

A satellite night view of Earth, showing the curvature of the planet and the glowing lights of cities and towns across the landmasses. The background is a deep blue, representing the night sky and the dark parts of the Earth.

Health Tuesday: Doing Business with Business Finland - Services, Processes and Roles

Sampo Sammalisto, Ph.D.
Program Manager, Personalized Health Finland

April 7th 2020

Agenda – Presentations

8.00 Opening Words

Sampo Sammalisto, Program Manager, Business Finland

8.05 How to become a Business Finland customer?

Marko Salonen, Senior Director, SME & Midcaps, Business Finland

Tuomas Harju, Senior Adviser, Startup & Fast growth, Business Finland

8.15 Services in nutshell

Marko Salonen, Senior Director, SME & Midcaps, Business Finland

Tuomas Harju, Senior Adviser, Startup & Fast growth, Business Finland

8.30 What you should know about Business Finland customer journey and roles of different contact points

Marko Salonen, Senior Director, SME & Midcaps, Business Finland

Tuomas Harju, Senior Adviser, Startup & Fast growth, Business Finland

8.40 Questions and answers

8.55 Closing words

9.00 Main Health Tuesday event ends

Global Network Round Table – how to become big in Japan.

Opportunities before, during and after the Tokyo2020 Olympics

Starting 9:15

Expert panel: Marko Salonen (Senior Director, SME & Midcaps), Masahiro Kimura (Senior Advisor, Business Finland Tokyo), Eiji Atsumi (Senior Advisor, Business Finland Tokyo) and Elina Puszkarzewicz (Senior Advisor)

9:15 Welcome to roundtable, short review of agenda

9:20 Japan Healthcare&Wellbeing market

- Short summary of market
- Key market drivers
- Key opportunities for Finnish companies
- What is needed to succeed in Japan

9:45 Tokyo Olympics2020 Pavillion @ Embassy of Finland

- How Finnish companies can benefit from the pavilion
- Healthcare week in October (week 42)

10:00-10:15 Open discussion and Q&A

10.15 Roundtable session ends

Upcoming Health Events 2020

POSTPONED & VIRTUAL: Workshop on significant health and wellbeing innovations (in Finnish)	May.	Helsinki	Mika Sievi-Korte
Webinar on How to access the NHS / UK markets	26.5.	Helsinki	Meria Heikelä
HIMSS Europe & Health 2.0 conference	7.-9.9.	Helsinki	Paula Kivistö
POSTPONED: Trade Mission to DMEA digital health show (dmea.de/en)	TBA	Berlin	Elina Iso-Oja Kirsi Armanto

Remember these links

Business Finland Health & Wellbeing (links to programs, market information and events calendar):

<https://www.businessfinland.fi/en/for-finnish-customers/strategy/health/>

Business Finland Newsletter (select Health & Wellbeing):

<https://www.businessfinland.fi/newsletter>

Find global market opportunities and support:

www.marketopportunities.fi

NEXT HEALTH TUESDAY

MAY 5th 2020, Team Finland House

”New European Medical Devices Regulation”

More info to follow