FINNCHAM

Mercosur Free Trade Agreement – Business For Finnish Companies

Unlock new growth opportunities in Latin America as the Mercosur–European Union Free Trade Agreement—set to become the world's largest free trade agreement—comes into force on 1.5.2026.

Together with EU agreements with Mexico and Chile, the region is becoming one of the most dynamic and accessible markets for Finnish companies.

From bioeconomy and sustainable forestry to mining and critical raw materials, from clean energy and electrification to healthcare innovation and digital solutions, Latin America offers strong demand and long-term growth potential. With the EU–Mercosur agreement, even consumer goods and industrial exports will benefit from reduced barriers and improved market access.

Join us at "Mercosur Free Trade Agreement – Business for Finnish Companies" at the Finland Chamber of Commerce in Helsinki or online to discover what these changes mean in practice—and how your company can position itself to win. Hear directly from companies already active in the region, Ambassadors, experts, and connect with peers during the networking session.

Time
24th April 2026 at 9:00

Venue
Finland Chamber of Commerce, Alvar Aallon katu 5 C, 00100 Helsinki or online

Registration
The event is free of charge, but registration is needed at latest on the 22nd of April 2026 HERE.

This event is co-organized by the Finland Chamber of Commerce, Finnish-Latin American Business Council, Helsinki Region Chamber of Commerce, Ministry for Foreign Affairs and Enterprise Europe Network.

Program

09.00
Opening of the Event
Ms Kirsi Seppäläinen, Chair, Finnish-Latin American Business Council

09.05
Business opportunities and environment in Latin America
Ms Heidi Virta, Ministry for Foreign Affairs of Finland

09.20
Panel discussion with the Ambassadors of Brazil and Uruguay
led by Mr. Kari Puurunen, Consul of Finland in São Paulo
H.E. Ms Patricia Benítez Lima, Ambassador of Uruguay
Mr Braz da Costa Baracuhy Neto, Chargé d'Affaires a.i.

09.50
Free Trade Agreements – boost for trade
Mr. Juho Romakkaniemi, CEO, Finland Chamber of Commerce

10.05
Panel discussion with Finnish Enterprises led by Mr. Juha Karisola, Commercial Councellor, Embassy of Finland (Argentina)

Mr. Tomi Ravattinen, Product Director, Tailings filtration services, Metso
Ms. Satu Seppälä, Sales and Marketing Director, Planmed Oy, Planmeca Group
Mr. Aleksis Kajava, Sales Director, Europe and Latin America, Vaisala

10.35
Networking

11.00
End of the Event

WELCOME.

FINNCHAM

FINNISH-LATIN AMERICAN BUSINESS COUNCIL
Alvar Aallon katu 5 C, 00101 Helsinki