July 5, 2019

Team Finland USA Road Show 2019, Lappeenranta, September 12, 2019

**8:15−11:00 INTERNATIONAL BUSINESS SEMINAR ON U.S. MARKET**

Venue: LUT University

**To whom:** For companies in Lappeenranta region interested in the U.S. Market

*The seminar strives to advance trade, investments and innovation cooperation between Finland and the United States. It provides information about commercial potential presented by the U.S. markets and encourages companies to tap into this. Practical information will be shared on what successful access to the United States’s market requires, what should to be taken into consideration, how to be best prepared. Main focus is in company-to-company sharing of experiences. Team Finland and other service providers are introduced, who can assist companies in their market access plans.*

**8:15 Registration, coffee and networking** Coffee will be available during the whole event.

Moderator of the event is Miia Rantanen, Counsellor, Ministry for Foreign Affairs of Finland.

**8:30−8:35 Welcome**

Juha-Matti Saksa, Rector, LUT University

**8:35 – 8:40 Opening remarks: Finland – U.S. trade relations**

U.S. Embassy in Finland

**8:40 – 8:45 Opening remarks: Finland – U.S. trade relations**

Ministry for Foreign Affairs of Finland

**8:45−9:05 How to be prepared to enter the United States’ markets**

Tomi RausteSenior Director, Customer Experience, Business Finland

**9:05−9:25 Partner in the United States, Expand Globally**Aaron Held, Senior Commercial Officer, U.S. Embassy Helsinki

**9:25−9:45 Visas and work permits for business purposes**Jeremy R. Wisemiller, Consul or Matthew D. Winslow, Vice Consul (TBC) U.S. Embassy Helsinki

**9:45−10:00 Judicial preparations**Tuomo Kauttu, Aliant Attorneys

**10:00 −10:30 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:

- Kimmo Rauma, Danfoss Power Solutions   
 <https://www.danfoss.com/en/about-danfoss/our-businesses/power-solutions/>

- Simo Salmensuu, Miradore Oy <http://www.miradore.com>

- Raimo Nikkilä, Mevea Oy <https://mevea.com/>

**10:30−10:45 Concluding words** by Jami Holtari, CEO The Federation of Finnish Enterprises and Eeva Pihlajaniemi Manager, business services, City of Lappeenranta

**10:45−11:15 Networking and discussion**

There will be tables for:

* US Embassy
* Team Finland, Business Finland representative, Ministry for Foreign Affairs of Finland: Juha Markkanen
* Team Finland, ELY Centre: Juha Linden, Asko Jaakkola
* Team Finland, Finnvera: Markku Liira
* Tuomo Kauttu, Aliant Attorneys
* LUT
* City of Lappeenranta