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**HEALTH TUESDAY 5.10.2021**

**Get acquainted with USA and Asia Global &  
Market Access Programs**

**Sampo Sammalisto, Ph.D.**

**Head of Personalized Health Finland**

**8.00 Opening Words**

Sampo Sammalisto, Head of Personalized Health Finland, Business Finland

**8.05 Global Access Program to USA**

Teemu Varonen, Senior Adviser, Business Finland

**8.20 Company success case (GAP): Digital Signature Market Entry to China**

Pekka Kuosmanen, CEO, Avaintec

**8.35 Market Access Program to Asia**

Harriet Gullstén, Senior Adviser, Business Finland

**8.45 Company success case (MAP): Asian Market Analysis by the MBA Student**

Helena Korte, Managing Director, Aromtech

**9.00 Health Tuesday event ends**

**9.15 Market opportunities Roundtable**

Open discussion forum to ask questions and discuss market access programs in detail

*Moderated by Terhi Kiviranta Rasmussen, Senior Advisor, Business Finland*

*Visiting guests: Harriet Gullstén, Senior Adviser, Business Finland and Riku Mäkelä,*

*Team Finland Coordinator, Singapore*

**10.15 Roundtable session ends**

# Some housekeeping remarks

1. Kindly **mute** your microphones and disable the video.
2. We encourage you to **introduce yourself** in the chat giving the other participants the possibility to reach out and network with you later.
3. Pro tip: you can also **add a link to your LinkedIn profile in the chat**, if you want to network with speakers and/or other participants
4. Our **timing is tight** and may not allow time for live Q&A
5. Please **write your questions to the speakers in the chat**. We will monitor the chat and will address your questions one way or another

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**#healthtuesday**

# For more information on BF activities

- **Order our Health & Wellbeing monthly newsletter** to stay up-to-date on all upcoming event and other important information
  - [businessfinland.fi/newsletter](https://businessfinland.fi/newsletter)
- **Personalized Health Finland program (see Events)**
  - [businessfinland.fi/personalizedhealth](https://businessfinland.fi/personalizedhealth)
- **Smart Life Finland program (see Events)**
  - [businessfinland.fi/smartlifefinland](https://businessfinland.fi/smartlifefinland)
- **Market opportunities**
  - [marketopportunities.fi](https://marketopportunities.fi)

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# Next Health Tuesday 2.11.2021

The Promise and Current Status of Digital Therapeutics (DTx)

Market Opportunities Roundtable: Opportunities and examples in the Israel Digital Healthcare ecosystem

**Registration link and program in the Thank You Email & the next BF Health & Wellbeing Newsletter**



# THANK YOU!

**P.S. CLICK OUR FEEDBACK LINK IN TEAMS CHAT WINDOW NOW**

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Head of Personalized Health Finland

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