



INVITATION

WHAT'S UP Global Workshops China, Mexico and Brazil Maritime Global Markets

October 14th 2014, at Turku

What's Up workshops are market area-specific forums of strategic discussion for participants interested in developing and expanding their international activities and operations in maritime, metal, offshore, arctic and infrastructure construction industries. The objective of the workshops is to increase and boost cooperation and collaboration in the spirit of TeamFinland, thereby reaching a critical mass of means and measures enabling Finland to gain foothold and visibility in particular geographic market areas in a coherent and focused manner. Market area-specific needs of companies as well as measures that will be taken and implemented are assessed and decided together with workshop participants. The goal is to enable and empower Finnish companies to identify and access business opportunities in new market areas.

The first What's Up workshop centring on markets in Norway, France and Russia was organised in June 2014. The second workshop focuses on Chinese, Mexican and Brazilian markets, and is organised at Turku on 14th October 2014.

Participation to the workshops is free of charge. However, registration is mandatory via the link below:
[Registration for What's Up Workshop 14.10.2014](#)

Time: October 14th 2014 at 8:45 – 16:00

Place: Koneteknologiakeskus Turku Oy,
Conference Room Verstas (2nd floor), Lemminkäisenkatu 28, 20520 Turku

AGENDA

8:50 Opening words

9:00 Brazil market, Mikael Virkki, Finpro ry

9:00 Market analysis

9:45 Upcoming market-related events and activities

- 10-14.11.2014 Tour de Brazil, Blue Growth maritime week at Recife Brazil, Mervi Pitkänen
- FinBraTech Finnish technology center establishment to Recife Brazil, Lauri Kosomaa (tbc)

10:00 Workshop on measures

- What kinds of measures does your company need to take in order to succeed in this market area?
- What kinds of activities will support and facilitate the efforts of your company in this market area? What kind of assistance and support does your company need from actors in Team Finland network?
- What kind of preparedness (training, recruitment etc.) does your company need in order to access the market area?
- HOMEWORK: Please think and list 3 to 5 most critical competences needed to access this market area

10:30 Summary of measures that need to be taken and implemented

10:45 Closing, next workshop and follow-up measures

11:00 Mexico market, Nina Jaakkola

11:00 Market analysis

11:45 Upcoming market-related events and activities

12:00 Workshop on measures

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12:30 Summary of measures that need to be taken and implemented

12:45 Closing, next workshop and follow-up measures

13:30 China market, Liwei Tan and Kent Björklund

13:30 Market analysis

14:15 Upcoming market-related events and activities

14:30 Workshop on measures

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15:00 Summary of measures that need to be taken and implemented

15:15 Closing, next workshop and follow-up measures

What's Up is a forum for companies, universities, and other stakeholders of maritime and metal industries interested in expanding their international activities. Organised as part of the Finnish Ministry of Employment and the Economy's Maritime Operating Environment Development Programme, and coordinated by Machine Technology Center Turku Ltd., the forum aims at initiating and stimulating a strategic discussion to address market area-specific needs and opportunities. The objective is to increase and boost cooperation and collaboration in the spirit of Team Finland, thereby reaching a critical mass of measures which will enable Finland to gain foothold and visibility in specific geographic market areas in a coherent and focused manner. The forum is free of charge, open, and strives for enduring and sustainable promotion of market development activities.

Machine Technology Center Turku Ltd. is a modern learning, training and development center for enterprises, educational institutes and researchers in the region of Turku and Southwest Finland. The Center plays an important role in activities focusing on the development of Finnish maritime and metal industries' competences and operational environment. Since 2012, Machine Technology Center Turku Ltd. has facilitated and coordinated the operations of maritime innovation hub Meridiem®. The Center also manages, facilitates and coordinates a wide range of maritime and metal industry development projects, and is involved in several national and international projects as a partner. In addition, Machine Technology Center Turku Ltd. participates in implementing the Finnish Ministry of Employment and the Economy's Maritime Operating Environment Development Programme. The overall objective of the Center's activities is to promote and foster the development and growth of metal and maritime industries by addressing their future needs, challenges and opportunities in collaboration with other actors of the Team Finland network.

www.koneteknologiakeskus.fi www.meridiem.fi

Finpro is national organisation focusing on boosting the internationalisation of Finnish companies and promoting international investment in Finland. Finpro supports the international growth and success of its clients by enabling them to be in the right markets at the right time with competitive products, services and concepts. Finpro's networking activities benefit its clients and partners both locally and internationally. Our 330 professionals work in 69 offices in nearly 50 countries around the world. In addition to carrying out assignments for companies, Finpro manages several major international projects, such as Cleantech Finland and the education export programme Future Learning Finland.

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