NORWAY CHINA

ARCTIC SCIENCE PROMOTION PLAN
Goal

• Create interest in the northern lights
• Promote Arctic science
• Invite talents to the Arctic Frontiers Conference
• Raise awareness of sustainable development in the Arctic region
• Academic exchange
Targeting groups

> **50 loyal audiences and professionals** would be benefitted from the workshops, exhibitions, salons and screening activities

> **100 scholars** learn about Arctic Frontiers and look for the Arctic Frontiers Young Program

> **5 000 readers** are able to learn the arctic science by answering quizzes

> **10 000 students** to be involved and create a cooperative environment

> **200 000 public** to be reached through advocacy on social media
Call for Chinese participation to THE ARCTIC FRONTIERS
Arctic Frontiers is an international arena on sustainable development in the Arctic. The conference addresses the management of opportunities and challenges to achieve viable economic growth with societal and environmental sustainability.

Arctic Frontiers brings academia, government and business together to create a firmer foundation for decision-making and sustainable economic development in the Arctic. Join the Arctic Frontiers conference preparing the new Arctic future.

The conference takes place the fourth week of January (21-26) in the Norwegian city of Tromsø, known as the Gateway to the Arctic.
Five topics

**POLICY**
New areas and opportunities are opening up and Arctic Frontiers Policy discusses the political frameworks needed to utilise these opportunities in a responsible way.

**BUSINESS**
An international arena for companies to develop networks, discover new business opportunities, and keep up to date with the latest economic development in the Arctic.

**SCIENCE**
An arena for latest findings in environmental and technological research in the region.

**ARENA**
Arctic Frontiers Arena represents a wide range of activities taking place throughout the year.

**YOUNG**
Arctic Frontiers Young brings together an international community of young scientists, students and young professionals to share knowledge and new perspectives on development in the High North.
Main sessions 2018

State of the Arctic

Technology and connectivity

Resilient Arctic societies and business development

Healthy and productive oceans

Industry and environment
Arctic Frontiers PhD workshop
Science for Schools
Science for Politics
Arctic Career Seminar
Emerging Leaders
Arctic Frontiers Student Forum
KEYNOTE SPEAKERS

- Ine Eriksen Søreide, Minister of Foreign Affairs, Norway
- Per Sandberg, Minister of Fisheries of Norway
- H.E. Susi Pudjiastuti, Minister of Marine Affairs and Fisheries of the Republic of Indonesia
- Toro Vaurasto, Chair, Arctic Economic Council
- Antje Boetius, Alfred-Wegener-Institute (AWI), Germany
- Volke Ruhland, Head, German Arctic Office
- Karla Jessen Williamson, Professor, University of Saskatchewan
- Peter Thomson, UN Secretary-General's Special Envoy for the Ocean
- Kristin Skogen Lund, Director general of the Confederation of Norwegian Enterprise (NHO)
- David Barber, University of Manitoba
Social Media Champaign

Academia:
• Promote at universities and institutions
• Look for Arctic Frontiers Young

Public:
• 10 facts about Arctic
• Arctic Science Quiz (Weibo & Wechat)
• Moment – Northern lights Pic & Story
• Arctic Art Gifts (Designed by artist Wang Xuyuan)
Welcome to

ARCTIC FRONTIERS!