

Invitation

The Biggest Biomass Event in The Iberian Markets

Expobiomasa 2021

Valladolid, Spain
September 21st - 23rd

www.inseltrade.com

ABOUT EXPOBIOMASA

Expobiomasa is the most important fair of the biomass sector in the Iberian Peninsula which is held every second year in Valladolid.

For the first time in 2021 Expobiomasa will also include the companies in the biogas sector.

- Three day event
- Over 500 exhibiting companies and brands
- Over 15 000 professional visitors and expositors including distributors, public and private clients, EPC's etc.

Inseltrade is organizing a common stand for Nordic biomass and biogas companies for the international Expobiomasa fair which will be held September 21st-23rd of 2021. The project is carried out in cooperation with Avebiom, the Spanish association of biomass sector, the main organizer of the fair.

More information of the fair: <https://www.expobiomasa.com/>

FAIR PACKAGE

Fair package includes

- A common stand for Nordic exhibitors, basic catering included.
- Each exhibitor have a 6m² space with a desk for brochures and negotiations.
- Per your request F2F meetings by organized by Inseltrade.
- Assistance during the fair by Inseltrade.

Inseltrade can help to organize the accommodation, common transport from Madrid to Valladolid as well as the transport during the fair. This is to be agreed separately.



SCHEDULE AND PRICING

Expobiomasa 2021 opens: Tue Sep 21st, 2021.

Expobiomasa 2021 closes: Thu Sep 23rd, 2021

Last day for subscription: Wed Jun 30th, 2021.

Price: 3 300 €/company, VAT 0%.

Subscriptions and additional information:

Sami Auvinen, CEO

Inseltrade

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ABOUT INSELTRADE

Inseltrade specializes in cost-effective market opening services in Spain and Portugal. Our customers are mainly Finnish SMEs who want to ensure that expenditure is commensurate with the potential and progress in the market. Inseltrade's services cover all functions from market research to full local country office operations.

Our core team consists of four experienced consultants with several decades presence in international business, particularly in the Iberian Peninsula market. Our background and expertise combine technical and commercial expertise into effective market opening services. More detailed information about our team can be found at the end of this offer.

We have given assignments to several dozen Finnish companies. Our customers range from energy sector to industry companies, from digitalization to IoT solutions.

We are a partner listed by Business Finland, and we work closely with them and the Finnish Embassy in Spain.

SOME OF OUR REFERENCES

expoBiomasaInfrakitBUSINESS
FINLANDGoSleepWIREPASLumine
Lighting SolutionsVOLTER
POWER FROM WOODINRAYMIKSEI
MIKKELIQUVANICE
PEOPLE
AT WORKHolmetr
Challenging MetalsHYGIOMeshWorks
WIRELESSRAJOILISTOC
IDA
ENSURING BETTER LIVESidealistaSAROKAL
TEST SYSTEMSaino
healthframeryDSPeakeraureliaTEKNO-ANTSBEST-HALL

REFERENCE CASE



WHO?

The fair is the biggest bioenergy event in Iberian peninsula with 16 540 professional visitors this year.

WHAT?

Inseltrade organized a Finland country/enterprise stand, seminar and match-making event together with the Spanish Association of Energy Valuation of Biomass (Avebiom) and Business Finland at Expobiomasa 24.-26.10.2019.

At the stand, several Finnish companies presented their top solutions in the sector: boilers, solutions to improve the efficiency and quality of a biomass plant, in addition to consulting services in forestry.

FEEDBACK

"I was very satisfied to see so deep interest in bioenergy technologies and solutions. Also the arrangements at the stand and for seminar presenting Finnish bioenergy expertise were excellent."

REFERENCE CASE

The logo for Inray, featuring the word "INRAY" in a bold, sans-serif font. The "IN" is white and the "RAY" is orange, both set against a light blue rectangular background. The logo is flanked by two red dots connected by a red line that extends downwards and to the right.

WHO?

Inray Ltd is a Finnish provider for solutions to control the quality of biomass fuel. Their technology is based on X-rays. Their customers are principally power and thermal plants and pulp & paper mills.

WHAT?

Since the 2017 Inseltrade has been organizing various meetings and site visits with selected potential customers as well as supporting piloting activities for Inray in Spain .

OUTCOME

Consistent and persistent long-term approach in the market has enabled Inray to establish their solution as preferred biomass fuel controlling solution candidate for several ongoing biomass power plant project and also to new coming projects.

REFERENCE CASE

BUSINESS FINLAND

WHO?

The focus of the event was in the circular economy, especially in biomass and waste to energy.

WHAT?

