



# BUSINESS MUST GO ON!

Exporting to distant  
markets and product  
development trends  
today

OCTOBER 7  
10:00-12:00  
SPARK DEMO (NARVA MNT 3,  
TARTU) AND ZOOM WEBINAR



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**10:00-10:05 SEA FOCUSED EXPORT OPPORTUNITIES FOR NORDIC NATURAL PRODUCTS PRODUCERS VIA NOVELBALTIC PROJECT WHEN BORDERS ARE CLOSED**

Vaido Mikheim, Tartu Science Park

**10:05-10:30 MAIN CHALLENGES FOR NORDIC COMPANIES IN CHINA, FINCHI SERVICES AND R&D ENVIRONMENT IN THE SHANGHAI AREA**

Joan Zhang, Finland-China (FinChi) Innovation Center

**10:30-10:55 RECOVERY OF ESSENTIAL EXTRACTS FROM HERBACEOUS PLANTS: TECHNOLOGY AND TECHNO-ECONOMIC ASSESSMENT**

Pekka Oinas and Oliwer Sliczniuk, Aalto University

**DEVELOPMENT OF NOVEL PLANT-BASED HEALTH AND WELLNESS PRODUCTS FOR EXPORT PURPOSES**

Ilona Vanaga, Silv EXPO Ltd

**10:55-11:10 COMBINING WOOD AND NON-WOOD FOREST PRODUCTS, EXPERIENCES OF FOREST OWNERS AND ENTREPRENEURS**

Iida Viholainen, Finnish Forest Centre

**11:10-11:35 DOING BUSINESS WITH PREMIUM PRODUCTS ON DISTANT MARKETS – DO'S AND DON'TS | ILKKA KAUPPINEN**

Ilkka Kauppinen, CEO & Founding Partner of Arctic Warriors Oy

**11:35-12:00 EXPERIENCES OF SALVEST LTD. IN EXPORTING TO CHINA IN POST-COVID ERA**

Martin Flink, Salvest Ltd.

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