

Program starts at 12 o'clock CET

- **Welcome** by Jenny Simonsen
- **Navigating regulatory challenges for future innovation. Is there really a problem?**
 - Siri Vasshaug, Senior advisor, Norwegian Public Roads Administration
- **Testing automated vehicles in Finland - challenges and opportunities?**
 - Reijo Jälkö, Chief Adviser, Traficom
- **Deploying autonomous vehicles on the ground and in the air across Scandinavia - 5 years of practical experience at Holo**
 - Christian Bering Pedersen, CEO, Holo
- **Electrification and automation of the transport sector**
 - Pia Wijk, Project Manager Research and Public Affairs, Einride
- **Shared Autonomous Vehicles - sustainable freedom of movement**
- Claes Kanold, Leader Radical innovations, Ruter
- **Q&A**

Nordic+

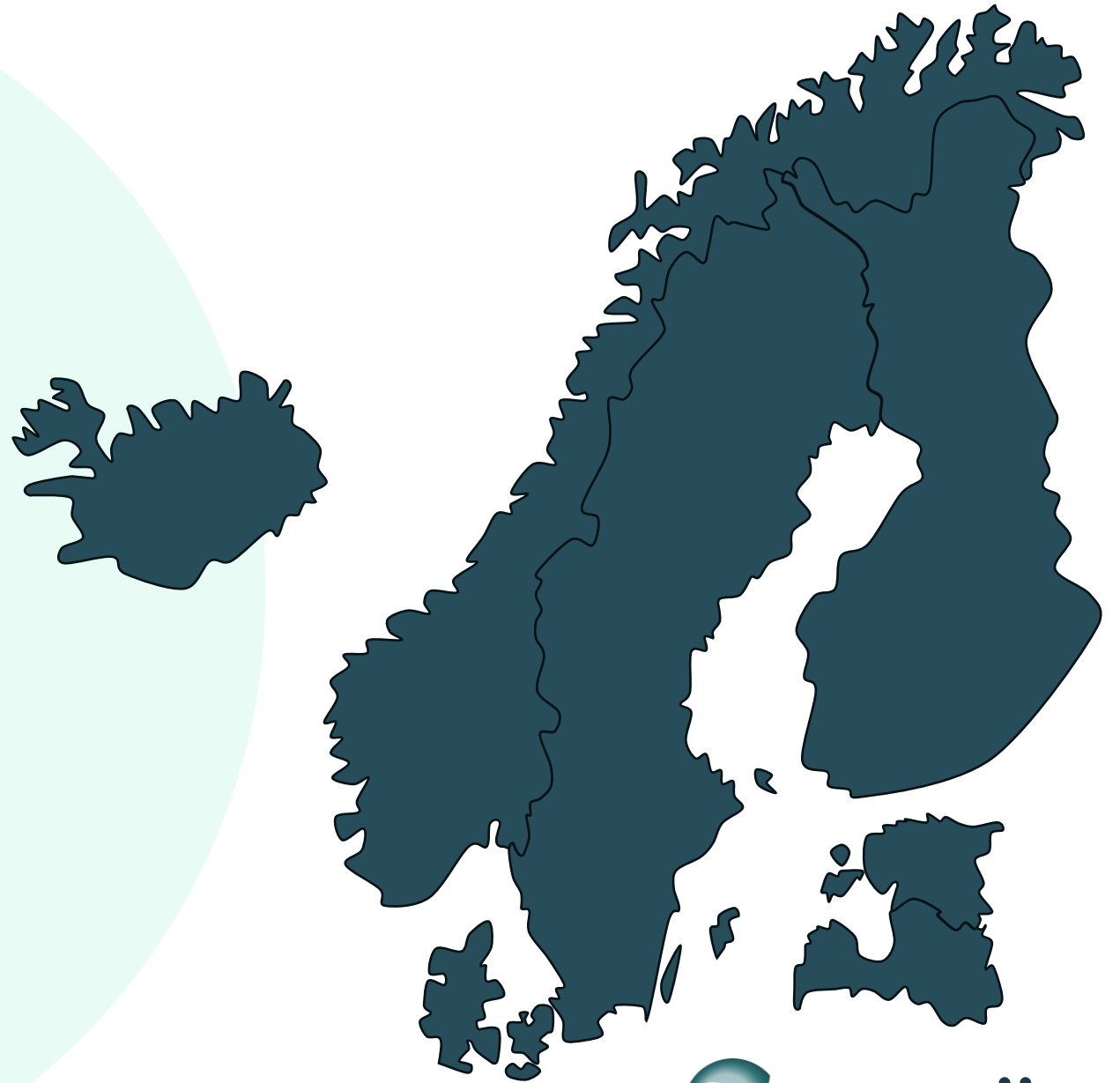
Sustainable change for a better future of mobility



Nordic+ network

We are a network of ITS associations located in Denmark, Estonia, Finland, Iceland, Latvia, Norway, and Sweden.

The Nordic+ network consists of 400+ mobility and transportation companies, cities, authorities, and organizations in research and academia – all members of our local ITS associations.



Nordic+ culture

Vision

Nordic+ is the leading region for future-proof mobility.

Mission

Connecting the Nordics and beyond through seamless, smart, and sustainable mobility.

Values

Trust
Professionalism
Courage
Passion
Collaboration



nordic+

Nordic+ connects

Innovation

Supporting the development of smart and sustainable transport solutions

Networking

Meet partners and clients through our vast networks within the Nordics, Baltics, and Europe

Influencing

Building collaboration between the Nordics and Baltics to enable a more unified region