



# Greatwall Ry and its Services for Business in Pirkanmaa Region

Greatwall Ry  
04.02.2013



# Outlines

- An introduction to Greatwall Ry
- Plan of the enterprise membership
  - Objectives
  - Services
  - Join us
  - Contact us



# Introduction

- Greatwall Ry - Finland-China Language, Education, Culture & Communication Center
  - Registered in Nov. 2008
  - Our goal is to promote communication and collaboration between Finland and China
    - disseminate Chinese culture in Finland, and vice versa
    - increase educational and research cooperation between Finland and China, and
    - facilitate organizations and companies to expand business between Finland and China



# During the past years...

- The association has successfully organized/ been engaged to organize series of activities for its members
  - Seminars/Workshops on
    - Introducing the Finnish education system
    - Sharing experience on job seeking and start-ups
    - Technique salon
  - Celebrations
    - Chinese New Year
    - Mid-autumn festival
  - Chinese culture summer camp for children
  - Children's performance, Friendship badminton tournament, Etc.



# Planning the enterprise membership

- Besides the activities we organized, the association plans to expand its service for the local SMEs
- The enterprise membership is introduced to SMEs who are interested in business opportunity in China
  - Playing as a platform to help its members develop their business operation in China by offering knowledge and information on market opportunities



# Enterprise membership benefits

- Regular delivery of the Greatwall Newsletter
- Participation in training and networking events
- Access to the Talent Pool of local Chinese
- Calendar of events
- Information on diverse range of translation services (Ch, Fi, En)
- Discount in some shops and restaurants



# Greatwall Newsletter

- We provide enterprise members quarterly newsletters
- The aim is to
  - share with enterprise members a wide range of country- and sector-specific information for planning business opportunities in China
- The newsletter covers
  - Chinese economic situation
  - Top business news in China
  - Trade fairs and exhibitions
  - Information requested from the enterprise members
  - Business related activities organized by Greatwall Ry, etc



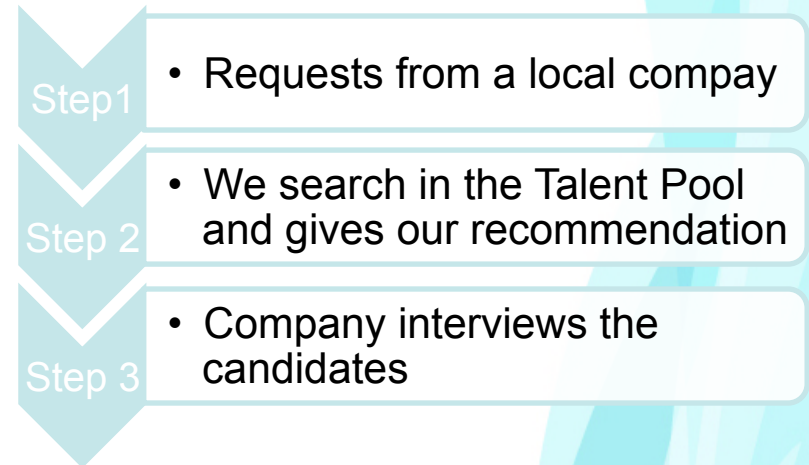
# Participation in training and networking events

- Discussing business culture in China
  - Yes could be no and the philosophies behind
  - How to communicate with Chinese, email and phone, etc.
- Sharing experience with people representing companies operating in different sectors
  - Excellent source of ideas
- Meeting with Chinese who know Chinese people
  - One-on-one business service could bring you the REAL action and give you REAL benefit
  - Utilize the electronic marketing channels before hiring your first agent in China
- Organizing training and networking events
  - Participants include enterprise members, invited speakers, invited individuals, etc.
  - Topics are planned and agreed with members beforehand
  - In a flexible way and in a relaxed and casual atmosphere



# Access to Talent Pool of local Chinese

- At the moment
  - Collection of basic information on Chinese students who are willing to find a job or a training opportunity
  - The Talent Pool is documented in an excel file, and includes information on degree students from UTA, TUT and TAMK
- In the future
  - A more open platform will be taken into account for information on local Chinese





# Join us

- The Greatwall Ry welcomes the SMEs into our membership
  - Enterprise membership application form
    - Membership duration April 2013 - March 2014
  - For membership related information, please contact Mr. Yong Li



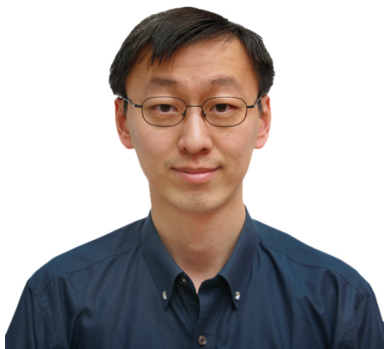
# Contact us



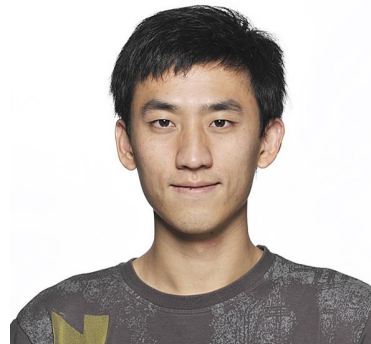
**Mr. Yong Li**  
Membership matters,  
Newsletters,  
Business advisory  
[Yong.li@greatwall.fi](mailto:Yong.li@greatwall.fi)  
Tel: 050 3018882



**Ms. Jiali Liu**  
Member events  
[Jiali.Liu@greatwall.fi](mailto:Jiali.Liu@greatwall.fi)  
Tel: 040 5653827



**Mr. Adam Xu**  
Member events,  
Business advisory  
[Adam.Xu@greatwall.fi](mailto:Adam.Xu@greatwall.fi)  
Tel: 046 8100655



**Mr. Junsheng Fu**  
Talent Pool  
[Junsheng.Fu@greatwall.fi](mailto:Junsheng.Fu@greatwall.fi)  
Tel: 050 4805190