



Sino-Finnish Seminar on Active Ageing – Services, products and expertise for better health and wellbeing

Date 4 April 2017
Time 9–16
Venue Finpro, Porkkalankatu 1, Helsinki

Additional information:

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PROGRAM

8.30 Registration

9.00 Seminar Opening

Harri Mikkonen, Karelia University of Applied Sciences &
Meijiao Xue-Pykäläinen, Regional Council of North Karelia

Ilkka Räsänen, Program Manager, Finpro (in Finnish)

9.15 Keynote Speakers

TEAM FINLAND -palvelut kansainvälistyville yrityksille
Mika Finska, Senior Adviser, Finpro (in Finnish)



Leverage from
the EU
2014–2020



What can a company like HUR offer to China today and for the future?

Lena Karjaluo, Executive Vice President, HUR Oy (in Finnish)

”Pieni yrittäjä suuressa maailmassa”

Marko Lipponen, Founder of Fincare Pte. Ltd., (via video in Finnish)

11.00 Lunch (self-paid)

12.00 Business and Ageing in China

Business in China

Miia Tähtinen, Executive Director, Finnish Business Council Shanghai (via video in Finnish)

FinChi Innovation Center – Success Stories

Kristal Li, Business Development Director, Finchi (in English)

Comparison of elderly care between China and Finland

Zenghui Zhu, China registered nurse, nursing student in Finland (in English)

13.30 Refreshment

14.00 Panel Discussion: Potentials in China for Finnish Active Ageing Professional Actors (in English)

Jonna Wibelius, Program Director, Finpro
Lena Karjaluo, Executive Vice President, HUR Oy
Wei Lu, Managing Director, Gateway Europe-China Oy Ltd.
Päivi Franssila, Project Manager, Further East from the East

14.50 Closure Speech

15–16 Networking Session

WELCOME!



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SPEAKERS

Ilkka Räsänen:

Mr. Räsänen is a Program Manager for Finland Health program responsible for Senior Care, Prevention & Rehabilitation focus area in Finpro. He has a long career in several ICT-related businesses, latest he has been a startup entrepreneur on company providing cognitive games for Alzheimer's patients. Prior to his startup time he has been in various positions on IT giants like Microsoft & Digital Equipment providing software solutions for hospitals. Mr. Räsänen has also been working as an independent consultant running an innovation program together with Finnish Hospital Districts, particularly Helsinki University Hospital District HUS. He is also a board member of Serious Gaming Cluster Finland organization that drives awareness and investments for this new business of applied games in Finland.

Mika Finska:

Mr. Finska holds Master of Science (Economics), M.Sc.(Econ.) degree in environmental management and business economics. He has over 20 years' experience with international business development both in private and public sector. He has managed and executed successfully several internationalization projects, many of them focusing in China. Currently he is Senior Advisor at Finpro, assisting Finnish SMEs with their internationalization, especially in cleantech, housing/construction and sport segment.

Lena Karjaluoto:

Ms Lena Karjaluoto, iMBA, is the Executive Vice President at company HUR in Finland and has many years of experience in the healthcare technology field. HUR has more than 10 000 installations in rehab clinics and senior- and nursing homes all over the world. The HUR air resistance exercise equipment is manufactured in Finland, and distributed in over 50 countries through an international network of distributors. Biggest export countries are USA and Japan, also rest of the Asian countries are growing constantly, as Singapore and China.



Marko Lipponen:

Mr Lipponen has worked in private health and social wellbeing sector in Finland for almost 20 years: first as an employee and later in high level management and as an owner. He owns five nursing homes and provides home care services in Eastern Finland. The customers of the care homes are senior citizens, mentally disabled, mental health rehabilitees and people with memory illnesses. Mr Lipponen is dedicated to developing customer service and efficiency which will improve the customer's quality of life.

Miia Tähtinen:

Ms Tähtinen has been working with China already 20 years - one way or another. She started by selling factories in rural China for Metso in 1997, and changed to IT systems (flood, railway systems, software&hardware) for Novo Group in 2000 staying in Guangzhou, southern China for 1.5 years. Between 2003 and 2006 Miia worked for IKEA in Irkutsk supporting the delivery chain from Eastern Siberia to China. Between Russia and coming back to China in 2014, Miia worked for Pöyry management consulting, which was also her first employer in Shanghai. Miia has worked as the Executive Director of FBCS since April 2016.

Kristal Li:

Kristal Li graduated from Royal Roads University in Canada majoring in Entrepreneurship Management. During more than 10 years at FinChi, she has been dedicated to supporting Finnish companies enter China market and over 100 Finnish companies have successfully landed their business in China with FinChi support. Starting from November 1st, 2015, she has been working in Helsinki helping the Finnish companies with her experience, good networks and solid knowledge of Chinese policies and regulations.

Zenghui Zhu:

Ms Zhu has an Associate Degree in Nursing from Luohe Medical College, China, and is currently studying the Bachelor Degree in Nursing at Lahti University of Applied Sciences, Finland. She has over ten years of experience in health and wellbeing sector and has worked as a registered nurse in the Kingdom of Saudi Arabia and China.



Jonna Wibelius:

Mrs Wibelius is a Mandarin speaking professional with 14 years of international experience, mainly from marketing communications, brand management, PR and fashion retail. She has also worked with market entry and e-commerce in China for nine years. Currently Jonna is working for Finpro, assisting Finnish SMEs with their internationalization, especially in the lifestyle & design, as well as food industry.

Wei Lu:

Ms Lu holds a Doctor degree in Economics and Business Administration from Aalto University, School of Business. She has been consulting, training and teaching on China business for 22 years. She works as a consultant for both Finnish and Chinese companies on internationalisation. For example, she has been helping Finnish companies to export elderly care technology and know-how to China. Through cross-culture training, she bridges people and business across cultures, languages and space between Finland/Europe and China. She has also conducted many research projects on, e.g. Finnish companies' operations in China, localisation of human resource management practices in China and Chinese investment in Finland and Baltic Sea Area.