

**Welcome!**



**European unionin  
osarahoittama**



**Uudenmaan liitto  
Nylands förbund**

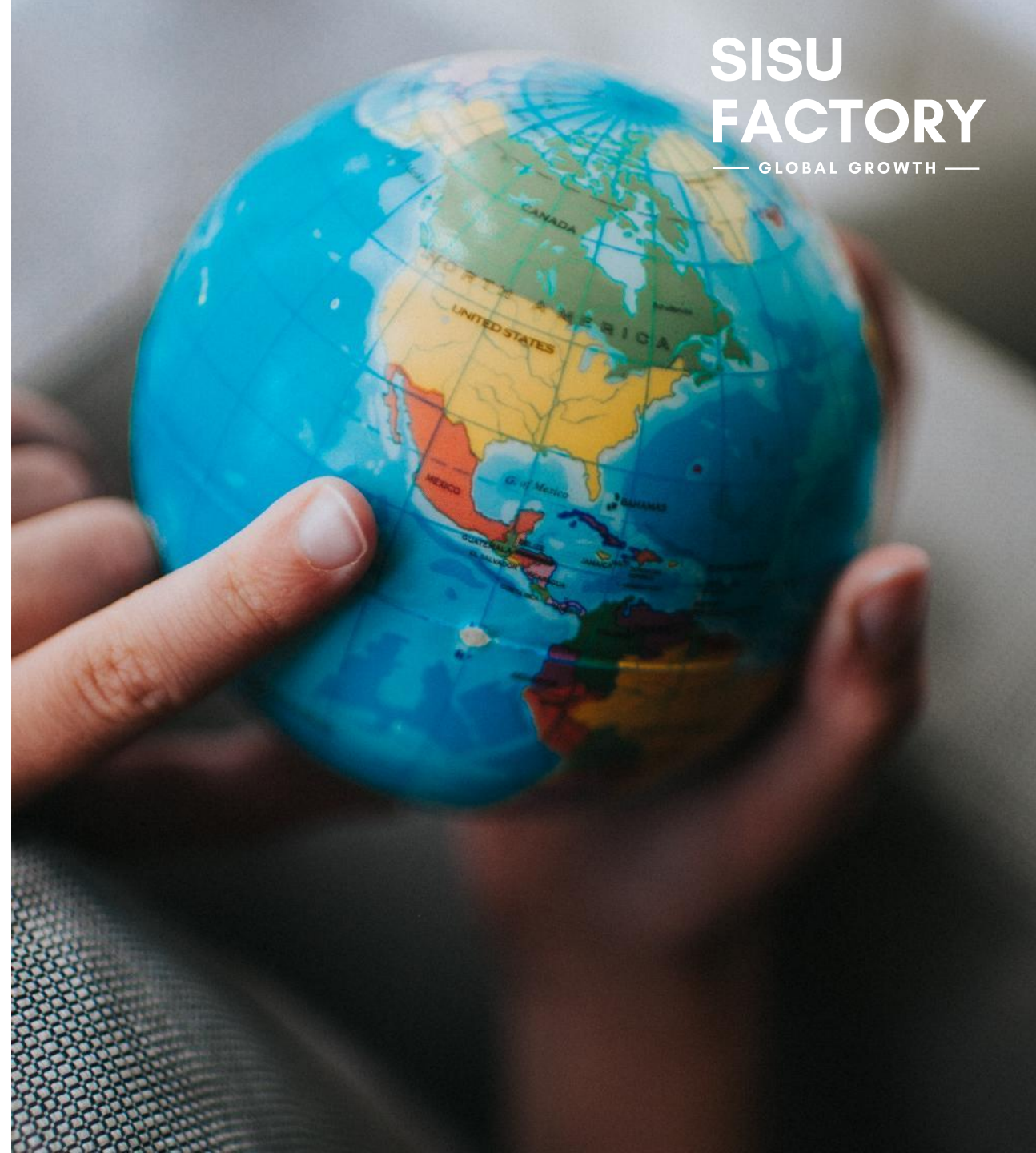
**Lauri Määttänen**  
**Petri Lautjärvi**  
**Sisu Factory Global Growth**

# Seize the opportunities

Global markets drive strong growth potential.

Growth powers success – a win-win for companies and the region.

We support Capital region SMEs in expanding to global markets.



# Joining forces around the capital region to support growth

**SISU  
FACTORY**  
— GLOBAL GROWTH —

**HEVI**  
Helsinki+Espoo+Vantaa  
INNOVATIONS

# Why this project?

## Current challenges:

- Lack of later-stage financing
- Shortage of skilled professionals
- Weak connections to foreign markets
- Finding the right service or business opportunity



**We're here to help ambitious  
SMEs grow internationally**

# Project goals

Create a **new operating model for SMEs** in the capital region

- 200 companies served annually
- 150 companies go international
- 50 professionals employed

