

EMPOWERING



FINDIAN  
INNOVATION



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# DEAR FRIENDS,

The first months of 2017 have been busy and exciting. India is a country in a full motion and the speed is just getting faster. The interest towards India among the Finnish companies, universities and civic society is increasing almost on daily basis. And the trend is also going the other way. The Indian industry is investing in Finland in a big way, and why not: Finland offers a transparent and predictable business environment, direct connections not only between the Finnish and Indian capitals but also from Helsinki onwards to Europe and the USA, and inspiring surroundings for a good, easy going life style. We are also witnessing a sharp increase in the visas granted to the Indian business representatives and travelers.

The Joint Economic Commission between Finland and India held its 18th meeting in Helsinki in the end of April. The agenda of the meeting covered a variety of topics ranging from cooperation in renewable energy, clean tech and waste to science & technology to tourism an education. The discussions touched also on trade policy issues and both sides emphasized the importance of making progress in the EU- India Free Trade Negotiations. No country in this globalized world benefits from a protected or tightly regulated environment.

I am also happy to tell you that **Team Finland India Day** organized in April by the Finnish Ministry for Foreign Affairs, Finpro and Tekes as well as the Indian Embassy in Helsinki, attracted a huge audience, both live and in the web. The inspiring speakers included both Finnish and Indian business representatives and civil servants. Minister Mika Lintilä brought the greetings of the Finnish Government.

"India is a success story, and the Finnish companies should be a part of it".

"India and Finland look like total opposites... but they complement each other."

"Make it in the Findian Way!"

"We are practically neighbors."

"The markets are Indian".

These are just few examples of the spirit of the **India Day in Helsinki on April 21**. There is more to come!

Another benchmark in April was the successful visit to India by Finnish companies from energy sector. The visit enhanced and created many cooperation opportunities both ways. A progressive connection developed not only with the government departments but also with new partners & customers. The visit was led by Mr. Petri Peltonen, Under Secretary of State, Ministry of Economic Affairs and Employment of Finland from 25-27 April.

Most of you are surely familiar with the Finnish Embassy Compound designed by Reima and Raili Pietilä, the Finnish architects who are i.a. also known for the design of Mäntyniemi, the official residence of the President of Finland. Just to tell you that he Embassy Compound is going through a renovation that will last at least another 6-8 months. In the meantime, the Chancery will also move but within the Compound premises. Thus do not be surprised to around the block to find us! ●●●●

**Mrs. Nina Vaskunlahti, Ambassador of Finland to India**



# BOOMING ENERGY SECTOR



**Mr. Petri Peltonen, Under Secretary of State with Mr. Rakesh Bakshi, Chairman & Managing Director, RRB Energy Limited at the FICCI Seminar**

**F**innish energy sector had a strong representation when a Finnish business delegation visited India on a Team Finland delegation trip on 25–27 April 2017. The visit was chaired by Mr. Petri Peltonen, Under Secretary of State, Ministry of Economic Affairs and Employment of Finland.

Indian energy sector is undergoing a significant change that has redefined the industry outlook. Sustained economic growth continues to drive electricity demand in India and the Government of India's focus on attaining 'Power for all' has accelerated capacity addition in the country. This together with active political dialogue between Finland and India brings remarkable business opportunities to Finnish companies.

The main purpose of the visit to India was to promote Finnish knowhow in energy sector. The delegation had a target to increase the visibility of the Finnish companies in India, create new contacts, find new channel partners, identify new opportunities, and finally find new potential customers. Further, important role of delegation was to establish connection and networks with the governmental agencies and decision makers.

The delegation had a strong focus on energy sector. The companies who participated this delegation represented Finnish energy sector comprehensively ranging from renewable energy investors, developers and technology

and equipment supplier to service providers for power transmissions, distribution and smart grid operations. Further, we had service providers for electrical vehicles and Finnish R&D organizations participating the delegation.

During the visit, the delegation learned a lot about the current plans and development in India related to the renewable energy markets and smart grid operations. We were also introduced the ambitious plans to develop electric vehicles markets in India, where by 2030 all the new cars shall be electric. This is a huge challenge for Indian but also huge opportunity for the Finnish companies who are operating in electric vehicle sector to promote Finnish knowhow for the required infrastructure in India.

