Eight Annual Conference and General Meeting
ASEF University Alumni Network (ASEFUAN)

19 - 23 August 2009
Helsinki, Finland

Rethinking Asia-Europe Communications:
Challenges and Opportunities of Social Media

Organised by:

With support from:

Academic partner:

Other partners and sponsors:

Helsinki, Finland

As of 3 August 2009

DAY 1: WEDNESDAY, 19 AUGUST 2009
ARRIVAL/REGISTRATION AND OPENING RECEPTION

09:00 - 16:00
- Arrival and Registration

Venue:
AGM Registration Desk
Hostel Academica (www.hostelacademica.fi)
Hietaniemenkatu 14, 00100 Helsinki

Participants are required to check-in at the AGM Registration Desk
(In case of difficulties reaching the hostel/other practical questions, please call +358 503 604 112/Anne-Mie).
16:30 - 17:30 - **Welcome and Introduction Session:**
- Introduction to Helsinki and Finland
- Introduction to the conference programme
- Practical advice and announcements

**Chaired by:**
Ms. Jessica Diktonius (AU9)
AGM Team Helsinki

**Venue:**
Kansakouluinkatu 3

17:30 - 18:50 - **Walking tour through Helsinki,** guided by the AGM Team Helsinki
- Departure from Kansakouluinkatu 3 at sharp 17:30, arriving to Merikasarmi at 18:50
- Tours by groups of 10 persons, in total six groups

**19:00 - 20:30** - **OPENING RECEPTION**

**Hosted by:** The Ministry for Foreign Affairs of Finland

**Venue:**
Engel-sali
Merikasarmi (A-rakennus)
Laivastokatu 22 A 1, 00160 Helsinki

**Dress Code:** Smart

**Keynote Speakers:**
Mr. Johan Schalin
Head of Unit, Unit for Asia and Oceania
The Ministry for Foreign Affairs of Finland

Mr. Wei Shen
President, ASEFUAN

20:30 - 21:00 - **Transfer by bus and ferry to Uunisaari Island**

21:00 - 24:00 - **SOCIAL AND RELAXATION ACTIVITIES IN UUNISAARI ISLAND**
(Including e.g. Finnish sauna and sunset)

**Venue:**
Uunisaari (A pittoresque island in southern coast of the city centre, three minutes with a ferry from the mainland; www.uunisaari.com)

**Important:**
Towels will be provided, but remember to bring your bathing suit, some warm clothing and your personal accessories.

24:00 - 24:30 - **Ferry back to the mainland**
---

**Breakfast**

*Note:*
Basic breakfast ingredients (e.g. tea, coffee, bread, jam) will be offered to participants to be prepared individually in kitchens (provided in each room). Each participant is kindly asked to stock her/himself in case of special nutritional needs.

**08:45 - 09:15**
Bus transfer to Metsätalo
(Please note that the departure from the hostel will be at sharp 08:45)

**09:30 - 12:00** - **PLENARY SESSION: INTRODUCTION TO SOCIAL MEDIA**

Social media are primarily digital tools for sharing and discussing information. While the notion of social media refers to certain communication technologies, their applications have far-reaching consequences for our communications architecture on the whole. Enabling greater participation and decentralization, social media challenges conventional structures of Asia-Europe interaction. Internet forums, social blogs, wikigroups, facebook, vlogs, youtube, IMs, VOIPs, MySpace, Jaiku, Twitter – applications of social media are utilized in many ways and used in virtually every field in today's society.

**Venue:**
Lecture Room 6, Metsätalo, 2nd Floor
Unioninkatu 40
University of Helsinki

09:30 - 09:35 - **Welcoming Remarks**
Mr. Jussi Lehmusvaara (AU7)
ASEFUAN

09:35 - 10:00 - **Social Media – Media in Transition**
Mr. Mikko Villi, Education Coordinator
Aalto University/Media Factory

10:00 - 10:30 - **Social Media in Asia-Europe Communications: The Role of Active Citizens**
Ms. Riitta Nieminen-Sundell, Senior Manager
Foresight, Finnish Innovation Fund Sitra

10:30 - 11:00 - **Social Media and the ICT Industry: Experiences from Asia**
Mr. Jussi-Pekka Erkkola, Digital Marketing Manager
Nokia