**Growth in jobs, tax revenue, regional attractiveness, and internationalization**



# What you will get

New service model

Facilitated global network

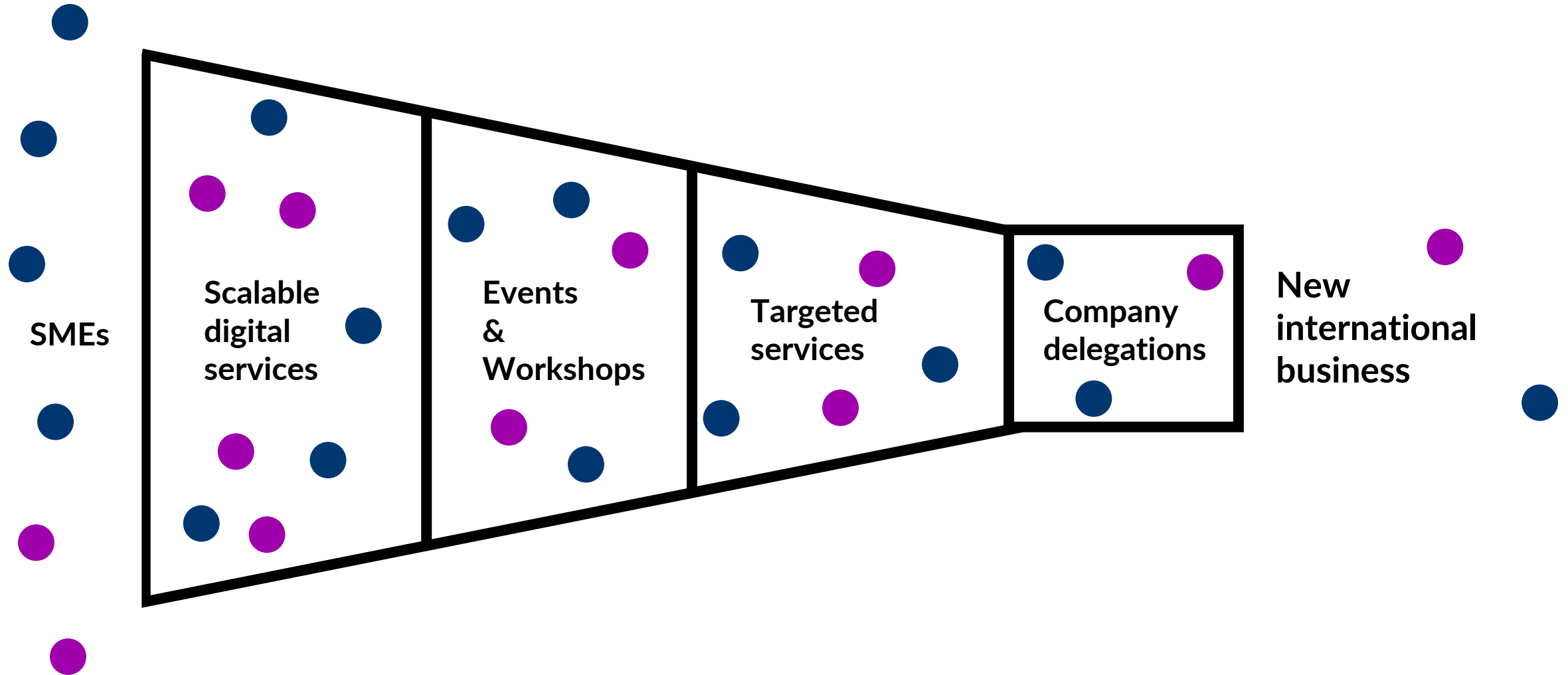
Events & information

Access to talent

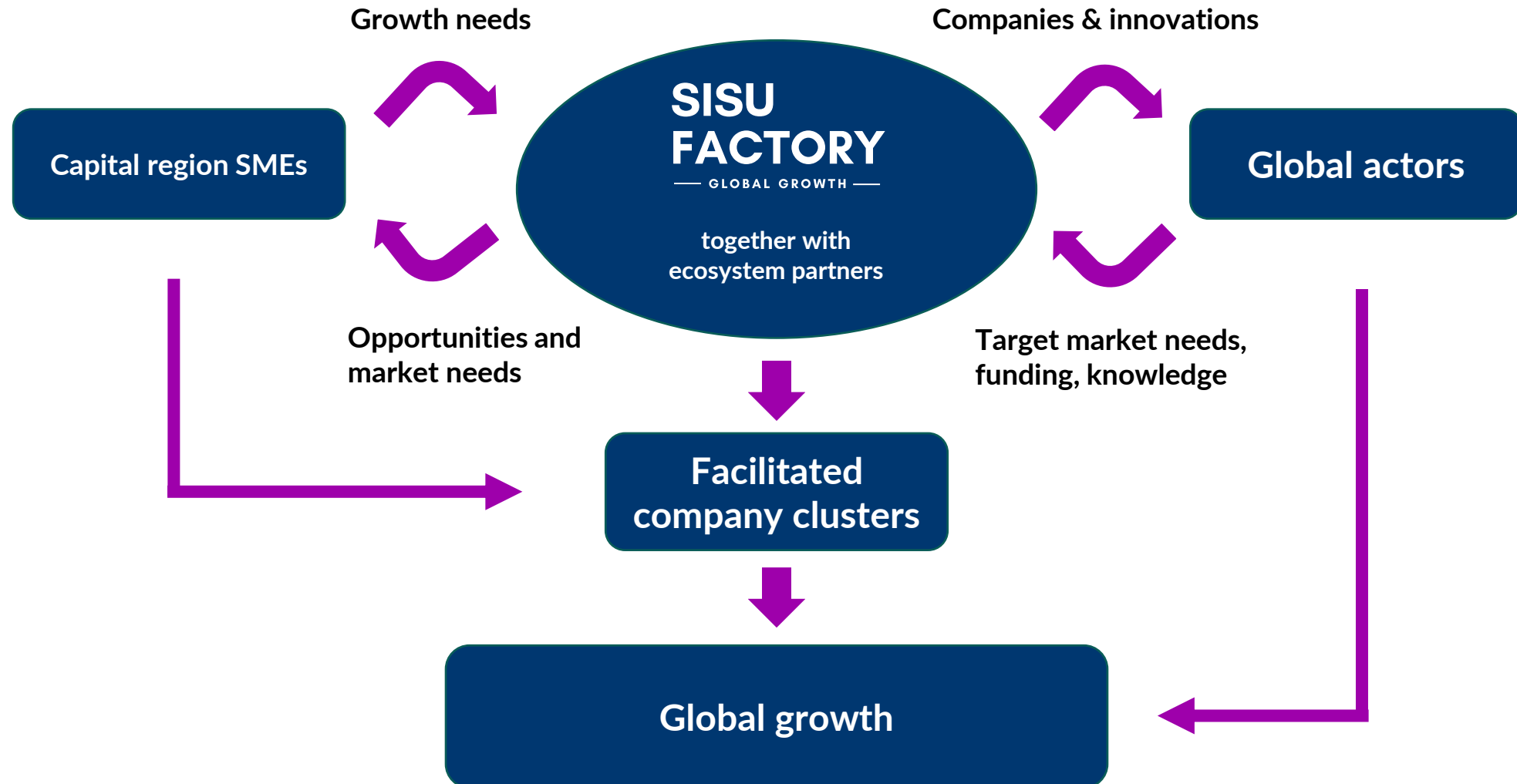


# Effective methods to connect global markets and grow sales

# Funnel service model

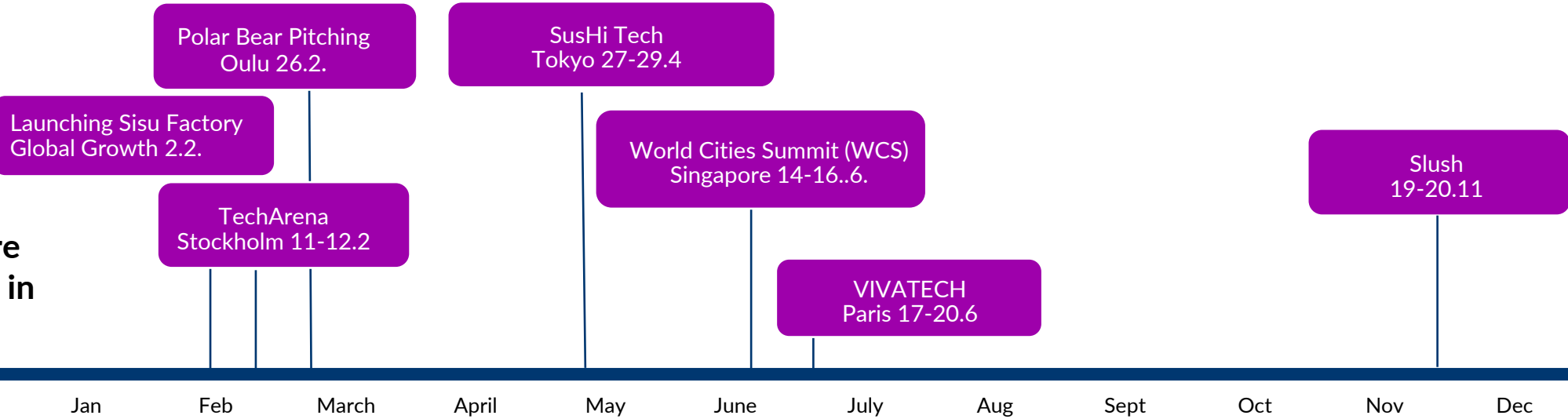


# Global business service model



# Planned activities for 2026

## Events we are participating in



## What we will organize based on your needs



Web & SoMe regular updates – follow especially for event updates: AINA UP TO DATE

# Next up:

**Maarit Haavisto-Koskinen, Vientikunto**

**Angeliki Papagiannopoulou, Tech Nordic Advocates**

**Tina Nyfors, RiverRecycle**

There will be time for a brief Q&A after the presentations.

