



Health Tuesday:
Why doesn't my customer call me?
Sales psychology for the entrepreneur

Sampo Sammalisto, Ph.D.
Program Manager, Personalized Health

2.4.2019

Agenda

8:00 Opening words, Sampo Sammalisto, Business Finland

8:05 Why doesn't my customer call me? Sales psychology for the entrepreneur. Petri Parvinen, Professor, Selling and Sales Management, Aalto university, Professor of Strategic Marketing and Management, University of Helsinki

8:45 Networking and sparring

9:30 Main event ends

9:30 Global Network Round Table, Business opportunities in Health & Wellbeing sector in Italy, H.E. Ambassador Janne Taalas, Embassy of Finland, Rome

10:30 Roundtable session ends

Upcoming events – Stay tuned for More!

Life Science Live and HealthBIO 2019	15.-16.5.2019	Turku, Finland
Healthcare Travel Expo Kiev	11.-12.6.2019	Kiev, Ukraine
HIMSS & Health 2.0 European Conference	11.-13.6.2019	Helsinki, Finland
Team Finland visit to Boston and Cambridge	11.-16.11.2019	Boston, USA

More events: [Businessfinland.fi](https://businessfinland.fi) → Tapahtumat

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Personalized Health program: businessfinland.fi/en/personalizedhealth

Smart Life Finland program: businessfinland.fi/smartlifefinland

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Health and wellbeing


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Stavangerin sairaalahanke tarjoaa mahdollisuuksia terveysalan suomalaisosaajille

Europe
Norway
Cross-industry, Health and wellbeing,
Cleantech
Country outlook




Turkish medical devices importer & distributor is looking for a cooperation with Finnish companies in Neurosurgery & Neurological Sciences

Europe
Turkey
Health and wellbeing
Sales lead



Opportunities in the Australian Health and Wellness Sector

Asia and Oceania
Australia
Health and wellbeing
Business opportunity



Corporate Wellness becoming a norm opens up opportunities

Europe
United Kingdom
Health and wellbeing
Business opportunity

NEXT HEALTH TUESDAY

7.5.2019, Team Finland House

”Show me the money! – Capital Investments in Life Sciences”

Petri Laine, Managing Partner, Innovestor Ventures
“How to raise capital in Life Sciences?”

Ali Omar, 'business angel, FiBAN board member:
“What many startup founders get wrong from the beginning?”

Global Network Round Table: **Val Kratzman**, USA

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