

Manage Business Opportunities and Markets

Time: 29 October, 2017 Place: Radisson Blu Scandinavia Hotel, Oslo

Target Audience: Immigrants

Organizer: The Competence Center for Immigrants (CCI)

Business opportunities come and go as influenced by many predictable and unforeseen factors. How to grasp and realize the opportunities to successful businesses? How to think and rethink about innovation in doing businesses? How to do marketing in the Norwegian environments as a foreigner? How to develop a business into a brand? This half-day workshop will give and share some answers to the questions described above. Two experienced experts will share their thoughts and skills from a strategical perspective and an entrepreneur's view of point, respectively.

The workshop is free of charge, but all attendees must register online at <http://workinginnorway.no/node/8447>. The deadline of registration is 23rd October. Please note that the registration is binding. No show after registration will be charged with the actual expense per person.

Program

12:00-13:00 Registration, lunch and social networking

13:00-13:10 Welcome

13:00-13:50 Speed dating and role playing

13:50-15:00 Business opportunities in Norway - Innovation in business doings, Truls Berg, CEO Digital Insight AS

15:00-15:30 Coffee/tea break

15:30-16:30 How to build a brand? What is good marketing message? Sandra Xiao, Strategidirektør Redink AS

Welcome to the workshop!

CCI, The Competence Center for Immigrants

The Competence Center for Immigrants (CCI, 'Kompetansesenter for Innvandrere' in Norwegian) has since 2010 been operated by Chinese Professionals in Norway (CPN, www.cpn2003.no), with the financial support from The Directorate of Integration and Diversity (IMDi). The aim of this center is to offer practical information and contact opportunities to the new immigrants and help them quickly adapt to the working environment and Norwegian society. The main target group of CCI is new labor migrants and their family members. See www.workinginnorway.no for more information.

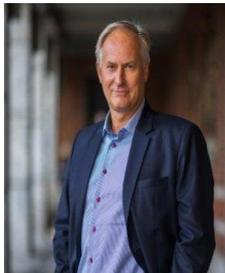
Speakers

Sandra Xiao



Educated in the fields of Economics, Marketing and International Management and worked as CEO at Canal Digital Finland OY, Telenor; Vice President, Brand & Marketing, at Schibsted Classified Media AS and Huawei Technologies Norway, and marketing director in Canal Digital/Telenor Broadcast and Telenor Vision As. Served as director of Board members for a number of companies. She has solid management and operational experiences in media, telecommunications, ICT and app/game industry, particularly in the areas of strategy, business development, market analysis and sales & marketing, CRM, as well as Result driven on sales in terms of both B2B and B2C. She has gained awards "The 1000 most influential people in Norway" 2008 and "Top 10" Immigrants in Norway, 2006.

Truls Berg



Seasoned ICT executive with nearly 30 years' experience as a serial entrepreneur, CEO, and business developer. Founding partner of Digital Insight and the leader of Open Innovation Lab of Norway. The founder and previous Secretary General of Innovation Forum Norway, Norway's leading forum for Innovation Professionals with more than 600 members. He is also a co-author for a number of published books.