**Maarit Haavisto-Koskinen**  
Vientikunto

# Vie yrityksesi maailmalle!

*Tutustu  
ohjelmaan  
ja hae  
mukaan!*



Euroopan unionin  
osarahoittama

**Vientikunto**  
OSAAMISELLA MAAILMALLE



Elinvoimakeskus



Elinvoimakeskus

VIENTIKUNTO – OSAAMISELLA MAAILMALLE ESR+

# Vientikunto -valmennusohjelma

## Excel in Export Coaching Program

11.2.2026



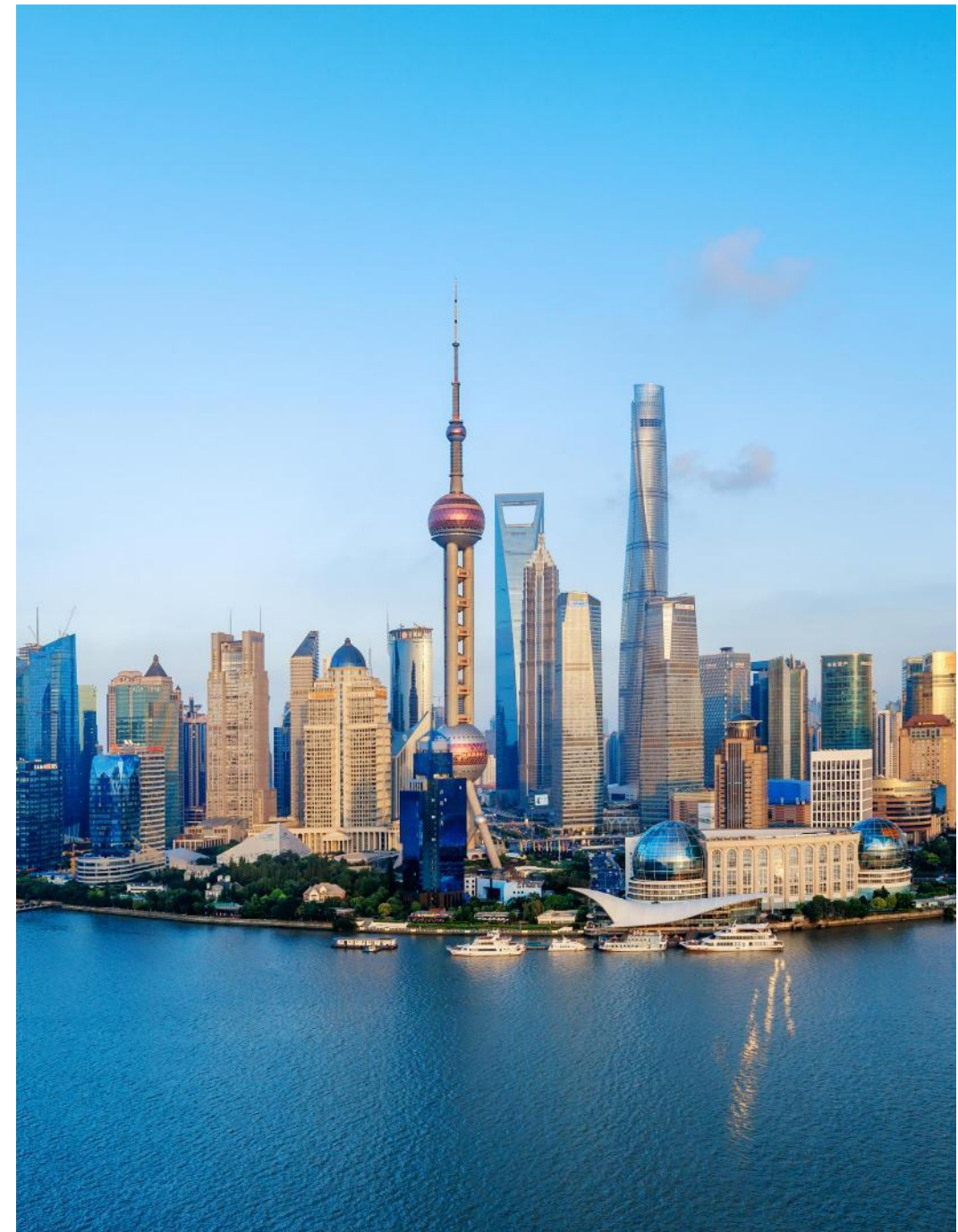
[elinvoimakeskus.fi](http://elinvoimakeskus.fi)

# What is the Excel in Export Coaching Program?

- Three-phase coaching for SMEs in Uusimaa to support starting export trade
- For companies at planning or early export stage
- Join anytime with low threshold, 1–2 participants per company
- Price 0 € / 490 € / 3,030 €

# Market areas

- Sweden & Scandinavia – Y4Works
- Germany & German-speaking countries – Y4Works
- Poland, Ukraine, Baltics – Kris & Vasco
- Italy & Southern Europe – Kris & Vasco
- Japan & nearby regions – Export Maker
- USA & Canada – Export Maker
- France & Benelux – Accelerando
- UK & Ireland – Accelerando



# 1. Export Analysis

- Assessment of current situation;
- Preliminary Internationalisation Plan
- 0 €



## 2. Export Journey

- Tailored Internationalisation Plan for the selected market
- 8 h coaching with professional export expert
- 490 €



# 3. Export Coaching

- Personal coaching supporting concrete export actions
- 40 h work with coach until 11/2026
- 2600 €



# Benefits of the Excel in Export Program

- Understand skills and resources needed for starting export
- Increase own international business competence and market knowledge
- Receive tailored Internationalisation Plan
- Personal support from experienced export coach until 11/2026

# About clients:

- Export Analysis – 76 companies
- Export Journey – 39 companies
- Export Coaching – 6 companies

Majority are micro-enterprises



# Examples of planned export products

- AI-based community communication platform
- Luxury beer
- High-end art jewelry
- Natural animal feeds
- AI, automation & data analytics solutions
- Plastic welding machines & equipment
- Lean & Lean Six Sigma online courses
- E-commerce for pharmaceutical sector
- SaaS digital event calendar
- Renewable energy & water systems
- Microsoft365 & Azure cloud services
- Steel construction plotting devices

# Kansainvälisty Vientikunto- ohjelman tuella



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OSAAMISELLA MAAILMALLE



Elinvoimakeskus

# Thank you!

vientikunto.fi

[vientikunto@elinvoimakeskus.fi](mailto:vientikunto@elinvoimakeskus.fi)

Maarit Haavisto-Koskinen

Project Manager



**Elinvoimakeskus**

**Angeliki Papagiannopoulou**  
**Tech Nordic Advocates**



# TECH NORDIC ADVOCATES

Northern Europe's Largest Tech Startup Ecosystem  
and European HQ of Global Tech Advocates

Accelerating tech startup and scaleup growth, capital raise and international expansion

## We Connect

The tech startup ecosystem globally through our Global Tech Advocates footprint

## We Support

Tech startup, scaleup and partner growth

## We Stimulate

Collaboration across the tech startup ecosystem

## We Facilitate

Opportunity and help remove roadblocks to tech startup, scaleup and partner growth and international expansion

## We Champion

The sectors where the Nordics/Baltics and Europe have genuine competitive advantage



## Mission

Accelerate **INCLUSIVE** startup and scaleup growth and international expansion, through targeted growth initiatives and programmes

