

Dear DECC members,

We are pleased to invite you to Sampo's Leaders Forum which will be arranged for the fifth consecutive year.

The business environment has changed considerably after economic recession. For some time the financial structure supporting entrepreneurship will be more conservative. Good times will not return to the local market, because loans are not so easily available any more.

In the current situation economists recommend again to export, but businessmen wonder „How?“. They don't look through rose-coloured spectacles anymore and are not eager to expand business off hand ...

Firstly, despite some rise in efficiency during the recession, our costs in providing the traditional sub-contracting service are still too high. Secondly, the achievements of our research and development work are not so great yet to ensure that our innovations are warmly welcomed abroad. Even if the product is unique and the price is good, it is not easy to launch it to the global market.

The objective of the forthcoming Sampo's Leaders Forum is to find a way out of this complicated situation. By giving an outline of the current business environment, we will try to help businessmen to get adjusted to the conditions in the domestic market and to create a "solid ground".

Most importantly, we will introduce smart strategies how to deliver your experience and know-how outside Estonia and mould your strengths to meet the interests of large international corporations. We will also give examples of both big and small businesses which have succeeded in such a way.

This year's Forum will also be arranged differently. We will host a lot of guests who will be interviewed by Raivo Vare, one of the most brilliant experts in the Estonian economy.

We expect about 400 managers and entrepreneurs to participate in the Forum which will take place in Estonia Concert Hall on May 5. The Forum will be followed by a reception where it will be possible to exchange information and views.

You are very welcome to participate in the most significant conference this spring – Sampo's Leaders Forum!

Yours,

Aivar Rehe  
CEO of Sampo Pank

\* The program of the Forum and information about registration can be found on the next page. You as Sampo Pank's guest have free admission to the Forum.

**SAMPO's LEADERS FORUM 2010**  
**"To the fresh waters"****PROGRAM**

- 12.30 Arrival and registration of participants
- 13.00 Let's speak about the current situation. **Raivo Vare** will lead the opening discussion with **Aivar Rehe**, CEO of Sampo Pank, **Juhan Parts**, Minister of Economic Affairs and Communications, **Marje Josing**, Director of Estonian Institute of Economic Research and other guests.
- 14.00 Let's discuss what could be done. **Peter Fisk**, the writer and founder of Genius Works, will introduce the Pilot Fish Strategy and give advice how to implement this strategy in order to succeed internationally.
- 15.00 Break
- 15.30 Let's speak about Estonian companies which have succeeded abroad and their managers. **Raivo Vare** will interview the following guests and find out how they have managed to succeed:
- Valdo Kalm**, General Director and Chairman of the Board of EMT  
**Teet Jagomägi**, Chairman of the Board of Regio, Reach-U  
**Kalju Rüütli**, Chairman of the Board of Now! Innovations  
**Hannes Saarpuu**, CEO of Eurolines and Busland  
**Rain Rannu**, founder and CEO of Fortumo  
**Heikki Haldre**, founder and Board Member of Fits.me
- 17.00-18.00 Refreshments and socialising

**ADDITIONAL INFORMATION AND REGISTRATION**

- Venue: Estonia Concert Hall  
Estonia pst 4, Tallinn
- Time: **5 May 2010, from 12.30 to 18.00**
- Registration and additional information: Phone (+372) **675 2103**  
E-mail: **foorum@sampopank.ee**
- Registration deadline: **21 April 2010**

Photo gallery from last conference (March 10 2009, Estonia Concert Hall, Tallinn)



Moderator Raivo Vare & Aivar Rehe



The audience



Key-speaker: Peter Fisk