



Sino-Finnish Seminar on Active Ageing – Services, products and expertise for better health and wellbeing

Date 4 April 2017
Time 9–16
Venue Finpro, Porkkalankatu 1, Helsinki

Additional information:

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Register at the latest by 26 March 2017:

<https://www.webropolsurveys.com/S/05256241D1BDDA7B.par>

PROGRAM

8.30 Registration

9.00 Seminar Opening

Meijiao Xue-Pykäläinen, Regional Council of North Karelia &
Harri Mikkonen, Karelia University of Applied Sciences

Meria Heikelä, Finpro (in Finnish)

Shouwu Qiao, Economic&Commercial Counsellor, Embassy of People's
Republic of China in Finland (in English)

9.20 Keynote Speakers

Mika Finska, Senior Adviser, Finpro (in Finnish)

Lena Karjaluo, Executive Vice President, HUR Oy (in Finnish)



Leverage from
the EU
2014–2020



”Pieni yrittäjä suuressa maailmassa”

Marko Lipponen, Founder of Fincare Pte. Ltd., (via video in Finnish)

11.00 Lunch (self-paid)

12.00 Business and Ageing in China

Miia Tähtinen, Executive Director, Finnish Business Council Shanghai
(via video in Finnish)

FinChi Innovation Center – Success Stories

Kristal Li, Business Development Director, Finchi (in English)

Comparison of elderly care between China and Finland

Zenghui Zhu, China registered nurse, nursing student in Finland (in English)

13.30 Refreshment

14.00 Panel Discussion: Potentials in China for Finnish Active Ageing Professional Actors (in English)

Jonna Wibelius, Program Director, Finpro

Meria Heikelä, Finpro

Lena Karjaluoto, Executive Vice President, HUR Oy

14.50 Closure Speech

15–16 Networking Session

WELCOME!



SPEAKERS

Meria Heikelä:

Ms Heikelä has Master of Science degree in analytical chemistry from University of Turku, Finland, Diploma of International Marketing Management and several certificates in Leadership and Master Class studies. Meria has international experience of 25 years in Life Sciences; especially in medical technology and services in healthcare and wellbeing sectors. She also has expertise in global health care projects and programs and has co-created bigger international health projects in e.g. China, SEA and Gulf Area. Meria also has an extensive knowledge of internationalization and has made various partnership arrangement on global level. Global expertise covers UK, Asia and Gulf area.

Marko Lipponen:

Mr Lipponen has worked in private health and social wellbeing sector in Finland for almost 20 years: first as an employee and later in high level management and as an owner. He owns five nursing homes and provides home care services in Eastern Finland. The customers of the care homes are senior citizens, mentally disabled, mental health rehabilitees and people with memory illnesses. Mr Lipponen is dedicated to developing customer service and efficiency which will improve the customer's quality of life.

Miia Tähtinen:

Ms Tähtinen has been working with China already 20 years - one way or another. She started by selling factories in rural China for Metso in 1997, and changed to IT systems (flood, railway systems, software&hardware) for Novo Group in 2000 staying in Guangzhou, southern China for 1.5 years. Between 2003 and 2006 Miia worked for IKEA in Irkutsk supporting the delivery chain from Eastern Siberia to China. Between Russia and coming back to China in 2014, Miia worked for Pöyry management consulting, which was also her first employer in Shanghai. Miia has worked as the Executive Director of FBCS since April 2016.



Kristal Li:

Kristal Li graduated from Royal Roads University in Canada majoring in Entrepreneurship Management. During more than 10 years at FinChi, she has been dedicated to supporting Finnish companies enter China market and over 100 Finnish companies have successfully landed their business in China with FinChi support. Starting from November 1st, 2015, she has been working in Helsinki helping the Finnish companies with her experience, good networks and solid knowledge of Chinese policies and regulations.

Zenghui Zhu:

Ms Zhu has an Associate Degree in Nursing from Luohe Medical College, China, and is currently studying the Bachelor Degree in Nursing at Lahti University of Applied Sciences, Finland. She has over ten years of experience in health and wellbeing sector and has worked as a registered nurse in the Kingdom of Saudi Arabia and China.

Jonna Wibelius:

Mrs Wibelius is a Mandarin speaking professional with 14 years of international experience, mainly from marketing communications, brand management, PR and fashion retail. She has also worked with market entry and e-commerce in China for nine years. Currently Jonna is working for Finpro, assisting Finnish SMEs with their internationalization, especially in the lifestyle & design, as well as food industry.

More information available soon!