



7 November – 9 November 2008

What can the Winter Olympics do to a city, a region, and a country?

Case Study in Micro and Macro Economics



Friday, 7 November

Registration from 10.30 a.m.; lunch, then opening and start of programme at 13.00:

- **HOW DID LILLEHAMMER BECOME HOST CITY FOR THE OLYMPICS EVENT?**
The decision process; how the Winter Olympics changed a city -
Speaker: Jon Helge Lesjø, researcher at Lillehammer University College (bus to the college)
- **DEVELOPMENT OF INDUSTRIES IN THE WAKE OF THE OLYMPICS**
Lecture and sightseeing: Jomar Selvaag, former Marketing Director of the Winter Olympics -94;
now partner in Thue & Selvaag (congress and events organisers)

Saturday, 8 November

- **LILLEHAMMER AND THE FUTURE?**
"Lillehammer as the most complete region in Europe for winter sports"
Partnership between sports, tourism, industry, and education. Presented by Audun Löhre,
project leader
- **ARE WE DOING THE RIGHT THINGS? OR ARE WE ONLY DOING THE THINGS RIGHT?** A problem-solving perspective on economy, environment, and socio-culture.
- Speaker: Sveinung Jørgensen, research scholar at Lillehammer University College
- **VISIT TO BJERKEBÆK, THE HOME OF SIGRID UNDSET**
NOBEL PRIZE LAUREATE IN LITERATURE (1928)
- **BUSINESS AND INDUSTRY IN HAFJELL BEFORE, DURING AND AFTER -94**
Excursion to the Hafjell Mountains; lecture by Jan Erik Rørvik, Director in the Welle Group
- **HUNDERFOSSEN FAMILY PARK, THE FIRST WINTER PARK IN EUROPE**
The Winter Park is presented on location by Høgne Høstmælingen, Park Director

Sunday, 9 November

- **DIALOGUE AND PEACEBUILDING**
Visit to *The Nansen Academy* . Presentation by
Steinar Bryn, Director of Nansen Dialogue
- **WORKSHOPS**
- **CLOSING PROCEDURES - LUNCH 13.00**

Arrivals (ca)

- By car: 2,5 hours from Oslo
- By train: 2 hours from Oslo/
Gardermoen Airport, and
2 hours 20 min from Oslo S.

WELCOME TO LILLEHAMMER!