



BUSINESS MUST GO ON!

Exporting to distant
markets and product
development trends
today

OCTOBER 7
10:00-12:00
SPARK DEMO (NARVA MNT 3,
TARTU) AND ZOOM WEBINAR



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10:00-10:05 SEA FOCUSED EXPORT OPPORTUNITIES FOR NORDIC NATURAL PRODUCTS PRODUCERS VIA NOVELBALTIC PROJECT WHEN BORDERS ARE CLOSED

Vaido Mikheim, Tartu Science Park

10:05-10:30 MAIN CHALLENGES FOR NORDIC COMPANIES IN CHINA, FINCHI SERVICES AND R&D ENVIRONMENT IN THE SHANGHAI AREA

Joan Zhang, Finland-China (FinChi) Innovation Center

10:30-10:55 RECOVERY OF ESSENTIAL EXTRACTS FROM HERBACEOUS PLANTS: TECHNOLOGY AND TECHNO-ECONOMIC ASSESSMENT

Pekka Oinas and Oliwer Sliczniuk, Aalto University

DEVELOPMENT OF NOVEL PLANT-BASED HEALTH AND WELLNESS PRODUCTS FOR EXPORT PURPOSES

Ilona Vanaga, Silv EXPO Ltd

10:55-11:10 COMBINING WOOD AND NON-WOOD FOREST PRODUCTS, EXPERIENCES OF FOREST OWNERS AND ENTREPRENEURS

Iida Viholainen, Finnish Forest Centre

11:10-11:35 DOING BUSINESS WITH PREMIUM PRODUCTS ON DISTANT MARKETS – DO'S AND DON'TS | ILKKA KAUPPINEN

Ilkka Kauppinen, CEO & Founding Partner of Arctic Warriors Oy

11:35-12:00 EXPERIENCES OF SALVEST LTD. IN EXPORTING TO CHINA IN POST-COVID ERA

Martin Flink, Salvest Ltd.

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