



Ulkoministeriö
Utrikesministeriet
Ministry for Foreign
Affairs of Finland



LAPIN
KAUPPAKAMARI

Team Finland USA Road Show, Rovaniemi, September 18, 2019

INTERNATIONAL BUSINESS SEMINAR ON U.S. MARKET

Venue: Hotel Santa Claus, Korkalonkatu 29, Rovaniemi

To whom: For companies in Lapland region doing international business and companies starting international business.

Information about business potential presented by the U.S. market, how to enter successfully to the market, how to be best prepared. Companies will tell about their experiences. The Road Show will also celebrate the centenary of the formal relations between Finland and the United States in 2019. Language of the event will be English.

- 8:30** **Registration, coffee and networking**
Coffee will be available during the whole event.
- Moderator of the event is Ms. Elsi Malkki, Vice President, Lapland Chamber of Commerce
- 9:00–9:05** **Opening remarks: Finland – U.S. trade relations**
U.S. Embassy in Finland
- 9:05-9:10** **Opening remarks: Finland – U.S. trade relations**
Ministry for Foreign Affairs of Finland
- 9:10–9:30** **How to be prepared to enter the United States' markets**
Tomi Rauste, Senior Director, Customer Experience, Business Finland
- 9:30–9:50** **Partner in the United States, Expand Globally**
Aaron Held, Senior Commercial Officer, U.S. Embassy Helsinki
- 9:50–10:10** **Visas and work permits for business purposes**
Jeremy R. Wisemiller, Consul or Matthew D. Winslow, Vice Consul, U.S. Embassy Helsinki
- 10:10–10:30** **US Legal Risk Management**
Sari Laitinen, US Legal Counsel, Juris Doctor (USA)



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10:30–11:00 Keys for success in the United States

Moderator of the company panel discussion: Ambassador Juha Markkanen.

Companies with experience from the U.S market will share their lessons learned and tell what to take into consideration when planning market entry.

Questions for companies are:

- How would you describe your path to the U.S market?
- Which actions have been successful so far?
- What has surprised you the most?
- What would you do differently in your market entry today?

Participants of the panel:

- Johanna Ikäheimo, Chairman of the Board, Lappset Group Ltd, www.lappset.com
- Timo Saarenketo, CEO, Roadscanners Oy, www.roadscanners.com
- Ilkka Länkinen, CEO, SantaPark Arctic World/ Arctic TreeHouse Hotel, www.arctictreehousehotel.com , www.santaparkarcticworld.com

11:00–11:10 Concluding words

Timo Rautajoki, CEO, Lapland Chamber of Commerce

11:10–11.45 Networking and discussion

There will be tables for:

- US Embassy
- Team Finland representatives: BF and Juha Markkanen
- ELY-Center: Team Finland-services, networks and finance, Tytteli Karvonen-Juntura
- Lapland Chamber of Commerce: Business networks, Elsi Malkki
- Sari Laitinen US Legal Counsel, Juris Doctor (USA)