11:00 - 11:30 - **Coffee/Tea Break**

11:30 - 12:00 - **Social Media and the Civil Society**
*through Adobe ConnectPro*
Mr. Alexandros Papageorgiou (AU7), Online Media Consultant
Google Ireland

12:00 - 12:30 - **Questions and Answers**
Chair: Mr. Heikki Wilenius (AU3)
12:30 - 14:00  -  Lunch

14:00 - 15:30  -  WORKSHOPS ON SOCIAL MEDIA

Venue:
Rooms 7-10
Metsätalo, Unioninkatu 40

Room 7  -  Social Media vs. Traditional Media
Moderator: Mr. Mikko Villi

Room 9  -  Social Media and the Private Sector
Moderator: Mr. Jussi-Pekka Erkkola

Room 10  -  Social Media and the Civil Society
Moderator: Mr. Jussi Lehmusvaara (AU7)

15:30 - 16:00  -  CONCLUDING PLENARY SESSION

Venue:
Lecture Room 6, Metsätalo, 2nd Floor

Chair:
Mr. Heikki Wilenius (AU3)

16:30 - 17:30  -  CONFERENCE CLOSING RECEPTION

Venue:
Outdoor terrace
Ravintola Lasipalatsi
Mannerheimintie 22-24
00100 Helsinki

18.00 - 20.00  -  DINNER
(Traditional Finnish servings)

Venue:
Cabinet Palmusali
Ravintola Lasipalatsi
Mannerheimintie 22-24
00100 Helsinki
BREAKFAST

Basic breakfast ingredients (e.g. tea, coffee, bread, jam) will be offered to participants to be prepared individually in kitchens (provided in each room). Each participant is kindly asked to stock her-/himself in case of special nutritional needs.

08:30 - 08:45
Bus transfer to University of Helsinki, Unioninkatu 34

09:00 - 12:15
ASEFUAN ANNUAL GENERAL MEETING

Venue:
Auditorium XIV (3029)
Unioninkatu 34, 3rd Floor
University of Helsinki

09:00 - 09:10  -  Welcome remarks by Mr. Wei Shen
President, ASEFUAN

09:10 - 09:15  -  Election of the Chair of the Annual General Meeting (AGM) and designation of two Rapporteurs

09:15 - 09:25  -  Presentation of summary of discussion of the 7th AGM

09:25 - 09:30  -  Approval of the 8th AGM Agenda

09:30 - 10:00  -  Presentation of the Annual Report by the Executive Committee

10:00 - 10:15  -  Break/Informal Discussions

10:15 - 10:45  -  Presentation and approval of Auditors’ report
- Consideration and approval of the Annual Report, including a Statement of Accounts

10:45 - 11:00  -  Open Discussion

11:00 - 12:00  -  Election of New Officers for the Executive Committee 2009-2010

12:00 - 12:15  -  Concluding Discussions of the Annual General Meeting
Welcome Remarks by the Executive Committee 2009-2010
12:30 - 13:30 - Lunch

Host:
City of Helsinki

Venue:
Old City Hall of Helsinki
Aleksanterinkatu 20, Helsinki

13:30 - 13:45 Bus transfer to the House of Parliament

14:00 - 16:15 - VISIT TO THE HOUSE OF PARLIAMENT AND INFORMAL PANEL DISCUSSION WITH MEMBERS OF THE PARLIAMENT

Venue:
Eduskuntatalo - Parliament of Finland
Mannerheimintie 30, Helsinki

Host:
Mr. Ville Niinistö (AU2), Member of the Parliament (Green Party)

Group A:
14:00 - 14:30 Guided Tour at the Parliament House
14:30 - 15:00 Coffee/Tea Brake at Café Pikku Parlamentti

Group B:
14:00 - 14:30 Coffee/Tea Brake at Café Pikku Parlamentti
14:30 - 15:00 Guided Tour at the Parliament House

15:15 Welcoming Remarks
Mr. Ville Niinistö (AU2), Member of the Parliament

15:20 Keynote Address on Current Environmental Issues in Finland
Ms. Anni Sinnemäki, Minister of Labour
Ministry of Employment and the Economy

