



Voices from the Market: Business in the LAC region

Time

18th November 2025 at 15:00 Helsinki time

Venue

Microsoft Teams

Registration

This event is free of charge, but participation needs registration at latest on the 16th of November 2025 [HERE](#)

The Latin American market is growing fast and is positioning itself to play a larger role across industries that precisely align with Finland's areas of expertise. Major multi-billion EUR investments are being directed toward the energy, circular economy, mining, education, and digitalization sectors, where vast opportunities lie for Finnish firms to tap into. As these sectors evolve swiftly, LAC has become a hotspot for international business, creating an ideal moment for Finnish companies to engage with the region.

Business Finland and the Finnish Latin American Business Council invite you to join this online event, where Finnish companies will share their best market advice, and regional experts will provide insights on the most relevant business opportunities for Finnish companies in LAC.

Program

15:00–15:05 | Welcome & Introduction

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

15:05–15:15 | Regional Market Outlook

- Speaker: Ms. Heidi Virta, Senior Director, Head of Region, Business Finland
- Macro trends and key opportunity sectors (energy, circular economy, mining, education, digitalization)

15:15–15:45

Presentations by Finnish Companies

15:55–16:00

Wrap-up & Next Steps

WELCOME.