



Coaching Day-Hong Kong  
Speakers' Profile



**Johanna Karanko**

**Head of Mission  
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The Consul-General of Finland to Hong Kong and Macao Ms Johanna Karanko has been in this position since September 1, 2018. Prior, she served as Director for Sustainable Development and Climate Policy at the Finnish Ministry for Foreign Affairs. Ms Karanko has been posted to the Permanent Representations of Finland to the UN in New York and in Geneva as well as to the Finnish Embassies in Paris and Caracas. At the Ministry Ms Karanko has led the World Bank Team and worked with EU Affairs. Ms Karanko is a career diplomat that joined the Foreign Ministry in 1996. She holds a M.Sc (Econ) degree from the Hanken School of Economics and Business Administration in Finland and a diploma from the prestigious Ecole Nationale d'Administration (ENA) in France.





**Sari Arho Havren, PhD**

**Senior Advisor, Business Finland  
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**Dr Sari Arho Havrén, Consul for Innovation at the Consulate General of Finland in Hong Kong and Macau, leads the Finnish government's foresight, innovation and strategy work in China and Asia Pacific under Business Finland. Based in Hong Kong, she has lived close to 15 years in Asia, with previous postings in Beijing, Bangkok and Shanghai. As a visiting researcher at the University of Helsinki, she specialises in international relations during the Cold War period.**

### **Foresight**

Dr Arho Havrén is a certified futurist and she leads the Finnish government's strategic and participatory foresight work in Asia Pacific. Her substance expertise lies within the future of geopolitics, and lately with China's global relations and future influence. She has been co- developing her head quarter's global foresight model and processes, and facilitates multiple foresight design workshops around Asia annually. Based on the future signals, trends and scenarios, she advises her government and government stakeholders in Finland. She is also a popular speaker on future phenomena.





**Mia Berlin**

**Senior Officer  
Finnish Food Authority  
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Mia works as a Senior Officer in the Export Section of the Finnish Food Authority (FFA). Her main responsibilities are dealing with export issues the Asia and Oceania region (excluding China) and market access work.

The aim of the Finnish Food Authority's Export Section is to enable and promote export of Finnish food, feed, animals and animal products. The Export Section is responsible for:

- implementation of bilateral export agreements
- co-operation with the officials of third countries on animal disease and food safety issues
- market access questionnaires
- audits to verify the compliance of operators with export requirements and the effectiveness of the official export control at the local level
- administration of Veterinary Health Certificates
- training and guidance of business operators and official veterinarians on export requirements



## **Pablo Recio Gracio**

**Managing Director**  
**Eibens Consulting Ltd.**  
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Mr. Recio has lived and worked in China since 2005. During this time, he has developed a strong knowledge of the Chinese market, in particular relating to food and beverage import and distribution processes and trade barriers, from both a legal and commercial standpoint; and attracting Chinese investment into specific projects or regions.

Currently, he is the managing director of Eibens, company established in China in 2005. It has two offices in Madrid and Beijing. It is focused on the Food and Beverage sector, working with EU SMEs, International trade promotions agencies and public companies. Services include all steps from training, to market intelligence, market entry or commercial follow up. As secondary sectors Eibens also work in cosmetics sector and ecommerce.

From 2012 to 2014 he was the Director of Gold Millennium Beijing. In his previous roles, he worked for public agencies including ICEX (Spanish Institute for Foreign Trade) and Extenda (Trade Promotion Agency of Andalusia), as well as for private companies involved in international trade between Europe and China. Pablo has consulted and advised many European companies engaging in the Chinese market.

He holds a bachelor's in business from the University of Granada and two master's degree in Quality Management and Business Internationalization.

Pablo Recio is a frequent speaker in business seminars in Europe and China. In the last few years, he has cooperated with organizations such as the [European Union Chamber of Commerce in China](#), the [EU SME Centre in Beijing](#), [LIAA](#), [FINPRO](#) or [Bord Bia](#) among others.





**Sindy Wong**

**Head of Tourism and Hospitality,  
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Ms Sindy Wong is Head, Tourism and Hospitality of Invest Hong Kong, the government department responsible for attracting and facilitating foreign direct investment into Hong Kong.

She joined Invest Hong Kong in September 2004 and was promoted to Head of Tourism and Hospitality in 2015. Her team attracts companies from HoReCa, travel, MICE, wellness, beauty industries globally. Prior to joining Invest Hong Kong, Ms Wong worked in multinational advertising agency, entertainment group, Hong Kong Tourism Board and banking industry.

Ms Wong has a bachelor's degree in arts from The University of Hong Kong and is a Certified Financial Planner.

She speaks fluent English, Mandarin and Cantonese. She is an animal lover and enjoys bringing new dining and beauty concepts to Hong Kong which is not only her passion for life but mission for Hong Kong!

Recent InvestHK clients: Fortnum & Mason, Deliveroo, Heytea, Five Guys, Sushiro, Haidilao, Klook Travel , QB House, Informa Markets, SoHo House etc.

**About InvestHK**

InvestHK is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

