



EUROPEAN  
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# NovelBaltic

How NovelBaltic project can connect you with relevant contacts in China?

By Project Leader, Prof. Hely Häggman, University of Oulu  
Webinar 20.01.2021



UiT The Arctic  
University of Norway



NIBIO  
NORWEGIAN INSTITUTE OF  
BIOECONOMY RESEARCH



TARTU SCIENCE PARK  
*25 years, Home of Business*



# Oulu University

The University of Oulu is usually ranked in the top three per cent of all the 17,000 universities of the world

## Ecology and Genetics Research Unit

- High quality research is carried out in a number of research groups

PlantBIO: Plant molecular biology and biotechnology group lead by prof. Hely Häggman

- Research of the group is focused on forest trees, wild berry species and on conservation biology

<http://cc.oulu.fi/~hhaggman/>



# NovelBaltic project WPs - Project partners

WP1 Management

WP2 R and D infra

WP3 Market driven product needs in  
Selected regions China / SE Asia

WP4 Development of authenticity analyses

WP5 Quality characterization

WP6 Techno-economic evaluation

PP1 Univ. of Oulu

PP2 Centria Univ of Applied Sciences

PP3 Univ. of Latvia

PP4 Tartu Science Park

PP5 Aalto Univ.

PP6 Kaunas Univ of Technology

PP7 Lithuanian Res Centre for Agric. & For

PP8 Finnish Forest Centre

PP9 SIA SilvExpo

PP10 NIBIO

PP11 The Arctic Univ of Norway, UiT

# Our partners in China – Beijing Forestry University

2012 – Start of cooperation with Beijing Forestry University and Prof. Zhang Bolin on collaborative research project

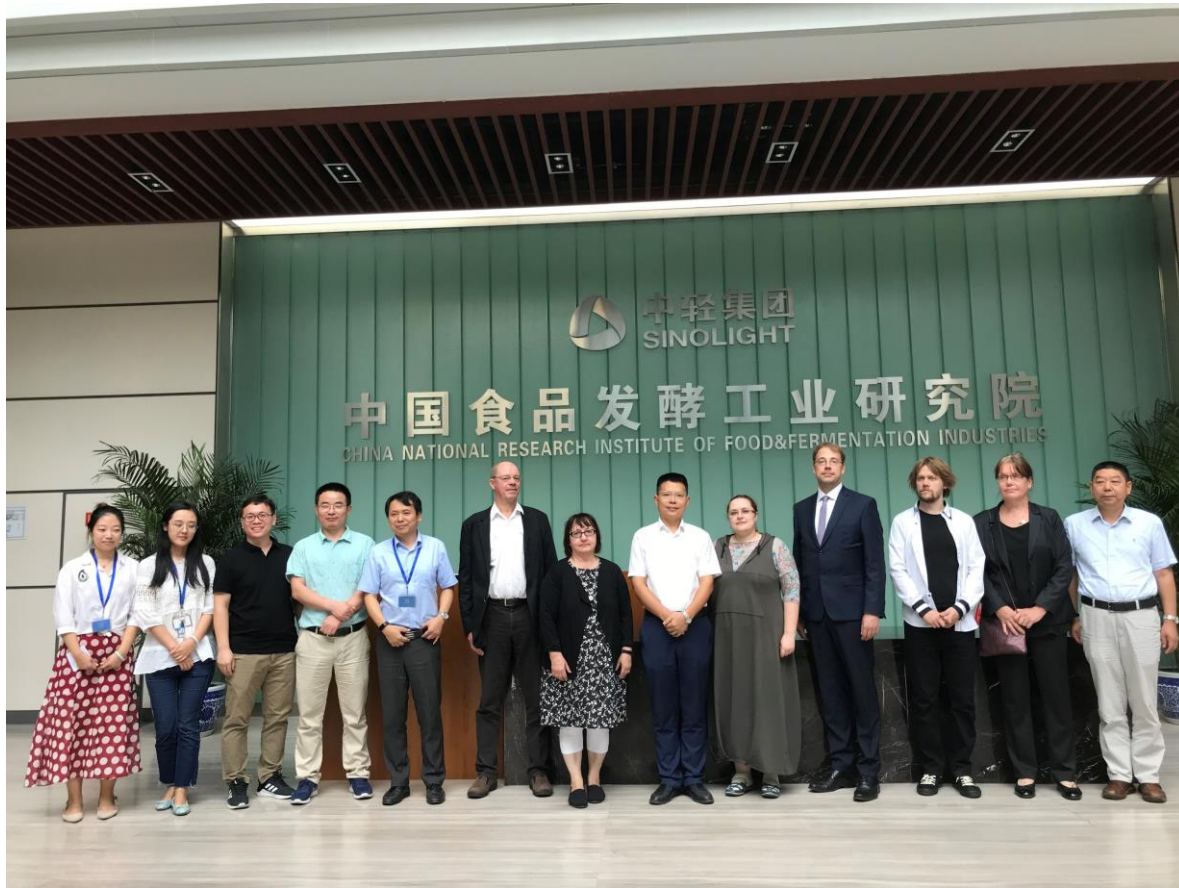
2021 – Fruitful collaboration with Prof. Zhang Bolin and BFU continues

## Key competences of Beijing Forestry University:

- ❖ Forest resources conservation;
- ❖ Landscape architecture and human habitation environment;
- ❖ Bio-materials and energies;
- ❖ Ecology and environment;

[http://international.bjfu.edu.cn/eng\\_index/index.html](http://international.bjfu.edu.cn/eng_index/index.html)





**China National Research Institute of  
Food & Fermentation Industries (CNRIFFI)**

<http://www.cnif.cn/>



**Institute of Chinese Materia Medica  
China Academy of Chinese Medical Sciences**

<http://www.icmm.ac.cn/yw/201104/265.html>

## Important China Contacts

### FinChi – Finland-China Innovation Center

Part of Team Finland / Business Finland since 2005

**Competences:** HR (incl. Staff finder), soft-landing, logistics, office spaces, business intelligence

Website: <http://www.finchi.cn/>

General Manager: Ms Joan Zhang

### Finnish Business Council Shanghai

FBCS – networking platform for Finnish companies operating in the Greater Shanghai region.

Website: <https://fbcs.fi/>

Executive Director: Maria Matar



### Elina Rimppi, Consulate General of Finland in Shanghai

<https://finlandabroad.fi/web/chn/consulate-general-shanghai>

## Steering group

- Chair: Hely Häggman (hely.haggman@oulu.fi)
- Project manager: Emmi Alakärppä / Sanni Kinnunen (Sanni.Kinnunen@oulu.fi)
- Birgitta Partanen (birgitta.partanen@arctic-flavours.fi) - Arctic Flavours Association
- Andre Veskioja (aveskioja@gmail.com) - BioCC Ltd
- Tomas Paulovitz (export@fudo.lt) - JSC FUDO
- Kenneth Ruud (kenneth@bioform.no) - Bioform AS

We have had regular steering group meetings (once a year) and members have strong experience on research and berry business.

The group has been active and their comments and discussions have been valuable for us.

## Contact

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