Inseltrade organized visits for the Finnish business delegation to the Spanish companies as well as a matchmaking event in which they met potential Spanish clients, partners and other interest groups in the residence of Finnish ambassador in Spain.

OUTCOME

The visits and the matchmaking event were part of the official program of the Prime Minister of Finland, Mr. Juha Sipilä's visit in Spain in September 2018.

https://valtioneuvosto.fi/en/article/-/asset_publisher/10616/paam-inisteri-sipila-portugaliin-ja-espaniaan

REFERENCE CASE

MIKSEI MIKKELI

WHO?

Miksei Ltd is a business development company in the Mikkeli region.

WHAT?

Long term collaboration with Miksei includes various projects in biomass sector:

- **Comprehensive study of the biomass sector in Spain**
- **Two-day road show** for customer and partner meetings for Finnish companies in Finnish Embassy in Madrid and also in Barcelona
- **Three-day road show** for customer and partner meetings for Spanish companies in Finland

REFERENCE CASE



WHO?

Volter Ltd is a Finnish provider for compact CHP plants that use wood chips to produce heat and electricity locally.

WHAT?

Inseltrade searched for potential partner candidates for Volter and arranged meetings with them.

FEEDBACK

"The extremely professional and effective project management of Inseltrade gave us exactly the results that we expected: good quality contacts with the right partners."

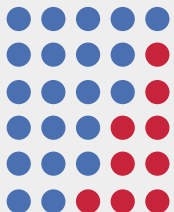
Antti Lilleberg, Sales and Marketing
Director



SAMI AUVINEN

Inseltrade, CEO & Co-founder

Finnish
English
Spanish
Portuguese
Swedish
German



EDUCATION

BBA – marketing & product
Development

ADDITIONAL STUDIES

Communication and sociology

SELECTED WORK HISTORY

- Finpro (commercial office of Finland),
Senior
Consultant/Spain & Portugal 2010-12
- Visit Finland/Finpro, Marketing director,
Spain
& Portugal 2008-09

EXPERIENCE

- 20 years international experience: Spain,
Portugal, Finland & China

Sectors & projects

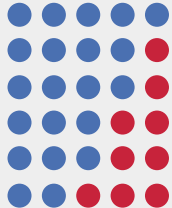
- Energy: sales events, market study, sales
development, project management
- Software, technology,
logistics, infrastructure.
- Various comprehensive market studies,
sales and promotion events and partner
search projects



JYRKI KONOLA

Inseltrade, Co-founder & business
development director

Finnish
English
Spanish
German
French
Swedish



EDUCATION

MSc (engineering) – operations
research, telecommunications

ADDITIONAL STUDIES

machine
learning, data science

SELECTED WORK HISTORY

- Nokia and NSN, different positions, last
senior
solution consultant 1997-2012

EXPERIENCE

+20 years international experience:
Germany,
Spain, Finland

Sectors & projects

- Software: sales development
- Wellbeing: market studies and sales
development
- Energy: market studies and sales events
- IoT: market studies, partner searches
- Telecommunications: sales, market
studies



MARJA-LIISA KETOLA

Inseltrade, Co-founder, Project and Product Management

Finnish
English
Spanish
German
Swedish
Portuguese
Catalan



EDUCATION

- M.Sc. E.E., telecommunications Helsinki University of Technology
- Project Management Professional PMP certification

SELECTED WORK HISTORY

- Elephant Talk Communications, VP Processes, Risk and Compliance & Program Manager
- Nokia Siemens Networks, Technical Project Manager & Team Leader

EXPERIENCE

30 years international experience: Spain, Mexico, Finland

Sectors & projects

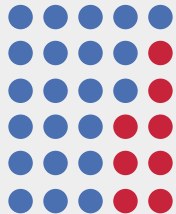
- Energy: sales events, market study, sales development, project management
- Construction: market study, sales, project management
- Software: market studies, sales development
- Telecommunications: sales, project management



JUKKA KIVI-JÄRVI

Inseltrade, VP & co-founder, Sales & Marketing

Finnish
English
Spanish
German
Swedish
Italian



EDUCATION

- M.Sc. – Telecommunication
- B.Sc. – Information technology
- Post graduate studies on technology marketing and strategy

SELECTED WORK HISTORY

- Various positions in Nokia 1993-2011 ranging from a specialist to a technical account manager and to a head of test solution

EXPERIENCE

- 7 years of market study, sales and deployment of new solutions in Spanish market in Inseltrade
- 18 years of international experience in heading and working in an international team in Nokia

Sectors & Projects

- Bioenergy/energy market
- Pulp & Paper
- IoT sector
- Logistics
- Digital services
- Telecom
- Pharma