The delegation had an excellent match-making event organized by Federation of Indian Chambers of Commerce and Industry and many well-coordinated meetings with various Indian companies, financiers and government agencies. Most to the participating companies certainly found new contacts and opportunities during these meetings to continue the dialog in the future.

I am confident that all the companies who attended this delegation discovered this visit valuable to understand better the Indian energy markets and the ecosystem. And last but not least, the delegation had good time and learned a lot also from each other during the visit. ● ● ● ●

**Mr. Marko Mäkinen, Head of Energy / APAC, Vaisala Oyj**

## 18TH SESSION OF THE FINLAND - INDIA JOINT COMMISSION FOR TRADE AND ECONOMY IN HELSINKI

Even though the Joint Commission that covers all areas of trade and economy between Finland and India is supposed to meet biennially, it has been 5½ -years since the last meeting was held in New Delhi on 2011.

Since the last Joint Commission in New Delhi we have seen the Indian economy relaxing its regulations on foreign investments. Finnish exports to India have been growing double digits and 17 percent last year alone. Similar positive trend has been experienced on Foreign Direct Investments. Especially Indian investments to Finland are on the rise.

Unfortunately on trade India has introduced higher tariffs especially for electronics and new non-tariff barriers for steel, telecom equipment and food, plants and even wood. In this context it was a good opportunity for India and Finland to exchange views and discuss about future development of both global economy and bilateral trade and investment issues during the 18th Joint Commission meeting last month in Helsinki.

Indian delegation included members from Department of Commerce, Department of Industrial Policy and Promotion, Ministry of New and Renewable Energy and Embassy of India in Helsinki. The meeting was hosted by the Ministry for Foreign Affairs of Finland. From both countries several ministries and agencies were involved either by attending the meeting or during the last few months of preparations for the negotiations.

As a result of the meeting co-chairs signed the agreed minutes showing commitment from both countries to implement the joint decisions and to develop cooperation even further. These topics that were agreed upon include official Indo-Finnish relations and cooperation as well as facilitating the aspirations of companies from India and Finland.



**Co-chairs Director General Kimmo Lähdevirta and Joint Secretary Anita Praveen**

From individual industrial and business sectors it was acknowledged that energy, infrastructure and ICT are spearheading the growth of our bilateral trade and investment relations. Within these sectors we also have a functioning government to government dialogue supporting the commercial activities. Joint Commission also identified the need to reactive the work of some of the existing technical level official working groups to support concrete business cases and projects.

In addition to the government to government dialogue it would be beneficial to have more high level meetings among Indian and Finnish business leaders and more access for the Finnish companies to interact with the Indian government officials and various agencies. First steps have already been taken to enhance these joint corporate affairs and government relations activities in India.

Coming back to the trade policy issues both countries repeated their commitment to the EU – India Free Trade and Investment Protection negotiations (BTIA; Broad Based Trade and Investment Agreement). During the Joint Commission the co-chairs hoped for speedy re-start for the BTIA negotiations to achieve comprehensive and ambitious free trade agreement between EU and India that covers earlier bilateral investment protection treaties as well. Co-chairs also highlighted the importance of WTO and upcoming Ministerial Meeting in Buenos Aires. From the Finnish side the emphasis was on ITA, EGA, steel and e-commerce. Indias priorities for WTO Ministerial Meeting are especially their initiative for Trade Facilitation in Services and issues related to agriculture of developing countries.

All in all the Joint Commission meeting in Helsinki was a great success. The topics that were discussed during those two days have direct or indirect influence for most of the companies doing trade between India and Finland. Next meeting is planned to be held in Delhi 2019 hosted by the Department of Commerce. ●●●●

**Mr. Mikko Pötsönen, Counsellor (Economic and Commercial)**

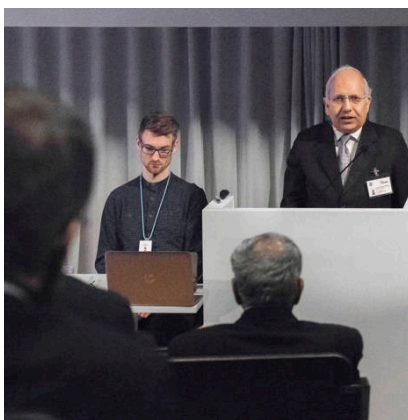
# TEAM FINLAND INDIA DAY APRIL 21ST IN HELSINKI

The House was full, when all Team Finland jointly organized a “Demystify India” event in Helsinki on April 21st. The event was organized together with Embassy of India in Finland. There were representatives from more than 100 Finnish companies, who were keen on hearing how the Indian tiger will leap in the future. The event was also webcasted and an equivalent amount of companies attended the webcast.