15:30 - 16:15 Informal Panel Discussion on International Environmental Issues

Panelists:
Ms. Anni Sinnemäki, Minister of Labour
Mr. Ville Niinistö (AU2), Member of the Parliament
Mr./Ms. X, Member of the Parliament, TBC

16:30 - 19:00 - VISIT TO SANOMATALO AND RECEPTION HOSTED BY HELSINGIN SANOMAT

Helsingin Sanomat is the biggest daily subscription-based newspaper in Scandinavia. It is also Finland's leading national paper, which is read by more than three-fourths of the residents of the Helsinki metropolitan area and by a quarter of all Finns. Sanoma News is the leading newspaper publisher in Finland. In addition to Helsingin Sanomat, Sanoma News publishes national and regional newspapers and is also investing heavily in digital business.

Host:
Helsingin Sanomat
Venue:
Sanomatalo
Töölönlahdenkatu 2, Helsinki

16:30 - 17:15 Guided Tour at Sanomatalo and Introduction to the Redaction of Helsingin Sanomat
Mr. Kaius Niemi, Managing Editor
Helsingin Sanomat

17:15 - 17:30 Welcoming Remarks
Ms. Reetta Meriläinen, Editor in Chief
Helsingin Sanomat

17:30 - 19:00 Reception hosted by Helsingin Sanomat

19:00 - 20:30 WORKSHOPS ON PROJECTS AND ACTIVITIES

Venue:
Auditorium at Hostel Academica

WORKSHOP 1: Model ASEM
WORKSHOP 2: Culture Capsule
WORKSHOP 3: Project Development and Innovations
WORKSHOP 4: Development and Sustainability of ASEFUAN
WORKSHOP 5: Annual General Meeting 2010

20:30 - FREE EVENING

Indulgence into various activities offered by the annual Helsinki Night of the Arts – Taiteiden Yö

This is the night when Helsinki never sleeps. The August night will be filled with events and experiences of all shapes and sizes from the early evening until the small hours. Discover what's going on just around the corner - in the city’s parks, streets and squares.
DAY 4: SATURDAY, 22 AUGUST 2009
POST-AGM SOCIAL AND CULTURAL PROGRAMME

Until 11:30  
Free time to stroll around Helsinki, do some shopping etc.

11:30  
- Departure by bus to Nuksio Natural Park, Solvalla

12:00  
- Arrival to Nuksio Natural Park

12:30 - 13:30  
- Lunch

13:30 - 15:00  
- CONTINUED WORKSHOPS ON PROJECTS AND ACTIVITIES
  (if required)
  
  WORKSHOP 1: Model ASEM  
  WORKSHOP 2: Culture Capsule  
  WORKSHOP 3: Project Development and Innovations  
  WORKSHOP 4: Development and Sustainability of ASEFUAN  
  WORKSHOP 5: Annual General Meeting 2010

15:00 - 15:30  
- WORKSHOP REPORTS AND NEXT STEPS

15:30 - 19:00 - 20:00  
- POST-AGM SOCIAL AND CULTURAL ACTIVITIES
  - Including e.g. introduction to the Finnish sauna etiquette, followed by bathing, sauna etc.

19:00 -  
- Dinner

20:00 -  
- Sauna

Note:
- Participants are advised to bring appropriate shoes and some warm clothes for walking in the woods and spending some time outdoors.

- The evening also serves as a great opportunity to introduce local delicacies from participants’ home countries – what could possibly be a more fantastic way to get your fellow ASEFUANers to know a tiny bit more of your country than in forms of new and unforgettable tastes!
### DAY 5: SUNDAY, 23 AUGUST 2009
**DEPARTURE OF PARTICIPANTS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td>Breakfast buffet</td>
</tr>
<tr>
<td>11:00</td>
<td>Departure by bus to Helsinki</td>
</tr>
<tr>
<td>12:00</td>
<td>Arrival to Helsinki Central Railway Station</td>
</tr>
</tbody>
</table>

**Note:**
- The bus will be arriving next to the bus stop with buses departing to the Helsinki International Airport.
- For those participants departing later during the day, luggage storage can be found at the main hall of the Central Railway Station.

<table>
<thead>
<tr>
<th><strong>All day</strong></th>
<th>Departure of participants</th>
</tr>
</thead>
</table>

**end**