

**Conference: LAW IN THE DIGITAL ERA - PERSPECTIVES FROM IP
LAW, CONTRACT LAW AND ICT LAW**

Date: 10-12 December 2017

Digitalization and digital technologies are increasingly driving towards revolutionary changes in the innovation system, affecting industries, universities and public institutions. Big data, 3D printing, software and AI technologies are pushing corporations towards adapting or newly creating business models to cope with the digital disruption. The problem is certainly not only technological or economic but also legal. Indeed, the regulatory framework needs to be shaped in such way that it provides with a fertile and healthy soil for these technological innovations to grow. This conference brings together experts from the academia, industry, as well as policy makers in a joint effort to raise awareness and propose solutions to some of the key legal disruptions that digitalization is causing in the fields of intellectual property law, contract law and ICT law.

Programme

Sunday 10 December 2017, 19.00 – 20.00

Welcoming reception at Rovaniemi city hall (Hallituskatu 7, 96100 Rovaniemi)

DAY 1 – Monday 11 December 2017

Venue: University of Lapland (Yliopistonkatu 8, 96300 Rovaniemi), Esko and Asko Lecture Hall

8.30-9.00 Registration

9.00 - 9.15 Welcoming

Mauri Ylä-Kotola, Rector of University of Lapland

Session I: IP Law and Digital Challenges

Chairman: Rosa Maria Ballardini

9.15 – 10.00 Keynote: Timo Minssen, Professor of Biotechnology Law/
University of Copenhagen
Topic: Data Sharing, Data Caring & Data Hugging in The Health
& Life Sciences: What's Law got to do with it?

10.00 - 10.15 Commentator
Dr. Rosa Maria Ballardini/University of Lapland
Dr. Lohiniva-Kerkelä Mirva/University of Lapland

10.15 - 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00-11.15 Speaker 1: Taina Pihlajarinne, Professor of Copyright Law/
University of Helsinki
Topic: Linking and copyright – a problem solvable by concepts of
technical-functional nature?

11.15 - 11.30 Speaker 2: Olli Pitkänen, Research Director/IPR University Center
Topic: Artificial Intelligence and IP: Challenges to the fundamentals of the Copyright System

11.30 - 11.45 Commentator
Heidi Härkönen, Researcher/University of Lapland
Dr. Ian Gauci, Partner/Gatt Tufigno Gauci Advocates

11.45 - 12.00 Discussion

12.00 – 13.00 Lunch Break

Session II: Contracting in the Digital Age

Chairman: Prof. Soili Nysten-Haarala

13.00 – 13.45 Keynote: Aleksandr Savelyev, Associate Professor/Higher School of Economics, Moscow and IBM
Topic: Smart contracts

13.45 - 14.00 Commentator
Jenna Päläs, Researcher/University of Lapland
Dr. Riikka Koulu, Senior Researcher/University of Helsinki

14.00 - 14.15 Discussion

14.15 – 14.45 Coffee Break

14.45 – 15.00 Speaker 1: Seppo Kuula, CEO/Siili Solutions
Topic: New Agile Business Models in IT business

15.00 - 15.15 Speaker 2: Ari Koivumaa, Legal Counsel/Police IT Centre
Topic: Agility from a public buyer's standpoint

- 15.15 - 15.30 Commentator
Soili Nysten-Haarala, Professor of Commercial Law/University of Lapland
Jouko Nuottila, Researcher/University of Lapland
- 15.30 - 15.45 Discussion
- 15.45 - 16.30 Panel discussion: Policy and Industry Perspectives
1- Mikko Välimäki, CEO/Tuxera
2- Mikko Manner, Partner and an attorney (Roschier Ltd)
3- Viveca Still, Government Copyright Counsellor /Finnish Ministry of Culture and Education
4- Samuel Laurinkari, Head of EU Affairs/eBay
- Chairman: Ballardini, Nysten-Haarala & Pitkänen

Closing of day 1

DINNER

DAY 2 – Tuesday 12.12.2017

Venue: University of Lapland (Yliopistonkatu 8, 96300 Rovaniemi), Esko and Asko Lecture Hall

Session III: ICT Law

Chairman: Dr. Olli Pitkänen

- 9.15 – 10.00 Keynote – Prof. Christopher Kuner, Director, Brussels Privacy Hub, VUB Brussel, Belgium
Topic: Reform of EU data protection law: opportunities and challenges for technological innovation
- 10.00 - 10.15 Commentator
Dr. Tuomas Pöysti, Docent in Administrative

Law/University of Helsinki and Under-Secretary of State for
Public Governance Policy, Ministry of Finance

10.15 - 10.30 Discussion

10.30 – 11.00 Coffee Break

11.00 – 11.15 Speaker 1: Dr. Tuomas Pöysti, Docent in Administrative
Law/University of Helsinki and Under-Secretary of State for
Public Governance Policy, Ministry of Finance

Topic: Trust in the era of digital administration and platforms

11.15 - 11.30 Speaker 2: Päivi Korpisaari, Professor in Communication
Law/University of Helsinki
Topic: Freedom of expression and liability in social media

11.30 - 11.45 Commentator
Aleksander Wiatrowski, Researcher /University of Lapland
Juhana Riekkinen, Researcher/University of Lapland

11.45 - 12.00 Discussion and closing remarks

Closing of the conference

Lunch