They webcast is available from: <https://www.youtube.com/watch?v=eGYyIMYyTDU&t=12498s>

All the event presentations are available from: <http://event.finpro.fi/indiaday/>

## Key message’s from speakers:



**“India will not expect any recession during the next 10 years. There are opportunities in all sectors for Finnish companies”**

H E **Ashok Kumar Sharma**,  
Ambassador of India to Finland



**“Growth of India has been public sector led. But there is a huge internal market and young demography, which creates demand-driven growth. Private consumption potential is great and growing. For example, consumer goods/ appliances market is US \$ 25 billion per year and growing 20% annually”**

Mr **Subhash Agrawal**, political analyst and founder of India Focus



**“Several high level visits have given a new spark to the economic relations between Finland and India. Our government wants to increase the bilateral discussion on all sectors and especially on energy, mining and investments in the nearest future”**

Mr **Mika Lintilä**, Minister of Economic Affairs



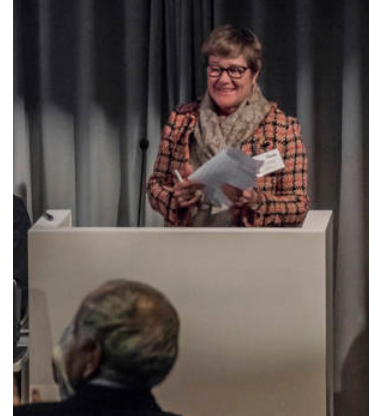
**“ India will lead the global digital revolution, since already the 5 of top 10 global IT service companies are Indian. India has the world’s 2nd largest internet user base and it already has the highest share of mobile based e-commerce. But what truly is taking India forward is the world’s fastest growing start-up economy”**

Ms **Padmaja Ruparel**, President of Indian Angel Network



**“ It is my sincere hope that the next 100 years will be dominated by smaller countries in collaboration with India.”**

Dr **Shailja Vaidya Gupta**,  
Director, International Collaboration,  
Department of Biotechnology,  
Ministry of Science & Technology



**“India is a fast moving country, where Finland and Finnish companies need more visibility. Nothing is lost, opportunities are there and now. Finland and Finnish companies should be part of the Indian success story”**

HE **Ms Nina Vaskunlahti**,  
Ambassador of Finland to India

## Key messages from the panelists

**“Finnish education system helps to open doors in India. Capitalize that!” – Vesa Perälä Claned Group**

**“Do things in Findian way” – Ulla Koivukoski Former SVP of Comptel.**

**“There are huge opportunities in India, but you need to adapt your business to India” – Kari Kautinen Fortum**

**“You need to focus on the customer selection first” – Hannu Jokela Kempfi**

**“Focus on the value and quality first and price after that” – Petri Vapola Lindström**

**“Use the small size as advantage and be flexible and fast” – Maaria Ajanko Stera Group**

**“Prepare crystal clear agreements and stay out of the court” – Linda Spedding Author of the book India – The Business Opportunity**



Panelist at the Team Finland India Day

Mr. Jukka Holappa, Commercial Counsellor



## TEAM FINLAND COLLABORATES WITH GERMAN CHAMBERS OF COMMERCE

A FOOTSTEP TOWARDS NEW  
ESTABLISHMENTS



Earlier this year the Finnish Chambers of Commerce and the Chambers of Industry and Commerce of Germany (Deutscher Industrie- Und Handelskammertag) signed an agreement of mutual cooperation. This agreement unveils the vast network and services of the German Chambers' international offices for the Finnish companies. These 130 so called AHK (Deutsche Auslands-handelskammern) offices in 90 countries are especially valuable asset in India with their presence in all major cities and regions employing more than 100 permanent staff members.

