



Market Intelligence on China

A Case Study on Nordic products

JANUARY 20
10:00-12:00 (EET)
ZOOM WEBINAR



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10:00-10:05 HOW NOVELBALTIC PROJECT CAN CONNECT YOU WITH RELEVANT CONTACTS IN CHINA
Hely Häggman, University of Oulu

10:05-10:20 FUTURE PRIORITIES OF BSR PROGRAMME IN SUPPORTING COMPANIES
Lukasz Korpala, BSR Programme Finance Unit

10:20-10:55 ESTABLISHING NORDIC BUSINESS IN CHINA, CASE OF BMH TECHNOLOGY OY
Janet He, BMH Technology

10:55-11:20 COOPERATION CASE BETWEEN UNIVERSITY OF LATVIA AND SYSTEM INNOVATIONS LTD
Linards Klavins, University of Latvia & Kristaps Erglis, System Innovations Ltd

11:20-11:45 DNA-BARCODING TECHNOLOGY IN AUTHENTICITY ANALYSIS OF PRODUCTS IN CHINA
Dr. Zhang Bolin, Beijing Forestry University

11:45-11:55 SNEAK PEEK INTO MARKET INTELLIGENCE REPORT ON CHINA
Tartu Science Park & Ilona Vanaga, Silv EXPO Ltd

11:55-12:00 FINAL QUESTIONS AND GOODBYES

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