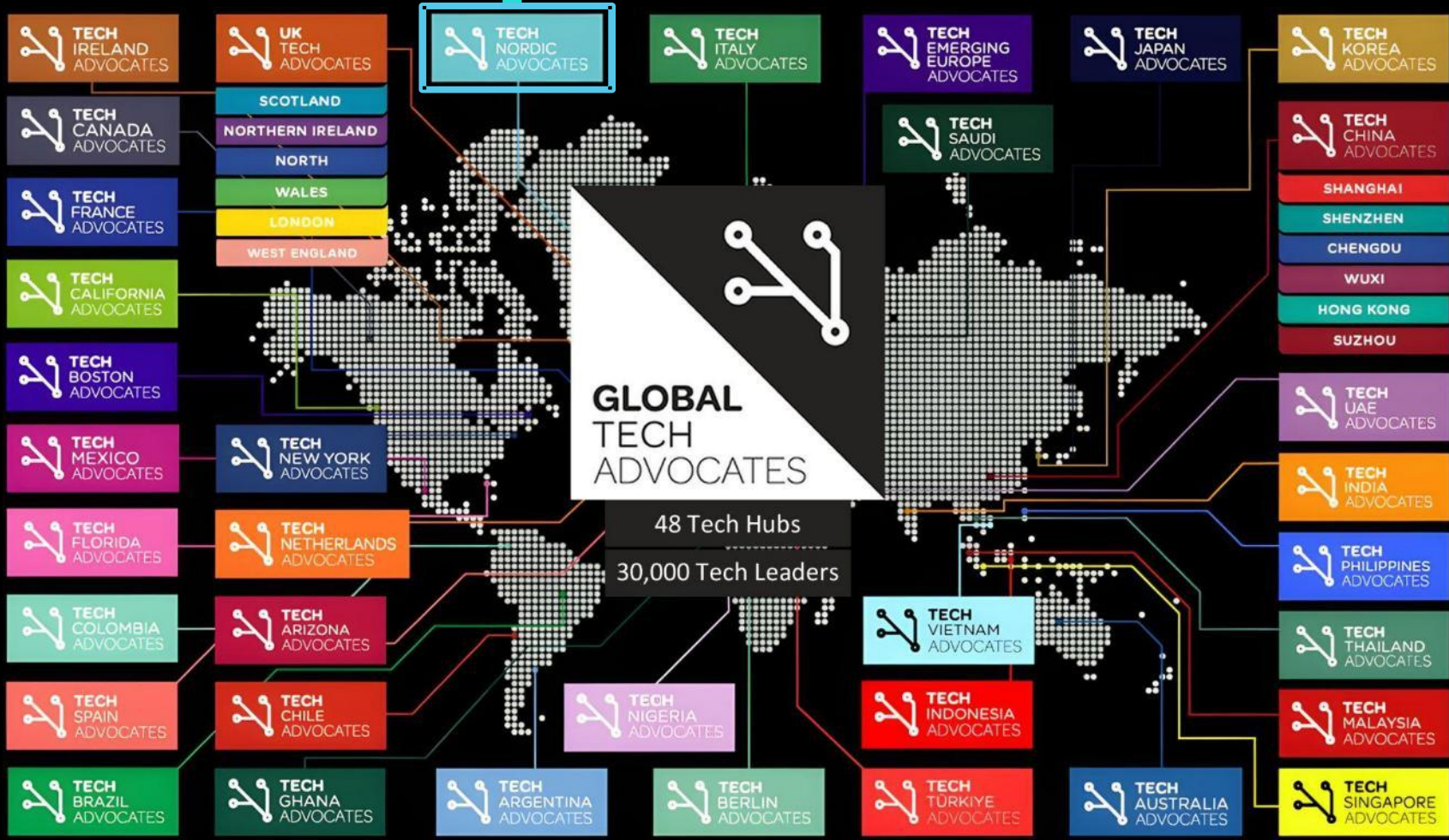
## Vision

Northern Europe's leading platform for inclusive tech startup and scaleup growth and international expansion





# Northern Europe's largest - non-profit - tech startup ecosystem and European HQ of Global Tech Advocates - **only direct gateway from Finland to European & Global markets**



**Only pan-Nordic/Baltic tech startup ecosystem.** Boots on the ground across the Nordics and Baltics



AND hubs across all EU/EEA member states and associated countries + the UK



Associated EU Country

# Top-rated, high impact international expansion programmes



Nordic/Balti  
c



Gateway to  
the



EU EIC BAS  
Service  
Provider



Global  
Launch Pad



UK Market  
Access  
Programme



Canada Market  
Access  
Programme



US Market  
Access  
Programme



India Market  
Access  
Programme



# “Global Launch pad – Gateway to Global Markets”

Helping Capital region tech companies expand to global markets through Tech Nordic Advocates’ own global footprint & successful 5 month programme



# Mission & Vision Delivered through Top-rated, high impact **Growth** initiatives and Programmes



**Northern Europe's largest tech startup ecosystem**




**International Expansion**



**Looking to expand internationally?**  
Not sure where to start, how to get help? & expand? **Global Launch Pad**



**Europe's only international female tech founder growth programme**



**Fundraising/ Deal Flow**



**European Union partnership**



**Industry leading, top rated events**



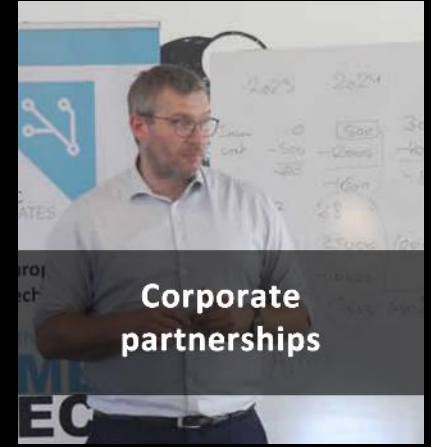
**Founder/Startup/ Scaleup Support**



**Global Tech Advocates**



**TNA Champions**



**Corporate partnerships**



**International Accelerator Programmes**



# THANK YOU AND SEE YOU ON GLP

## Please get in touch!



**Jeanette Carlsson**

Founder & CEO

[jeanette@technordicadvocates.org](mailto:jeanette@technordicadvocates.org)