The services and collaboration opportunities of the German Chambers were introduced to the Finnish companies in India during Team Finland Coffee Morning meetings on May 10th in Delhi and May 12th in Mumbai. 30 Finnish companies accompanied by even some German companies attended the events.

Mutual interests were identified already during these first meetings from various industrial sectors such as infrastructure, automotive, ICT & electronics and energy. The companies from both countries were encouraged to continue discussions with each other as the officials also identified the potential for exchange of views on India related policy issues. Team Finland India is honored to be part of this cooperation pilot between two traditional partners Finland and Germany! ●●●●

**Mr. Mikko Pötsönen, Counsellor  
(Economic and Commercial)**



## CONFERENCE ON WOMEN EMPOWERMENT IN THE 21ST CENTURY

March 8 Embassy of Finland together with Fortum, UN Women and CII organized a seminar 'Conference on Women Empowerment in the 21st Century' at the India Habitat Centre. Ms. Lenita Toivakka, Member of Parliament, Finland together with Ms. Meenakshi Lekhi, Member of Parliament, India and Ms. Manpreet Brar Wallia, Chairwoman, CII Indian Women Network (IWN) opened the seminar.

The panel discussion on a) Entering the Formal labor Market, b) Best Practices and Experiences from Corporate World, c) Women Safety and Security was a success and during the day we had over 160 guests visiting the conference. Our aim was to create an event, where people from different spheres of life, from NGO's, academy, corporate world and the media could come together and discuss how to address the challenges women faces in the labor market and work life.

The conference was part of the 'Finland 100 years' celebrations. In 2017, Finland celebrated a century of independence and continuous democracy. Finland became autonomous 208 years ago when the Grand Duchy of Finland was formed in 1809 and we had a parliament of our ever since 1906. Women have played an important part in building the success story of Finland from the start. In 1906 Finland became the first country in the world to grant both women and men full political rights. In the very first parliament, 19 out of 200 members were women. The position of women has remained strong today, Finland is ranked third globally in gender parity.

In continuation to the International Women Day celebration, Embassy organized a screening of the Finnish Film Armi Elää/Armi Alive, a Finnish film based on the founder of the Marimekko, an iconic name in the design industry. The film was screened at the Habitat International Film Festival on 25th March at Stein Auditorium, India Habitat Centre. ●●●●

**Ms. Meenakshi Mahajan,  
Public Diplomacy and Communication Officer**





## REGIONAL CONNECTIVITY FINLAND AMBASSADORS OF ASIA AND AUSTRALASIA VISITED INDIA



The regional Asia Meeting of the Ministry for Foreign Affairs brought Finnish ambassadors to Asia and colleagues from the MFA, Finpro and Finnvera to New Delhi in 4-6 April for a heavy dose of current political and socio-economic affairs in the region. Since this was a first visit to India for many participants, the Embassy added sightseeing to the programme and took the group to Humayun's Tomb, Old Delhi and Gandhi Smriti, including shopping and enjoying Indian food!

Regional meetings play an important role in understanding the bigger picture of the region and where it is heading. For example, how are current global affairs such as the US election perceived in India, Thailand, China and Singapore? The meeting showed that despite the differences between Asian countries, many trends are similar.

With Brexit looming around the corner the future role of EU in Asia raised a lot of discussion. Brexit will surely be a difficult process but the EU is still one of the largest economies in the world and an important trade partner. Current world political situation also offers a chance for EU to be an active contributor to Asian and global development.

Eastern Asia and Australasia remains the fastest growing region in the world, not forgetting India's impressive growth rate. This offers further opportunities for Finnish companies. However, there are also many potential hurdles that must be kept an eye on. Ageing population in many Asian countries is one; furthermore growing



inequality can have unwanted impacts on Asian societies in the long run.

The big dragon in the room was China's role in the region and globally. Turns out that it is not possible to talk about Asia without analyzing China! China still enjoys a 7 % GDP annual growth and interestingly is increasingly making statements in favour of free trade. The massive One Belt One Road –initiative is a must to follow.

