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GOINTERNATIONAL FINLAND LAUNCHES INDO-FINNISH MARKET ENTRY ACCELERATION PROGRAMME

The first ever Indo-Finnish Market Entry Acceleration Programme, a flagship initiative of GOInternational Finland was launched with key stakeholder representatives, at an event in Hotel Kämp, Helsinki, on 17 October 2017.

India's growth story continues to be impressive with the country poised to emerge as the third largest economy in the world by 2030. The rapid transformation and growth, enabled by technology & innovation create unique opportunities for the Finnish and the wider Nordic innovation ecosystem.

The innovative capacity of the Nordics are well known –the region with only 2% of the world's GDP can lay claim to 10% of all billion dollar exits in recent years. The knowledge, technology and skill sets of Finnish and Nordic companies will not only contribute to India's transformation; but also create opportunities for co-creation & collaboration with the Indian ecosystem to create global markets for Nordic solutions.

Nordic strengths of innovative solutions development and India's skills to frugally innovate solutions and make them accessible across socio-economic strata of society are a natural fit. This collaborative model would enable Finnish/Nordic companies to access and serve Indian markets better but also "Make in India" & sell globally; while for Indian startups & other innovators it is an opportunity to go global with a base in one of the innovation capitals in the European Union.

The **GOInternational "Indo – Finnish Market Entry Acceleration Programme"** enables and facilitates this co-creation and collaboration between Indian and Finnish/Nordic ecosystem to players from the initial analysis of market fit, to conceptualization, to identifying opportunities & partners, to assisting in establishing pilot projects and setting up operations & continued growth.

The programme allows entrepreneurs to focus on what they are good at – running their businesses while GO International and its influential and far reaching partner network supports them with a structured process & knowledge base and experience to make growth happen.

"In effect, our "Indo-Finnish Market Entry Acceleration Programme" is a vibrant ecosystem of cross border growth and enabler for startups and SMEs in international markets through a co-creation model" said Mohammed Shabbir, the founder and CEO of Go International Finland. "But the accelerator will be an useful vehicle for the corporate world to be in touch and work with the latest disruptive innovations and the innovators."

The Chief Guest at the launch event, HE Vani Rao, the Ambassador of India to Finland & Estonia, in an articulate speech laid out the opportunities that India brings as the fastest growing large economy in the world for Finland & wider Nordic regions. She pledged her support to the accelerator programme pointing out the necessity of such a dedicated bridge to connect the vibrant start up and innovative ecosystems on both ends of the corridor;

"This is where GOInternational plays a very important role because there is considerable ignorance in India and Finland about each other's strengths and markets. Organisations like GOInternational can facilitate and make the journey easier for companies from both sides"

Read the full event account here: <http://gointernational.fi/launch-event-indo-finnish/>

For more info and interview opportunities please contact:

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