

# Piloting BBC1 Training Program- experiences and challenges



CBC 2014-2020  
SOUTH-EAST FINLAND - RUSSIA

Funded by the European Union,  
the Russian Federation and  
the Republic of Finland.



**Business in Biotechnology**  
and Circular Economy

# Background for the BBC1 Training program

More growth, export and cross-border collaboration to Finnish and Russian companies by improving their skills and competences-> regional development aspects

How BBC1 project could support this aim:

Networking, matchmaking and training activities for companies

Creating and piloting cross-border training program and support tools for Russian and Finnish companies in the field of biotechnology and circular economy

# Main results of the survey in Finland

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First step: Survey of the needs

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10 interviews in Finland / Made by Researcher Mervi Rajahonka in 2020

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Huge market potential

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Not enough information

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Uncertainty /country risks / currency, politics

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More information about laws regulations, partners circumstances, operating models and attitudes in Russia etc.

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Not enough own resources / lack of language skills

# Ideas for training programme and other support

General country information

Partners and networks.

- **mentoring and networking and coaching** would certainly be needed.
- **Cultural differences**
- **joint seminar** ways of doing business between Russians and Finns
- **workshops** to **exchange ideas** on what kind of opportunities there are, in which direction to develop the market.

What the **export process** requires, and how to find **potential market channels**

Coaching

Translation assistance, communication in Russian

University cooperation

# Challenges



Topics of the programme / Targetting



Finnish companies are focusibng to other market regions



Resources of companies



Lot of online business training available



Concrete results for target group versus testing

# Piloting new models

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Projects are for testing / they can fail

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Good expertise is available

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Not always for big audiences

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We tried concepts which were focusing peer-to-peer learning and using expertise and networks of ITMO and Xamk

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Student as a resource for companies

# Examples of training models



Cross-Border Business Clinics



University-Business Collaboration models



Webinars and internationalisation videos



Activities organised in the frame of bigger event



Benchmarking business symbiosis model from ITMO

# Lessons to learn



Continuous dialog/feedback and co-development of the training with companies



Short-term and easy piloting models



Effective marketing channels with partners



Joint events and collaboration



Concrete results for companies / targeting the events



Language barrier is prevailing



# Interested to participate?

- The first step is to map cooperation possibilities by arranging a joint assessment meeting to evaluate a potential of your business in Russian or Finnish market
- More information: <https://biocircularbusiness.com/events/>
- Do not hesitate to contact us at a low threshold!

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THANK YOU FOR YOUR ATTENTION