

NEDERLÄNDERNA SOM MARKNADSOMRÅDE

PROGRAM

Onsdagen 18.11.

- 09:00 Start of the day – presentation of the speakers – cameras on
- 09:20 Introduction to the Netherlands (in Finnish)
- 09:40 Introduction to Dutch business culture (in Finnish)
- 10:00 Q&A on the first part
- 10:15-10:30 coffee break
- 10:30 Introduction to network organizations in the Netherlands (in English)
 - The Finnish embassy and the Finnish Dutch Chamber of Commerce
 - Trade Advisor, Petra Wullings
 - Rotterdam Partners – Business Manager Claudia Stolk
 - StartupAmsterdam – Joel Dori, Startup Liaison
- 11:30 Case Laitilan Wirvoitusjuomatehdas, Marko Mikkola Export manager
- 11:50 Wrap up of the first part, final Q&A
- 12:00-13:00 lunch break
- 13:00 Market entry plan clinic – introduction (in English)
- 13:10 Assessing your readiness – theory and practice
- 14:30-14:45 coffee break
- 15:00 Case – Smartvatten
- 15:30 Wrap up of the NL day

I TEMARUMMET

18.11.2020 kl. 9.30-16

FÖRELÄSARE

Laura Dib. Owner, Senior Analyst

Laura Dib joined the Trademill core team three years ago, and after living 11 years in the Netherlands runs the office now in Finland. Building on the solid background that she gained working as a researcher and as a project manager, Laura has successfully reconverted her experience into business-relevant analytics and consultancy. At Trademill Finland, she helps Finnish companies in e.g. construction, health services, food retail, mobile networks, circular economy etc. to enter the Dutch market.



Laura Dib

Marc Wullings, Managing Partner, Senior Advisor

Marc Wullings is the founder of Skip Red, a consulting firm specialised in go-to-market strategy and execution. In this role, he has helped dozens of companies to scale internationally and to establish foreign subsidiaries. Marc has also been an advisor at Finnish and Dutch non-profit organisations like Dutch Basecamp and Vertical, supporting start-ups to go abroad and enter foreign markets.



Marc Wullings

Viexpo Virtual Export Event erbjuder möjlighet till kostnadsfria möten med experter. Av experterna för Nederländerna erbjuds sparring av: Trademill, Laura Dib och Marc Wullings. Intresseanmälan senast 8.11. Det finns ett begränsat antal platser. Experterna och Viexpo väljer tillsammans företagen till sparringarna



Petra Wullings, Trade Advisor

FÖRELÄSARE

Claudia Stolk – Business Manager Energy & Offshore - Rotterdam Partners

Claudia joined Rotterdam Partners in August 2017 as Business Manager in the International Trade & investment department. As a born and raised Rotterdam local, she previously held different management positions in the maritime industry.

Rotterdam Partners International Trade & Investment, can support you and your company in starting and expanding your business in Rotterdam, as well as when you want to invest in Rotterdam. We do so independently, professionally and free of charge. We know the city like no one else, and have a vast network across the (inter)national business community. This makes us your ideal gateway to Rotterdam and means that you can rest assured that the advice we give will be tailored to your needs and preferences.

Marko Mikkola, Laitilan Wirvoitusjuomatehdas

Marko Mikkola is leading the export sales of Laitilan Wirvoitusjuomatehdas, the largest craft brewery in the Nordics. He has been working in international business environment his whole career, also as an entrepreneur and in many business fields from tourism to design to manufacturing. Marko is an East-Asia specialist, where he has lived a decade. He speaks Chinese and Japanese and has been helping Finnish companies to do business in Asia since mid 90's.



Claudia Stolk



Marko Mikkola