

The logo for FINPETRA, featuring a cluster of colorful dots in shades of blue, green, and yellow, followed by the text "FINPETRA" in a green, sans-serif font.

FINPETRA - linking the North Karelia with Middle East

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Network-
to-Network
(N2N)
MODEL



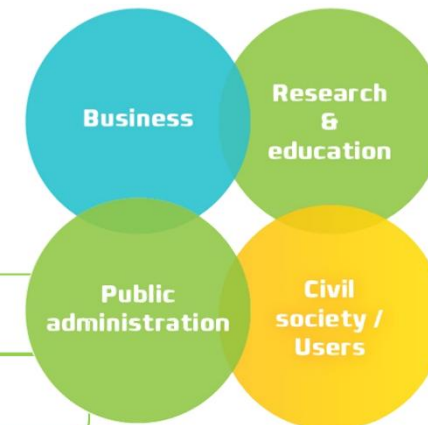
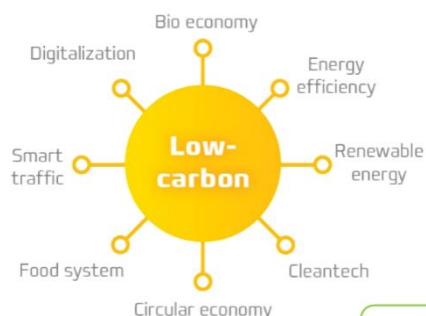
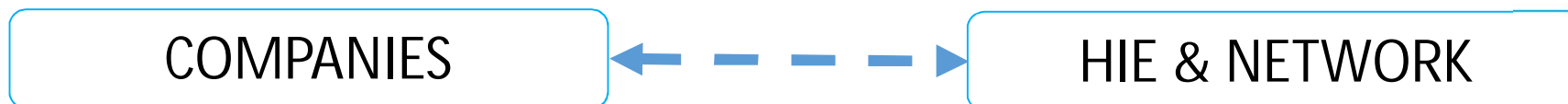
Leverage from
the EU
2014–2020



The LinkedIn logo, a green circle with the letters "in" in white.
finpetra.karelia.fi



Network-to-Network (N2N) Model



*HIE = Higher Educational Institute



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Network-to-Network (N2N) Model

Step 1

Company or SME in Finland shows interest towards target market and has relevant service or product to offer. HIEs role is to explore the target market demands and make the information available for the companies.

Step 2

For the company, it is critical to learn the business culture and structure of the target market. HIEs role is to find best experts from it's networks for capacity building.

Step 3

A company can make the first impression only once, thus a proper sales pitch and marketing materials are critical. HIE can help to direct those on a best way to the target market and to rise the interest of the key stakeholders and potential business partners.

*HIE = Higher Educational Institute



Network-to-Network (N2N) Model

Step 4

It fastens the way if the company meets directly the most potential counterparts and business partners. HIEs role is to introduce the most potential ones from it's network, or based on the wishes of the companies, to help selling the idea of cooperation on a best way.

Step 5

Face-to-face meetings create the best background for building trust for long-term cooperation with companies and the potential customers. HIE can facilitate the process by organising meetings and helping with the practicalities in new target market – and also help to avoid the easy mistakes.

Step 6

In a long run, the best help for business and export can be received from the more experienced peers, either other companies or business support organisations. HIEs role is to create these networks e.g. by organising joint activities or by sharing contacts.

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