



Discover the potential of Nordic forests – business meets science

June 9th, 2021, 10 AM - 2 PM (UTC+3), webinar

Forest products are much more than timber and pulp! Our project team welcomes you to attend and discuss the hidden potential of non-timber forest products.

Nordic non-timber forest products are globally recognized as being of high quality and healthy. In the webinar, improved methods for quality and authenticity assessment of raw materials and their products will be presented.

Learn about the methods that are available and can be utilized by enterprises to gain advantage in the market. Discover the hidden opportunities of the Asian markets and the potential of feasible industrial refining methods.

- **When:** June 9th, 2021 at 10 AM - 2 PM (UTC+3)
- **Where:** Microsoft Teams, webinar
- **Cost:** The webinar is free of charge.
- **Language:** English
- **Registration:** [Discover the potential of Nordic forests - business meets science](https://lyyti.fi) (lyyti.fi) The registration is open until 7th of June. A link for the webinar will be provided to registered participants on 8th of June.
- **Agenda of the event on the next page**

NOVELBALTIC

Market driven authentic non-timber forest products from the Baltic Sea region



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

NovelBaltic



Agenda of the event

All times are East European Summer Time (EEST, UTC +3). We reserve the rights to changes.

- 10:00 - 10:05** Greetings and House Rules – Vaido Mikheim, Tartu Science Park
- 10:05 - 10:20** NovelBaltic project – to whom and why? – Hely Häggman and Sanni Kinnunen, University of Oulu
- 10:20 - 10:45** Greetings from Beijing University – Dr. Zhang Bolin, Beijing Forestry University
- 10:45 - 11:25** The relevance of product quality and authenticity in export – Leena Favén, Centria; Katalin Tóth, University of Oulu; Eveliina Isosaari, Centria; Laura Jaakola, UiT The Arctic University of Norway; Ramune Bobinaite, LAMMC; Linards Klavins, University of Latvia; Alvija Salaseviciene, Kaunas University of Technology
- 11:25 - 11:35** Quiz Time! – Vaido Mikheim, Tartu Science Park
- 11:35 - 12:00** Break
- 12:00 - 12:20** What opportunities lie in the Asian markets for Baltic region SMEs and their natural products? – Ilona Vanaga, Silv EXPO Ltd
- 12:20 - 12:40** Can you really do business with herbs? – Pekka Oinas and Oliwer Śliczniuk, Aalto University
- 12:40 - 12:55** Company case: Madara Cosmetics – Anna Ramata-Stunda, Madara Cosmetics
- 12:55 - 13:05** Introducing a startup company: Finnish Superberries – Jan-Ole Sandås, Finnish Superberries
- 13:05 - 13:20** Company case: Bioform – Kenneth Ruud, Bioform
- 13:20 - 13:50** Panel discussion: Moderator and the companies who presented
- 13:50 - 14:00** Closing remarks – Vaido Mikheim, Tartu Science Park

The webinar is provided by the partners of the NovelBaltic project which is partly funded by the European Regional Development Fund through Interreg Baltic Sea Region Programme.



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More information about the project is available at:

www.centria.fi/novelbaltic