



Ulkoministeriö
Utrikesministeriet
Ministry for Foreign
Affairs of Finland



KUOPION ALUEEN
KAUPPAKAMARI

BUSINESS
FINLAND

Team Finland USA Road Show, Kuopio, October 23, 2019

INTERNATIONAL BUSINESS SEMINAR ON U.S. MARKET

Venue: Kuopio Music Centre

To whom: For companies in North Savo region doing international business and companies starting international business.

Information about business potential presented by the U.S. market, how to enter successfully to the market, how to be best prepared. Companies will tell about their experiences. The Road Show will also celebrate the centenary of the formal relations between Finland and the United States in 2019. Language of the event will be English.

Moderator of the event is Mr Markku Koponen, Team Finland co-ordinator, ELY Centre North Savo

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| 8:30 | Registration, coffee and networking |
| 08:50–9:00 | Welcoming words
Jarmo Pirhonen, Mayor, City of Kuopio |
| 9:00–9:05 | Opening remarks: Finland – U.S. trade relations
U.S. Embassy in Finland |
| 9:05–9:10 | Opening remarks: Finland – U.S. trade relations
Ministry for Foreign Affairs of Finland |
| 9:10–9:30 | How to be prepared to enter the United States' markets
Mailiina Turanlahti, Head of Region North America at Business Finland |
| 9:30–9:50 | Partner in the United States, Expand Globally
Aaron Held, Senior Commercial Officer, U.S. Embassy Helsinki |
| 9:50–10:10 | Visas and work permits for business purposes
Jeremy R. Wisemiller, Consul Matthew D. Winslow, Vice Consul, U.S. Embassy Helsinki |
| 10:10–10:30 | US Legal Risk Management
Sari Laitinen, US Legal Counsel, Juris Doctor (USA) |



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10:30–11:00 Keys for success in the United States

Moderator of the company panel discussion: Ambassador Juha Markkanen.

Companies with experience from the U.S market will share their lessons learned and tell what to take into consideration when planning market entry.

Questions for companies are:

- How would you describe your path to the U.S market?
- Which actions have been successful so far?
- What has surprised you the most?
- What would you do differently in your market entry today?

Participants of the panel:

Genelec
Kiho
Nemo

11:00–11:10 Concluding words

Silja Huhtiniemi, CEO, Kuopio Chamber of Commerce

11:10–11.45 Networking and discussion

There will be tables for:

- US Embassy
- Team Finland representatives:
 - Business Finland
 - Ministry for Foreign Affairs of Finland
 - ELY-Center
- Kuopio Chamber of Commerce
- Business Kuopio
- Sari Laitinen US Legal Counsel, Juris Doctor (USA)