

## SEMINAR:

### BUSINESS FROM THE EAST - FROM CONTACTS TO REAL BUSINESS

<b>DATE:</b>	24 April 2018
<b>TIME:</b>	8:30 – 16:30
<b>VENUE:</b>	Finlandia Hall, Veranda1 (Mannerheimintie 13 e, 00100 Helsinki, Finland)
<b>TO WHOM:</b>	Anyone interested in business opportunities in St. Petersburg and Central Asia and focusing on green economy (water- and urban eco-efficiency).
<b>REGISTRATION:</b>	The event is free of charge, but requires registration <b>by April 16</b> by filling out this <a href="#">form</a>
<b>LANGUAGES</b>	Simultaneous translation available Finnish – Russian - Finnish. Upon request and availability, support in personal discussions.

## PROGRAMME

### 8:30 – 9:00 REGISTERING AND COFFEE

### 9:00 – 10:00 WELCOMING WORDS

*Mr. Markus Tuukkanen, Managing Director, Finnish Water Forum*

*H.E. Mr. Murat Nurtleuov, Ambassador Extraordinary and Plenipotentiary of Kazakhstan in Finland*

*Representative of the Embassy of Uzbekistan in Latvia and Finland (tbc)*

*Mr. Ilkka Räisänen, Chief Specialist, International Procurement Opportunities, former Ambassador to Kazakhstan, Ministry for Foreign Affairs, Finland*

*Mr. Sergey Sinelnikov, Trade Representative of the Russian Federation in Finland*

### 10:00 – 11:00 OVERVIEW OF THE MARKETS

**Kazakhstan as a growing market for the water & environmental products & services**  
*Ms. Evija Pudane, Executive director, CLEANTECH LATVIA*

**St.Petersburg's cleantech market – business potential of real estate market and waste management,**  
*Mrs. Evilina Lutfi, Business Development Director (Russia), Green Net Finland*

**Uzbekistan as a potential market for the water & environmental products & services**  
*Mr. Alisher Juraev, Business Bridge Global*

### 11:00 – 11:30 BUSINESS CASES AND EXPERIENCES IN EAST MARKETS, Session #1

**Case Onninen – Onninen projects in the East markets**  
*TBC, Onninen Oyj*

**Case Inducont – Deals in Kyrgyzstan and Uzbekistan**  
*Mr. Janis Zviedris, INDUCONT Ltd*

**Lessons learned by working together**  
*TBC, Onninen Oyj and Mr. Janis Zviedris, INDUCONT Ltd*

### 11:30 – 12:30 LUNCH AND NETWORKING

### 12:30 – 13:50 BUSINESS CASES AND EXPERIENCES IN EAST MARKETS, Session #2

**Case Fortum: Fortum in the East markets – green economy transformation,**  
*Representative of Fortum Oyj*

**Case Karme Filtrs – Uzbekistan**  
*Mr. Andrejs Belogorskis, Karme Filtrs Ltd*

**Case Astana Expo: Lessons of Astana Expo**  
*Mr. Severi Keinälä, Commissioner General of Finland for the Astana Expo 2017, Business Finland*

**Case Pisara: TBC**

### 13:50 – 14:30 COFFEE AND NETWORKING

### 14:30 – 15:30 BUSINESS CASES AND EXPERIENCES IN EAST MARKETS, Session #3

**Case Kazakhstan: Green Technology Transfer Centre in Kazakhstan**  
*Mr. Niiles Airola, CEO, Kaukointernational Oy*

**New initiative in St. Petersburg – URBAN ECOCLUSTER**  
*Mr. Dmitry Krutoy, Head of Sector for Environmental Projects, Committee for Nature Use, Environmental Protection and Ecological Safety of St. Petersburg*

**Opportunities provided by St. Petersburg cleantech cluster for urban environment,**  
*Mr. Nikolay Pitirimov, NP “House Property Owners Association” and  
Mrs. Elena Belova, International Centre for Social and Economic Research “Leontief Centre”*

### 15:30-15:45 NETWORKS AS MARKET OPENERS – EXPERIENCES AND FUTURE SERVICES OF CLEANTECH CLUSTERS IN EXPORT MARKETS

**CLEANTECH LATVIA, Ms. Evija Pudane, Executive director**

**Green Net Finland, Ms. Suvi Häkämies, Managing director**

**Finnish Water Forum, Mr. Iakov Dondych, CB2East Project Manager**

### 15:45 – 16:30 COCKTAILS AND NETWORKING

*During the networking is possibility to participate in:*

**PITCHING SESSION: Doing Business in Uzbekistan**

**Moderator:** *Alisher Juraev, Official Representative of Finnish Water Forum in Uzbekistan*

### 16:30 CLOSING THE EVENT