

SEMINAR:

BUSINESS FROM THE EAST - FROM CONTACTS TO REAL BUSINESS

DATE:	24 April 2018
TIME:	8:30 – 16:30
VENUE:	Finlandia Hall, Veranda1 (Mannerheimintie 13 e, 00100 Helsinki, Finland)
LANGUAGES	Simultaneous translation available Finnish – Russian - Finnish. Upon request and availability, support in personal discussions.

PROGRAMME

8:30 – 9:00 REGISTERING AND COFFEE

9:00 – 9:45 WELCOMING WORDS

Mr. Markus Tuukkanen, Managing Director, Finnish Water Forum

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

Mr. Medet Smagulov, Counsellor, Embassy of the Republic of Kazakhstan

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

9:45 – 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 INDUCONT: Experience in export activities in Central Asia
Mr. Janis Zviedris, INDUCONT Ltd

Case Finnish Meteorological Institute: Russia and Central Asia

Mr. Harri Pietarila, Director of Expert Services, Finnish Meteorological Institute

11:30 – 12:30 LUNCH AND NETWORKING



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

Case Uzbekistan: Short experience of biogas productions opportunities

Mr. Andis Karklins, KONEKO Ltd

Case Astana Expo: Lessons of Astana Expo

Mr. Severi Keinälä, Commissioner General of Finland for the Astana Expo 2017, Business Finland

Case Kazakhstan: Green Technology Transfer Centre in Kazakhstan

Mr. Niiles Airola, CEO, Kaukointernational Oy

Case Helsinki Business Hub: International co-operation in accelerating business growth in Helsinki

Mrs. Maria Hartikainen, Senior business advisor, Helsinki Business Hub

13:50 – 14:30 COFFEE AND NETWORKING

14:30 – 15:00 BUSINESS CASES AND EXPERIENCES IN EAST MARKETS, Session #3

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"

15:00-15:45 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