Last, the Ambassadors shared their experiences in Team Finland work and promoting Finnish business interests. Together with Finpro, Finnvera and Tekes they considered new ways to develop Team Finland cooperation in the region and between embassies. There is definitely room for it. ● ● ● ●

**Ms. Suvi Tuominen, Second Secretary**



## HELLO DHAKA!

**B**angladesh is the 10th most densely populated country in the world with its area of 143,998 square kilometres and a population of approximately 162,4 million inhabitants. The economic growth of Bangladesh has been growing steadily, with 6 % plus growth over the decade and reaching to 7.1 percent growth in 2015/2016. In 2015 the country reached the status of a lower middle-income country (LMIC).

Ambassador Vaskunlahti presented her credentials to the Honourable President of Bangladesh Abdul Hamid on Tuesday, 16 May and thus became formally appointed as the non-resident Ambassador of Finland to Bangladesh. The highly formal event followed a strict protocol, which is very typical for accreditation ceremonies. However, the event took place under a warm and friendly ambience, followed by one-to-one discussions with the president himself.

On her 3-day trip to Dhaka ambassador Vaskunlahti also met Foreign Minister Abul Hassan Mahmood Ali, Commerce Minister Tofail Ahmed, representatives from the diplomatic and business communities of Dhaka and members of

the small but active Finnish community of Bangladesh. Among other subjects, the discussions covered business opportunities for Finnish companies, global politics, latest news from Europe, the centenary celebrations of Finnish independence and the current developments in South Asia. The One Belt One Road Summit in Beijing had ended only a few days earlier so this topic could not be missed. Bangladesh is a part of the OBOR-initiative.

It was agreed that the relationships between our countries are “good but thin”. This will hopefully change: the meetings already took steps to enhance this relationship. The most significant Finnish presence in Bangladesh is Wartsila, whose engines produce approximately one fourth of the total energy production of the country. Finland was among the first countries that recognized the independence of Bangladesh in February 1972.

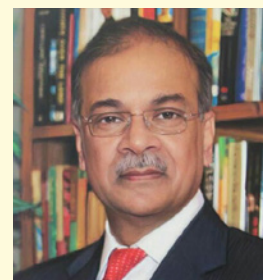
Sources: World Bank, <http://www.worldbank.org>

**Ms. Suvi Tuominen, Second Secretary**

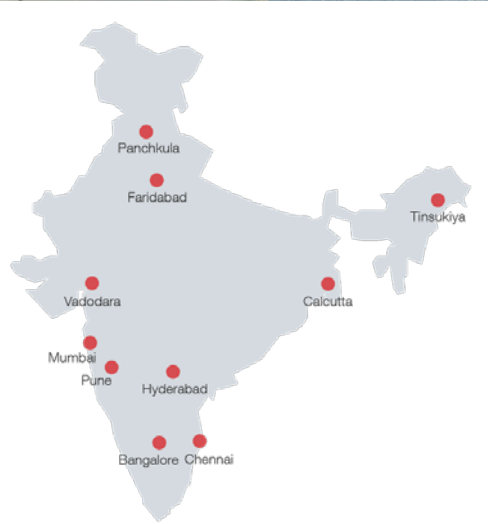
## FACE OF FINLAND IN BANGLADESH

### MR MUHAMMED AZIZ KHAN, HONORARY CONSUL GENERAL, BANGLADESH

**I** received the exequatur from the Government, related to approval of my appointment as the Honorary Consul General of Finland in Bangladesh on 03 April 2016. Later, on 31 May 2016, the Honorary Consulate General of Finland, Dhaka was formally inaugurated by the then Ambassador H. E. Mr Aapo Polho. It was indeed a memorable event in my life. At the same time I felt an added pleasant responsibility being reposed on to me. I am grateful to the Finnish Government for the honour they have garlanded me with. I assure that the Honorary Consulate General of Finland, Dhaka will work to further develop the existing relationship between the friendly countries. I am a big believer that trade and commerce are harbingers of peace and prosperity. Thus the consulate will work for further improvement of trade, commerce and industry between our countries.



**Mr. Muhammed Aziz Khan**



# LINDSTRÖM INDIA

## TAKING CARE OF YOUR IMAGE WHILE YOU CONCENTRATE ON YOUR CORE BUSINESS

**L**indstrom India is a subsidiary of 168 years old Finnish workwear service company Lindström Oy, a family owned business with headquarter in Helsinki. Lindström group as a company has been operating in 24 countries.