**Angeliki Papagiannopoulou**

Ecosystem & Programme Manager

[angeliki@technordicadvocates.org](mailto:angeliki@technordicadvocates.org)



[www.technordicadvocates.org](http://www.technordicadvocates.org)



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# THANK YOU AND SEE YOU ON GLP

## Please get in touch!

Co-funded by the European Union

TECH NORDIC ADVOCATES

GLOBAL TECH ADVOCATES

**GLOBAL LAUNCH PAD**

Helsinki Business Helsinki

ESPOO ESBO

Vantaa Vanda

**Launch Event**

**TECH NORDIC ADVOCATES**

**Global Launch Pad**

Hosted by: **epicenter HELSINKI**

2nd February 2026. 14:00 - 16:00 EET  
Epicenter Helsinki, Mikonkatu 9, 00100 Helsinki



Jeanette Carlsson

Founder & CEO

[jeanette@technordicadvocates.org](mailto:jeanette@technordicadvocates.org)



Angeliki Papagiannopoulou

Ecosystem & Programme MAnager

[angeliki@technordicadvocates.org](mailto:angeliki@technordicadvocates.org)

**Tina Nyfors**  
RiverRecycle

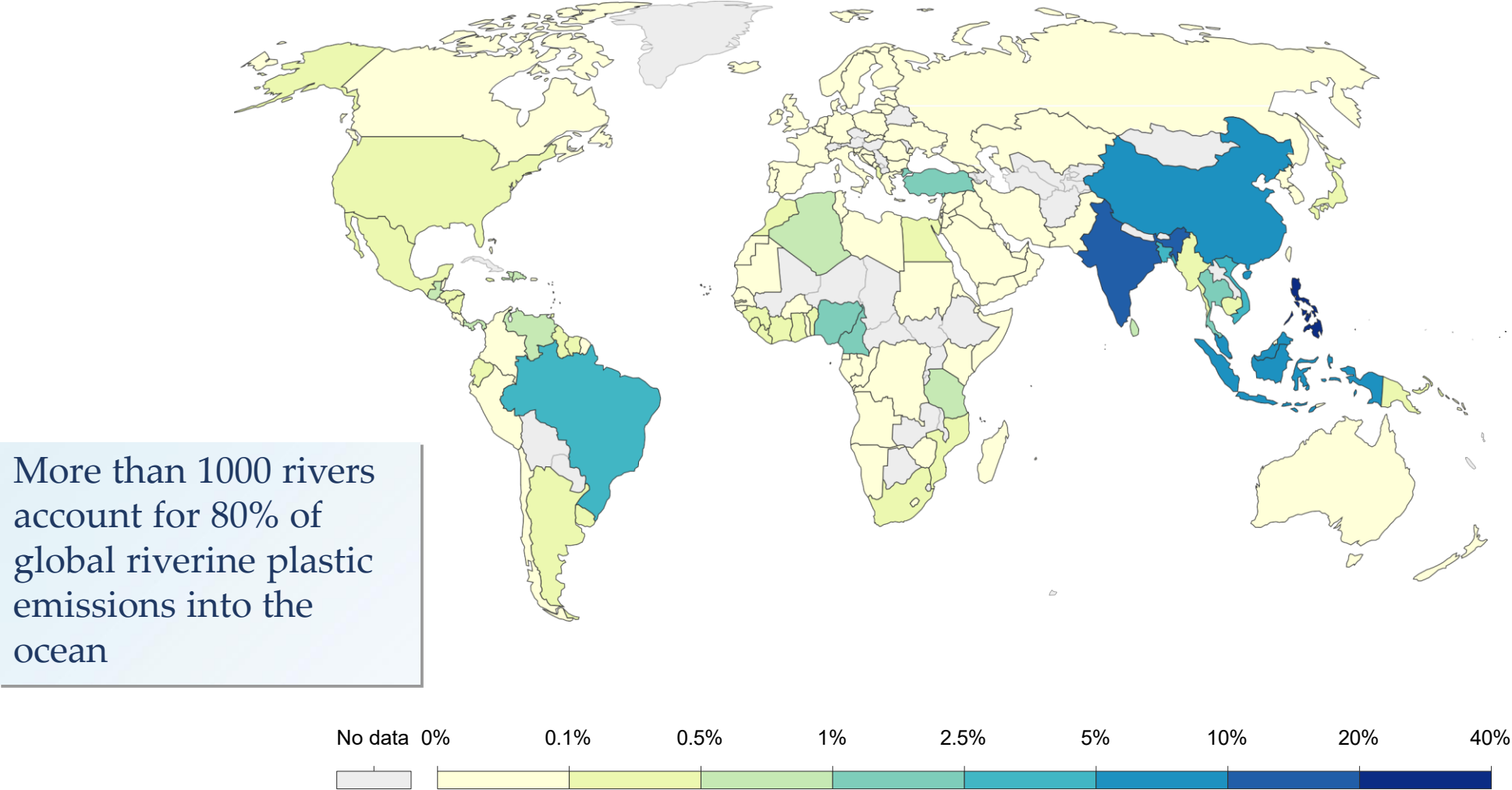


# Circularity for Clean Oceans

Turning 3 million tonnes of ocean-bound plastic into a billion dollars of sustainable recycling business

