

FREE OF CHARGE

TRAINING SESSION 2/3

ESSENTIAL SKILLS FOR BUSINESS DEVELOPMENT IN NORTH AMERICA

Get ready for post-COVID North American Business culture including regional differences and sales channels

Get practical advice on how to build trust with crucial contacts to speed up
business development in North America!



Jukka Matikainen

Managing Director, Nordic Trading House (The U.S. / Canada)

- ▶ 10+ years' international experience in business development (sales, marketing, strategy)
- ▶ Experience from multinational companies (3M, Hilti, Hella, UPM)

Speaker from
North America



Kari Hilden

CEO & President, ex owner, Papertech

- ▶ 35+ years' leadership and B2B sales experience in Canada and the U.S.

Speaker from
North America



David Bickford, MBA

Territory Manager, The Timken Company (NYSE: TKR)

- ▶ 10+ years' B2B industrial sales experience in Canada (Total, Hilti, Acklands-Grainger)
- ▶ U.S. citizen living in Canada.

Speaker from
North America



Seppo Tossavainen

CEO, Managing Director (contact person in Finland)

- ▶ 30 years' experience in global business development (ownership, sales, marketing, strategy)
- ▶ Experience from multiple SMEs and development agencies.

Moderator
in Finland

WHO SHOULD JOIN?

**MANUFACTURING COMPANIES WHO ARE LOOKING FOR ENTERING OR EXPANDING IN
THE NORTH AMERICAN MARKETS.**

10th Nov 2021
WEDNESDAY
18:00 - 19:30 Finnish time

SEND EMAIL OR FILL THE FORM TO REGISTER:

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<https://forms.gle/DrMffMrDqm1u55Xx6>