

KNOW WHERE YOU ARE GOING:
UNDERSTANDING BUSINESS CULTURE LEADS TO BETTER SALES
Webinar on 8 October 2021

Jos luet viestin mieluummin selaimella, klikkaa tästä



FINNCHAM

Dear business partner,

Expanding your business and entering new markets require ample resources and careful planning. Running a successful business in Finland does not automatically mean you will succeed with the same methods in other countries. After a thorough market analysis, the next step should be to know your business partners, the people living in your target country.

Please join us for a morning of expert intros to American, Central European, and Arabic business cultures, and learn how to get started in immersing yourself in the way business gets done in different parts of the world.

WHEN: On Friday, 8 October 2021 at 9.00 – 10.30 Helsinki time

WHERE: Microsoft Teams

A link to join the webinar will be sent to those registered closer to the date.

At the webinar we will hear from four experts in the field of international business:

Ms Alexandra Pasternak-Jackson, the CEO of Amcham Finland, and international network covering hundreds of companies, **Dr Jan Feller**, Managing Director of the German-Finnish Chamber of Commerce, which is a part of the bilateral network of german chambers of commerce abroad, **Mag. Markus Nekham**, Founder and CEO of NC8, a global cultural communications company based in Austria, and **Dr Petra Turkama**, Director of Innovation, Assistant Professor of Management at Abu Dhabi University, and the Chair of the Finnish Business Council in the UAE.

The webinar will be moderated by **Ms Jenni Isola**, who serves as a Senior Adviser International Affairs at the Finland Chamber of Commerce.

PROGRAM

9.00 Welcome

Jenni Isola, Senior Adviser International Affairs, Finland Chamber of Commerce

9.05 **Closing the Deal: The American way of Doing Business**

Ms Alexandra Pasternak-Jackson, CEO, Amcham Finland

9.25 **Differences in Business Culture between Finland and Germany**

Dr Jan Feller, Managing Director, German-Finnish Chamber of Commerce

joining by video presentation

9.45 **Black Box Human – A closer look**

Mag. Markus Nekham, Founder and CEO, NC8

joining by video presentation

9.55 **The Dynamics of the Business Environment in the Gulf Countries**

Dr Petra Turkama, Director of Innovation, Assistant Professor of Management, Abu Dhabi University, together with Radovan Endel, General Manager Peikko Middle East

10.15 Questions and discussion

10.30 Webinar ends

Please sign up for the webinar by 5 October 2021 [HERE](#).

Feel free to forward the invitation to a relevant person within your organization.

WELCOME!

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More information about the event: Jenni Isola, jenni.isola@chamber.fi

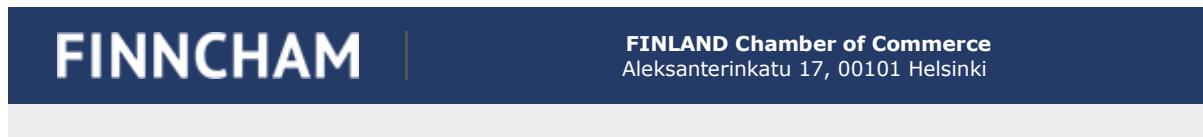
More information about event partners:

[Amcham Finland](#)

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