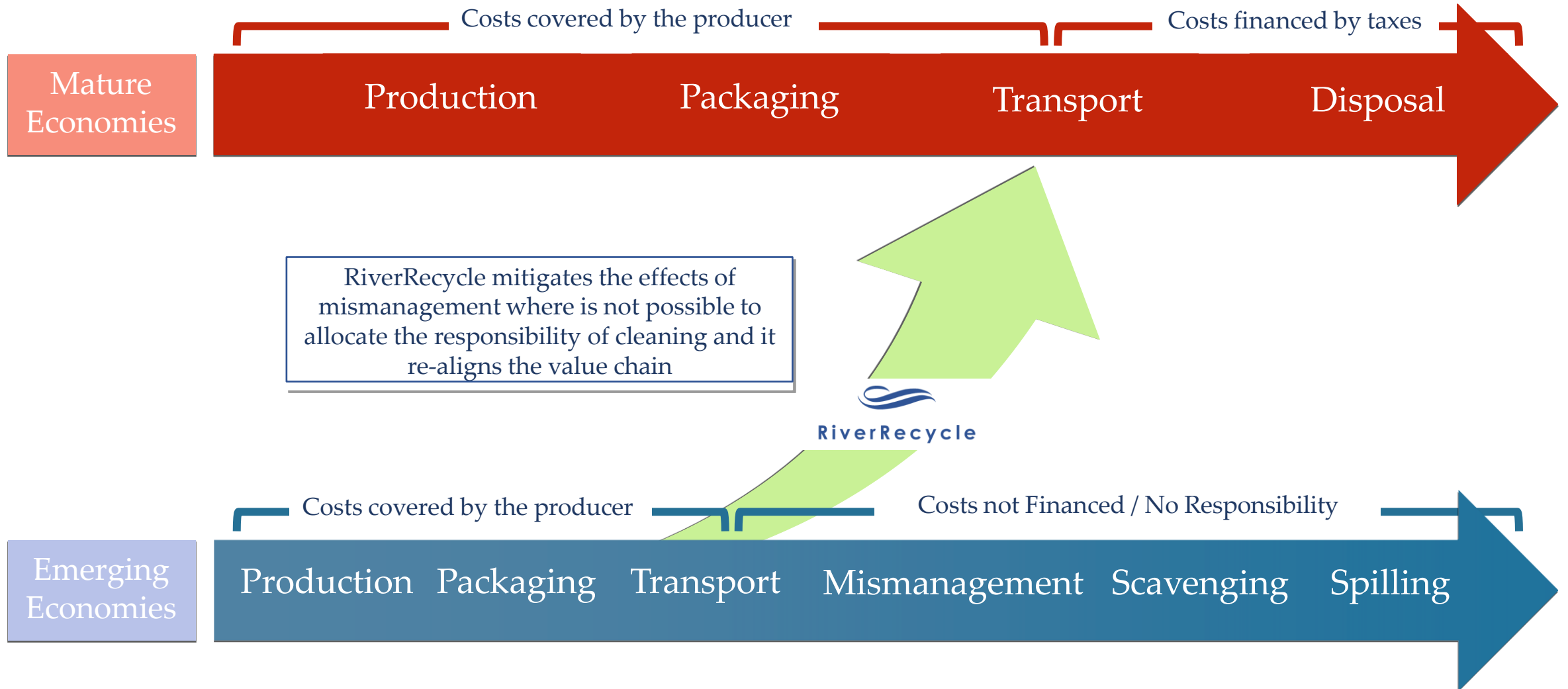


# By 2050, there will be more plastic than fish in the seas



Meijer et al. (2021). Science Advances.

# A broken value chain in emerging economies is the main problem, causing plastic to go downstream



A deadly  
problem

# Plastic will fill in more and more of the waterways

1000 rivers transport 80% of riverine  
plastic pollution



## The Solution

# Our core solution

## A New Circular Business Model

We are creating a new sustainable value chain in regions that need it most.

1. Install river cleaners using corporate and national development funding. Create permanent revenue from plastic credits.
2. Recycle the plastics into construction materials and other products to create permanent revenue.
3. Transition to land-based collection.



# RiverRecycle Combines Three Income Streams



## Project Sales

Sales of river cleaning solutions to corporate and public sector clients

**Projects consist of:**

- River cleaning devices
- Employment of workers from the local communities
- Engagement of informal workers
- Plastic recycling machinery
- Land-based collection infrastructure



## Plastic Credits

Sales of plastic credits to corporate clients in the global voluntary markets and national extended producer responsibility markets

**Plastic credits process requires:**

- Software system tracking and tracing the handling of waste
- Monthly statistics of impact data
- Careful follow up on operational data



