

B2B



Business to Barents

Linking North Karelia and the Barents Region



REGIONAL COUNCIL OF
North Karelia

**NORTH KARELIA
CHAMBER OF COMMERCE**

B2B Business to Barents

B2B Business to Barents is a one-year project that opens the networks and discovers potential business partners between North Karelia and Barents region, focusing on finding export and import opportunities to companies and organizations.

Actions 2018-2019:

- Kick off -workshop
- Coaching and networking
- Benchmark-trip
- **Coming next!** [Northern Potential in the Barents region networking event, 14-15.2.2019](#)
- Market report





Benchmarking trip to Murmansk and Kirovsk November 2018

Northern Potential in the Barents Region

NETWORKING EVENT

14–15 February 2019, Joensuu, Finland

Coming next!

Welcome to Northern Potential in the Barents Region networking event to meet and discuss with people around the Barents region!

This networking event gathers young people, businesses, education and decision makers together to discuss the challenges and opportunities for future development in the Barents region. How do young people see their situation in these sparsely populated areas? Is our development-oriented atmosphere giving us the right tools to create new? How can we more strongly support the cooperation between the youth and the businesses? What is North Karelia's recipe for survival?

First day program includes versatile presentations followed by afternoon workshops in mingled groups and interactive discussions. In the evening participants will have chance to join the Barents Feast reception, hosted by the City of Joensuu. Second day program includes company visits within your chosen theme, we want to show you the best from North Karelia.

Registration deadline is 31 January 2019: bit.ly/NPBR-registration
The registration is binding. Please note that there are a limited number of seats available. Once the maximum number of participants has been reached, registration will be closed.

More information:

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JOENSUU



In co-operation with Karelia University of Applied Sciences' International Week,
City of Joensuu and Regional Council of North Karelia

Preliminary program

Day 1, 14 February 2019

Venue: Joensuu Science Park
Länsikatu 15, 80110 Joensuu

Moderator: Mr. Harri Palvainen, CEO, Business Joensuu Ltd.

09.00 – 09.30 Registration and coffee

09.35 – 09.55 **Welcoming words** by H.E. Ambassadors from Sweden and Norway and greetings from Embassy of Russia "The Future for the Barents Region Cooperation"

10.00 – 10.30 **Smooth Arctic Connections**, Mr. Esko Aho, Executive Chairman of the Board, East Office of Finnish Industries

10.30 – 11.00 **The Future of Youth Cooperation in the Barents Region**, Mr. Tim Andersson, Chairperson, Barents Regional Youth Council BRVC

11.00 – 11.30 **Development Activities in the Euregio Karelia Region to Improve Companies' Operating Environment on Both Sides of the Border**, Mr. Dmitry Kislov, Vice-minister, Ministry of Economic Development and Industry of the Republic of Karelia and Mr. Risto Poutiainen, Regional Mayor, Regional Council of North Karelia

11.45 – 12.45 Lunch

13.00 – 13.30 **Spirit of Success from North Karelia**, Mr. Arttu Taponen, Marketing Director, Nordic Premium Beverages

Parallel sessions

Moderator: Mrs. Tiina Mikkonen, Local President, Joensuu, Junior Chamber International (JCI)

1. Regional Cooperation Supporting Business Opportunities
2. High Technology Competence and Education in Ageing
3. Youth Cooperation

15.00 – 15.30 Coffee

15.30 – 16.00 Findings from parallel sessions (max. 10 min/session)

16.00 – 16.15 Closing words

Main language for the seminar is English. Simultaneous translations into Russian will be provided if needed.

Day 1, 14 February 2019

Venue: City Hall
Rantakatu 20, 80100 Joensuu

18.30 – 20.30 **Barents Feast**
hosted by the City of Joensuu
Dress code smart casual or traditional costume

20.30 – 23.00 **Barents Bash after-party**
Theater Club (ground floor)



Day 2, 15 February 2019

9.30 – 14.00 Company visits, themes:
"High-end metals and plastics: from millimeter precision to massive machines"
"Educational competence and entrepreneurship through life-long learning"
"North Karelia as a meeting point of eastern and western cultures in tourism"



Registration is closed, seats are full

Participants from 13 different countries

Representatives from companies, development organisations, universities, societies, youth organisations etc.

Event is organised in cooperation with City of Joensuu, Karelia University of Applied Sciences, Euregio Karelia, North Karelia Regional Council, Junior Chamber of Commerce

B2B – Business to Barents -Project

Administration:

North Karelia Chamber of Commerce

Budget 2018-2019:

Apr. 118 000eur

Time:

04/2018–04/2019

Funding:

The Regional Council of North Karelia,
AIKO –program

Steering group:

The Regional Council of North Karelia,
[Finelcomp Oy](#), [Tecwill Oy](#)

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<https://pohjoiskarjalankauppakamari.fi/en/b2b-business-to-barents-project/>



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