

Machinery Industry in China

Market overview, experience and opportunities

When: 11.6.2020 Thursday 9.00-11.15 (Finnish time)

Place: Teams online environment

Registration: <https://link.webropolsurveys.com/EP/DC46C1943CAFA748>

Industrial machinery is the second most important export group for Finland in trade with China. For example, Metso has been exporting to China since the 60s of last century. Beside the MNEs, there are also a generation of OEMs with high-quality production supporting the value chain. In the rapidly changing business environment, many of them are looking for future opportunities.

The aim of the webinar is to offer Finnish entrepreneurs, especially SMEs in the Machinery Industry an overview of the market in China; to provide some key learnings from Finnish companies with experience in China and to introduce the services by Business Finland network in China for entrepreneurs seeking cooperation with Chinese partners.

Timetable

- 9.00** Opening of the webinar by **Ding Ma**, Senior Advisor, Regional Council of South Karelia
- 9.10** How to do business in China by **Grace Wang**, Trade Commissioner, Business Finland in China
- 9.25** China's paper machinery industry outlook prior and post COVID-19 by **Shenjin Zhang**, Secretary General, China Paper & Pulp industry chamber of commerce
- 9.45** Development experience of Valmet in China by **representative of Valmet**
- 10.00** Experience of Chinese market in Machinery sector by **Ziqiang Li**, General Manager, Aggregate Sales, Metso China
- 10.15** Market Entry and learnings from Chinese market by **Robert Ding**, Sales Director, Fastems China
- 10.30** At your service in China operations by **Joan Zhang**, General Manager, Shanghai FinChi Innovation Center
- 10.45** Q&As and networking
- 11.15** End of the Webinar

The Webinar is initiated by the South-Karelia Asian Knowledge Hub project and organized in cooperation with Business Finland, Finnish Business Council of Shanghai and Wirma Lappeenranta.

South-Karelia Asian Knowledge Hub (EKA) project

South Karelia will be profiled as a pioneer in Finland-Asia cooperation and one of the most appealing research, development and innovation environments for Asian partners. The aim is to build an Asian Knowledge Hub in South Karelia, which will enable expanding and diversifying cooperation with Asian partners as well as deepening the implementation of smart specialization in the region. The project is funded by the European Regional Development Fund.

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