do you have something you'd like to contribute? We're always happy to hear from you so if you think you've something to share with the wider community, please get in touch with Peter Larsson by emailing [enquire@iqpc.co.uk](mailto:enquire@iqpc.co.uk).

# Event Partners

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Founded in Jersey, Channel Islands in 1969, CPA Global today employs more than 1,500 people, serving clients' needs in over 100 countries. For further information visit: [www.cpaglobal.com](http://www.cpaglobal.com).



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## FINNEGAN

With 375 intellectual property lawyers, Finnegan is one of the largest IP law firms in the world. From offices in the United States, Europe, and Asia, we work with leading corporations and innovators to protect, advocate, and leverage their most important IP assets. Our practice spans virtually every industry and technology. We handle all aspects of U.S. patent, trademark, copyright, and trade secret law, including counseling, prosecution, licensing, and litigation. We also represent clients on IP issues related to international trade, portfolio management, the Internet, e-commerce, government contracts, antitrust, and unfair competition. For more information, please visit [www.finnegan.com](http://www.finnegan.com).



Website: [www.jakemp.com](http://www.jakemp.com)

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Website: [www.intellixir.com/en](http://www.intellixir.com/en)

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Website: [www.valea.se](http://www.valea.se)

Valea AB is one of Europe's leading consulting firms in the field of intellectual property rights, and has been active since the end of 19th century. We are 100 employees distributed at offices in Gothenburg, Linköping, Lund, Malmö and Stockholm.

We offer our clients a complete range of IP services. Valea's team is made up of consultants specialising in European patents, trademarks and design, as well as lawyers with specialist knowledge, considerable experience and expertise within all technical areas and legal issues related thereto. Our knowledge is combined with an in-depth understanding of the commercial value of intangible assets to our clients.

We are a comprehensive business partner in the field of intellectual property (IP) rights. We help our clients establish, defend and commercialise intangible assets to create the best possible return on these assets.



Website: [www.valipat.com](http://www.valipat.com)

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**Legal IQ's Nordic IPR 2012** is attended by senior IP managers and patent attorneys, bringing together industry IP owners and legal advisors. Focused and high-level, the event will be an excellent platform to initiate new business relationships. With tailored networking, sponsors can achieve the face-to-face contact that overcrowded trade shows cannot deliver.

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- Other features of sponsorship include:
- **Prominent exhibition space** in the main conference networking area  
Participation in **comprehensive pre-event marketing campaigns**
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**For more information and to discuss the right opportunity, contact Craig O'Dell on +44 (0)207 368 9300 or [sponsorship@iqpc.co.uk](mailto:sponsorship@iqpc.co.uk).**

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The China IPR SME Helpdesk Webpage can be accessed here: [www.china-iprhelpdesk.eu](http://www.china-iprhelpdesk.eu)



Website: [www.worldipreview.com](http://www.worldipreview.com)

World IP Review is dedicated to the needs of professionals involved in the management and protection of IP assets. It informs and educates IP owners, their international legal counsel and consultants, outlining the latest strategies for managing, protecting and profiting from intellectual property. Each bi-monthly edition of World IP Review contains unique interviews with some of the most prominent IP owners and in-house counsel worldwide. A combination of articles and case studies showcase business strategies for maximising revenue, while in-depth analysis of case law and IP legislation ensures you can keep up to date with all the latest developments.

# Registration Information

## Pricing

### Pricing for End Users including meetings† (IP Owners)

Package **Commitment to attend Networking meetings	Book and pay by 9th December*	Book and pay by 20th January*	Book and pay by 17th February*	Standard Price
Full Access	(Save €300) €1098+VAT	(Save €200) €1198 + VAT	(Save €100) €1298 + VAT	€1398 + VAT
2-Day Conference	(Save €300) €799+VAT	(Save €200) €899 + VAT	(Save €100) €999 + VAT	€1099 + VAT
Pre-conference Forum	€299 + VAT			

† By registering, you commit to attend networking meetings.

\*\*Commitment to attend up to six meeting across 2 day conference with solution providers.

Restrictions apply with regards to delegate seniority level for the discount. Please enquire at [enquire@iqpc.co.uk](mailto:enquire@iqpc.co.uk) for details.

### Pricing for Law Firms and for End Users excluding meetings

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Full Access	(Save €300) €1598+VAT	(Save €200) €1698 + VAT	(Save €100) €1798 + VAT	€1898 + VAT
2-Day Conference	(Save €300) €1299+VAT	(Save €200) €1399 + VAT	(Save €100) €1499 + VAT	€1599 + VAT
Pre-conference Forum	€299 + VAT			

### Pricing for Solution Providers

Package	Standard Price
Full Access	€2398 + VAT
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## Swedish VAT is charged at 25%. VAT Registration #: SE 5020 6682 2301

\*To qualify for discounts, payments must be received by the early bird registration deadline. Early booking discounts are not valid in conjunction with any other offer.

### Team Discounts

IQPC recognises the value of learning in teams. Groups of 3 or more booking at the same time from the same company receive a 10% discount, 5 or more receive a 15% discount, 7 receive a 20% discount. Only one discount available per person.

#### **IQPC Terms and Conditions:**

Please read the information listed below as each booking is subject to IQPC Ltd standard terms and conditions.

#### **Payment Terms**

Upon completion and return of the registration form, full payment is required no later than 5 business days from the date of invoice. Payment of invoices by means other than by credit card, or purchase order (UK Plc and UK government bodies only) will be subject to a €65 (plus VAT) per delegate processing fee. Payment must be received prior to the conference date. We reserve the right to refuse admission to the conference if payment has not been received.

#### **IQPC Cancellation, Postponement and Substitution Policy**

You may substitute delegates at any time by providing reasonable advance notice to IQPC.

or any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.

In the event that IQPC cancels an event for any reason, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of cancellation.

In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.

Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.

IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

#### **Discounts**

All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any other discounts offered by IQPC (including team discounts) also require payment at the time of registration. Discount offers cannot be combined with any other offer. Please see information on VAT, Payment and Team Booking Discount under the 'Registration Information' section.

# Further Information

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## Venue and Accommodation

Address: Sheraton Stockholm Hotel  
Tegelbacken 6  
Box 195  
101 23 Stockholm  
Sweden

Phone: +46 (0)8 412 34 00

Website: [www.sheratonstockholm.com](http://www.sheratonstockholm.com)

Travel and accommodation is not included in the registration fee. However a number of discounted bedrooms have been reserved at the Sheraton Stockholm.

Please call the hotel directly on Tel: + 46. (0)8.412.3703 and quote booking reference IQPC to receive your discounted rate, prices start from 1850 SEK including breakfast and VAT. There is limited availability so we do encourage attendees to book early to avoid disappointment.

## Contact Details

Address: IQPC (International Quality and Productivity Centre)  
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