## Recycling

Sales of products made of recycled plastic

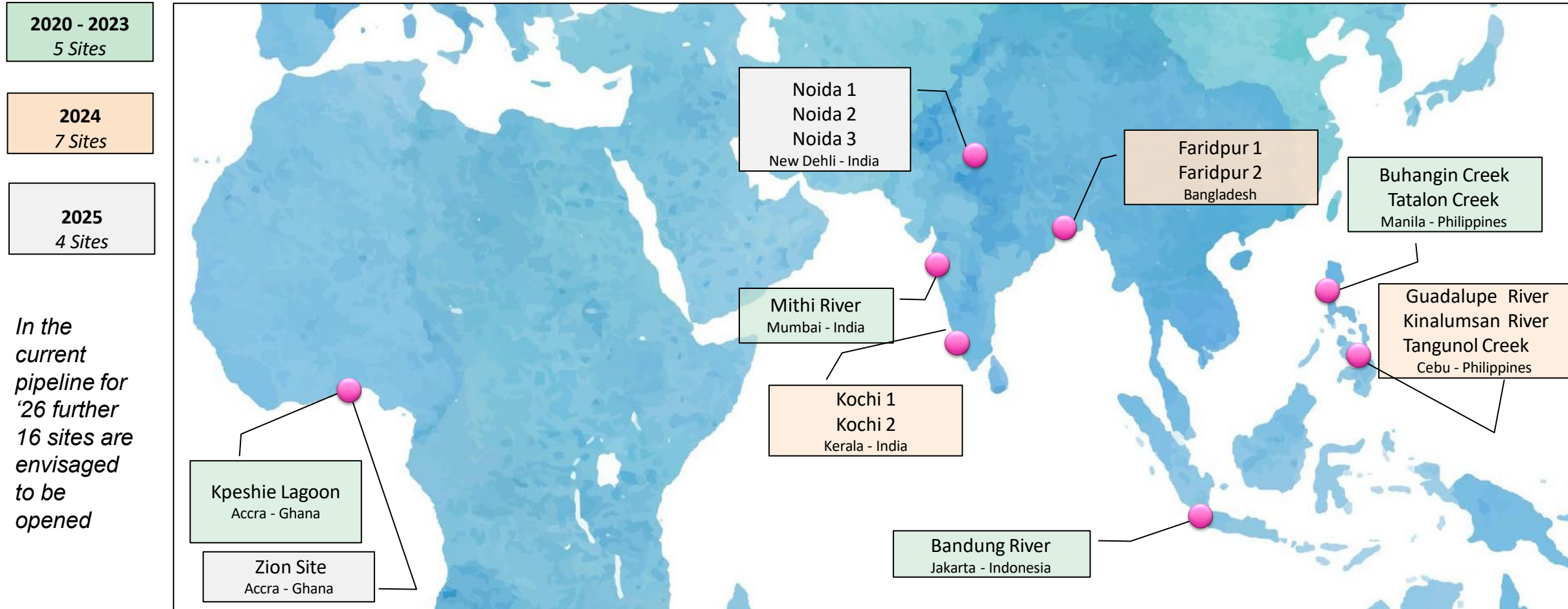
**Recycled products include:**

- Plastic boards used in construction, industrial design, public infrastructure and consumers products
- Plastic pellets and bricks
- Pyrolysis oil and other future products



Development

# RiverRecycle's operations expanded in 2024-2025



# Lessons learned along the way

The business we thought we'd be in (originally)	The business we ended up with (for now):
<ol style="list-style-type: none"><li>1. Selling or renting the river cleaning equipment</li><li>2. Recycle the plastics into pyrolysis oil, and sell it</li></ol>	<ol style="list-style-type: none"><li>1. Establish river cleaning sites through CSR projects</li><li>2. Recycle the plastics into construction materials and other products, and sell them</li><li>3. Transition to land-based collection.</li></ol>

## What made it possible:

- Quick pivoting of strategy when market is deemed insufficient
- Local teams and local partners where you want to operate
- Flexibility in structuring operations – and always be able to take the value chain in your own hands if necessary
- Healthy suspicion to new partners but work on establishing trust
- Support from Business Finland and other governmental organizations
- International outlook from the beginning





RiverRecycle



**Thank you!**

[tina.nyfors@riverrecycle.com](mailto:tina.nyfors@riverrecycle.com)

[www.riverrecycle.com](http://www.riverrecycle.com)



# Follow along for more news from us!

The screenshot shows the Sisufactory website homepage. At the top left is the 'SISU FACTORY' logo. The navigation menu includes 'Home', 'Move to Finland', 'Go Global', 'About', and 'Contact'. The main hero section features a cityscape at dusk with the headline 'Your global growth starts here'. Below this is a paragraph: 'We launch startups and SMEs from the Helsinki metropolitan area into global markets. Bring your sisu, and we will help with the rest. Sisufactory Global Growth is your trusted partner for scaling abroad, connecting you with the right networks, investors and collaborators.' A purple 'Get started' button is positioned below the text. A row of partner logos follows: Helsinki, ESPOO ESBO, Vantaa, the European Union flag with 'Co-funded by the European Union', and the logo for 'Uudenmaan liitto Nyländs förbund'. At the bottom, there is a photo of a woman in a white blazer talking to a man in a blue jacket, with the headline 'We trust in your business idea' and a sub-headline: 'It's always the right time to think about new growth opportunities. We're here to strengthen the market-readiness of your company and to remove the barriers standing in your way. Let's take the next step together.' A purple 'Get started' button is at the bottom right.

The screenshot shows the Sisufactory LinkedIn profile page. The header banner reads 'GROW AND SCALE SMARTER FROM HELSINKI REGION' and features logos for Helsinki, ESPOO ESBO, Vantaa, and the Helsinki-Uusimaa Regional Council. The profile name is 'SISU FACTORY'. The bio states: 'We help startups relocate to Finland and scale into new markets. Non-profit Organizations · 2K followers · 2-10 employees'. It shows 'Essi & 14 other connections follow this page'. Action buttons for 'Message' and 'Following' are visible. The navigation bar at the bottom includes 'Home', 'About', 'Posts', 'Jobs', and 'People'.

**Website:**  
[sisufactory.fi/go-global](https://sisufactory.fi/go-global)

**LinkedIn:**  
Sisu Factory

**Thank you!**  
**We would love your feedback**