Established in 2007, Lindström India is the only organized rental workwear services company in India. It provides a reliable, flexible, carefree and economic way for companies to look after their workwear, releasing time and resources for core business.

In the last 9 years Lindstrom has established business units across India and currently operate 11 business units across all regions in India. Lindstrom Group is already a significant contributor to "Make in India" and has ambitious plans for the Indian market both in terms of investments and growth in this market. Lindstrom has been

engaged in providing industrial workwear on lease / rental basis across all industrial segments like Food Industry, Pharmaceutical Industry, Automobile and Engineering Industry, Electronics, Retail, QSR as well as Healthcare Industry, to name a few. Lindstrom has not only invested in creating own business units in India but also directly procure a significant quantity of textile fabric and garments from various Indian suppliers thereby providing employment to a significant number of employees directly as well as indirectly. Lindstrom India also has significant plans to more than double the business in India in the next 3-4 years. Currently Lindstrom dresses more than 200,000 persons in more than 1000 customers across Industrial Segments taking care of their Hygiene and Safety. ● ● ● ●

**Mr. Anupam Chakrabarty, Managing Director, Lindstrom India**



# H&M INDIA COUNTRY MANAGER - MR JANNE EINOLA

**You are a Finn running a Swedish Multinational company in India? How did you end-up in that position? Please describe your personal India-history?**

I started my career with H&M in 1997 in Vaasa as a Department Manager. H&M is strongly driven by values and one of our values is "Believe in People". For this reason during the years I had a chance to work in several roles in H&M – as Store Manager, Sales Manager, Expansion Manager - if to name few. In 2015 spring during my meeting in London we were waiting for a green traffic light to cross a street, when our CEO Karl-Johan Persson asked me if I would like to go and open Indian market. I was thinking - why not? So, here we are today together with my wife and our 2 years old boy.

**Please describe H&M's Indian operations and the journey to this point?**

H&M has been operating in India since October 2015. With the fantastic response from customers today we have 16 stores across 7 cities and I believe that there is immense potential to open many more stores in India. Today we have around 1200 employees and we focus to keep 50/50 equality between male and female workers. We are also the first retailer in India, that offers to each employee 5 working days week to keep a healthy work and life balance.



**Why has the H&M launch been successful in India? List Top three reasons?**

1. H&M's business concept of providing fashion and quality at the best price in a sustainable way has worked very well for Indian customers, who are looking for a global fashion, quality, are price conscious and start to be more and more aware of the environment.
2. The same global format of stores as worldwide creates the same experience for the customers whether they are in Mumbai, Paris or Milan.
3. Trained colleagues – at H&M we invest in training our colleagues to provide the best customer experience.



### **What has been most challenging?**

I would not say that we see challenges, we more see opportunities. We believe, that we can have more stores across the country as the retail infrastructure develops fast in India. For this reason India is one of the top priority markets for H&M globally.

### **What are the dos and don'ts when doing business in India?**

Do not expect to get quick ROI in India, long term commitment is needed. Do treat and take care of your employees as you would do in any other countries. Follow high ethic and be compliant in everything you do. Remember also, that India is not one country – it is like 29 different countries since each state has its own legislation.

### **What are the differences between Indian and European customers?**

Indian customers are more demanding for global brands to live up to the global standards; however they also want the service culture, which they are used to in India. From products Indian customers look more for colors and prints, when in Europe customers like more solid basic colors.

### **There are no Finnish consumer product brands present in India. What is your message to Finnish**

### **companies with consumer products, who are starting to explore the Indian market?**

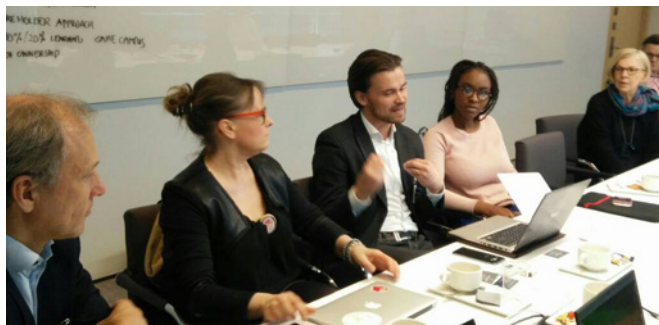
India is full of potential with endless possibilities and in the next decade India will have an important role in global economy. In Finland we have great consumer products that would be interesting for Indian customers. Middle class is growing fast, as well they spend significant amount of money for shopping. It's wrong to think that India is poor country without purchase power, it's actually fully opposite.

