

SEMINAR: Business from the East

DATE: 24 April 2018

TIME: 8:30 – 16:30

VENUE: Finlandia Hall, Veranda1 (Mannerheimintie 13 e, 00100 Helsinki, Finland)

TO WHOM: Anyone interested in business opportunities in St. Petersburg and Central Asia, focusing on green economy (water- and urban eco-efficiency).

REGISTRATION: The event is free of charge, but requires registration **by April 16** by filling out this form: <https://goo.gl/forms/12dlgkijeaSHrXrx2>

Languages: Simultaneous translation available Finnish-Russian-Finnish. Support in personal discussions.

PROGRAMME

8:30 – 9:00 REGISTERING AND COFFEE

9:00 – 9:15 WELCOMING WORDS, *Markus Tuukkanen, Managing Director, Finnish Water Forum*

9:15 – 10:00 MARKET OVERVIEWS – GREEN ECONOMY POSSIBILITIES IN KAZAKHSTAN, RUSSIA AND UZBEKISTAN

Business in Kazakhstan, *Ilkka Räisänen, Chief Specialist, International Procurement Opportunities, former Ambassador to Kazakhstan*

Business in Russia, *TBC, Ministry of Foreign affairs of Finland*

Business in Uzbekistan, *Niklas Lindqvist, Ambassador to Uzbekistan*

10:00 – 10:30 EMBASSY AND TRADE REPRESENTATIVE GREETINGS

Embassy of Kazakhstan in Finland, *H.E. Mr. Murat Nurtleuov, Ambassador Extraordinary and Plenipotentiary*

Trade Representative of the Russian Federation in Finland, *tbc*

Embassy of Uzbekistan, *tbc*

10:30 – 11:30 WHAT'S GOING ON IN THE EAST MARKETS AND PRACTICAL BUSINESS TIPS

Kazakhstan as a growing market for the water & environmental products & services, *Vladimir Oleshenko, CEO, Kauko International Central Asia*

St.Petersburg's cleantech market – business potential of real estate market and waste management, *Evilina Lutfi, Business Development Director (Russia), Green Net Finland*

Uzbekistan as a potential market for the water & environmental products & services, *Alisher Juraev, Business Bridge Global*

11:30 – 12:30 LUNCH AND NETWORKING

12:30 – 13:50 BUSINESS CASES AND EXPERIENCES FROM EAST MARKETS

Case Fortum: Fortum in the East markets – green economy transformation, tbc, Fortum Oyj

Case Onninen – Onninen projects in the East markets, *Väinö Nuuttila, Onninen Oyj*

Case SRV – Construction projects in Russia (tbc)

Case Astana Expo: Lessons of Astana Expo, *Severi Keinälä, Commissioner General of Finland for the Astana Expo 2017, Business Finland*

13:50 – 14:30 COFFEE AND NETWORKING

14:30 – 15:30 FUTURE COLLABORATION AND BUSINESS OPPORTUNITIES

New initiative in St. Petersburg – URBAN ECOCLUSTER, *Representative from Committee for Nature Use, Environmental Protection and Ecological Safety of St.Petersburg (tbc)*

Opportunities provided by St.Petersburg cleantech cluster for urban environment, *Nikolai Pitirimov, NP "House Property Owners Association" and Elena Belova, International Centre for Social and Economic Research "Leontief Centre"*

Green Technology Transfer Centre in Kazakhstan, *Niiles Airola, Kaukointernational Oy*

**15:30 -15:45 NETWORKS AS MARKET OPENERS – EXPERIENCES AND FUTURE SERVICES OF
CLEANTECH CLUSTERS**

Finnish Water Forum, Markus Tuukkanen

Green Net Finland, Suvi Häkämies

Cleantech Latvia, Evija Pudane

15:45 – 16:30 COCKTAILS AND NETWORKING