

Sauna from Finland ry – klusterin voimalla suomalaisen saunaelämyksen puolesta

13.10.2022 @ 09:00 - 10:00

sauna
FROM FINLAND

HUKKA

Team
FINLAND

VIEXPO

Sauna from Finland was born in 2010 through the realization that the Finnish sauna experience is a unique export product. Nowadays it gathers actors working with the Finnish sauna experience.

The cluster that has been built around the phenomenon has the aim of promoting their members business opportunities and to increase the level of recognition of the Finnish sauna experience. The work is done in strong collaboration with the members.

Although this is about promoting a national phenomenon, Sauna from Finland has grown to become an international network. It has 214 companies and experts from different industries, of which 40 are international companies, as its members.

How has Sauna from Finland ended up where it is now?

How is the activity organized and what have they learnt during the years?

What benefits does a cluster have for a single company?

These are examples of questions that will be addressed during this NordicHub webinar, which surely offers important learnings for everyone working with or interested in clusters and innovation/business networks.

Program:

9:00 **Welcome to the webinar** – Lauri Laaksonen, NordicHub

9:05 **Presentation of Sauna from Finland ry** – Executive Director Carita Harju

9:30 **Company Case: Hukka Design Oy** – CEO Seppo Raijas

9:45 **Questions & Answers**

10:00 **Ending of the event**

The webinar is organized in Finnish, and it is free of charge.

Registration is required.

[Click here to register for the webinar](#)

More information:

Lauri Laaksonen, NordicHub Manager

lauri.laaksonen@viexpo.fi, +358 50 330 6652