### **What are your thoughts on current and on future business environment in India?**

Today India has much more favorable business environment than years ago. Government works hard, that it would be easier to do business in India and in those 2 years what I have been in a market I see a clear change. I strongly believe that this development will continue and India has a positive Investment field in future.

### **How has India changed you?**

As for a person India gave me perspective how well things work in Finland and in Europe and how we should be thankful for that. As for a professional, who has worked for 20 years in retail before- I thought -there is not so much to learn new in India, but I can guarantee that one retail day in India is more exciting than one retail month in Finland.



## “REBOOT INDIAN SCHOOL” FINNISH EDUCATIONAL EXCELLENCE - A NEW WAY OF LOOKING INTO R&D COLLABORATION

Tekes and DBT (Department of Biotechnology, Government of India) have a long history in co-funding Indo-Finnish R&D and innovation collaborations. So far, the scope has been on health and well-being themes. The new initiative is to work on edu-gaming: how to teach and learn science in a new way.

On 21 April 2017 Tekes hosted an edu-gaming workshop in Helsinki with Dr Shailja Gupta of DBT and Finnish edu-gaming and edtech companies. The objective was to ideate, how the innovative Finnish companies can address the needs of Indian educational system to go more digital and use gamification.

Mr Pekka Sivonen introduced the Rebooting Education initiative of Tekes, followed by Dr Gupta who set the context from Indian side. Learning results need drastic improvement and rote learning needs to be replaced by more innovative and engaging learning methodologies.

The participants developed quickly an idea to organise an edu-gaming campus in India in October under the Suomi100 umbrella, bringing together the best of the both countries and aiming at a pilot at five selected schools in India. “Reboot Indian School” initiative was born as outcome of just one workshop!

I am personally very excited to be part of this journey, which will definitely be a game changer in education export between Finland and India.

This initiative will offer a unique opportunity to learn from one another and to co-create. Technology can come from anywhere but the content needs to be localised. India offers scale and lots of technology partners, whilst Finland will bring its educational excellence and innovative technologies to the table, not forgetting the amazing entrepreneurs who immediately seized the opportunity.

The Finnish companies present were Polarpartners, Lighthner, Seppo, Fun Academy, Deeptale and Claned. More gaming companies will join in and we will have the best from Finland on board.

A task force is in place and Tekes India will take a coordinating role in particular for the gaming campus in India.

Looking forward to kick-starting a new way of working together with our partner DBT - making a difference through educational excellence.

### **Silva Paananen**

Tekes partner in India  
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World Circular Economy Forum 2017 (WCE Forum 2017) will be organised on 5th -7th June 2017 in Helsinki, Finland. The event is organized by SITRA- Finnish Funding Innovation Fund. With 1,500 key people, the event brings together the world's business leaders, policy makers, researchers and innovators to share their ideas and to find common visions towards the transition to a Circular Economy globally.

The programme consists of 17 plenary and parallel sessions showcasing circular economy solutions for business, cities and finance. It is a three days event with discussions, networking, workshops, side events and business excursions.

From India Mr. Ashok Khosla, a pioneer and expert of sustainable development, will speak at the Session: 17 Circular SMEs Meet the 17 SDGs. Mr. Khosla has broad experience in environmental and development issues, from heading India's environmental agency – the first in a developing country – to directing the United Nations Environment Programme. He is a promoter of commercially viable, environmentally friendly technologies.

The full programme is available at: [www.wcef2017.com](http://www.wcef2017.com).

### **Highlight:**

#### **What:**

World Circular Economy Forum 2017

#### **When:**

5th – 7th of June 2017

#### **Where:**

Finlandia Hall, Mannerheimintie 13, Helsinki, Finland

#### **Contact us:**

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