

## Access & Success in Northeastern Asia cleantech markets (ASIA-CLEAN)



Programme Priority: P1 Competitive economy

Programme Specific Objective: 1.3. More exports by the Central Baltic companies to new markets

Sub-programme: Southern Finland - Estonia

Duration: 01.04.2019 - 31.12.2021

Total funding: 648.264 EUR

ERDF funding: 503.968 EUR ERDF

Project Summary:

Northeastern China and Malaysia are suffering from anthropogenic emissions. In Finland and Estonia, there are companies who are well equipped to export solutions to tackle this challenge.

The ASIA-CLEAN project supports the exporting efforts of Finnish and Estonian companies specialised in this field by providing:

1. Business matchmaking and market information sharing events,
2. Coaching the companies on cultural and other local specialties of those distant markets,
3. Advising on the technical adaptation of products to the target market needs,
4. Support in communication and networking with local potential customers,
5. Seeking business leads on the target markets,
6. Advising and supporting in the development of sales.

To establish new export networks for long-term collaboration, the project aims at reaching 250 companies and other relevant stakeholders in the market in question and to involve about 100 companies in the project activities

## Map of Partners

### Partners

Lead Partner

**Green Net Finland ry**

**Country:** FI

<http://gnf.fi/en/> [1]

**Partner budget:** 270.000 EUR

**Amount of ERDF funding:** 202.500 EUR ERDF

Project Partners

## **Turku Science Park**

**Country:** FI

[www.turkubusinessregion.com](http://www.turkubusinessregion.com) [2]

**Partner budget:** 200.564 EUR

**Amount of ERDF funding:** 150.423 EUR ERDF

## **SA Tallinna Teaduspark Tehnopol**

**Country:** EE

<https://www.tehnopol.ee/en/> [3]

**Partner budget:** 177.700 EUR

**Amount of ERDF funding:** 151.045 EUR ERDF

## **Results**

### **Expected results**

### **Achieved results**

Project result in category - New cluster co-operation exporting to new markets

## **ASIA-CLEAN expedited cleantech export**

The goal of the ASIA-CLEAN project was to increase the export of Finnish and Estonian cleantech, healthtech, smart city, environmental and energy technology companies to the project's target areas in China (Jinan and Shangdong regions and Tianjin) and Malaysia.

Project implementation started almost the same time than all borders were closed due to the COVID19 pandemic. This created challenges to project implementation when travelling to target market was impossible. Project,

however, found new ways and solutions to implement the project as well as ways to create and have a frequent contact with the representatives from the target markets. One of the most useful and valuable solution was to have active business experts at local market who were able to act as a node between the target market clients and project partners as well as ASIA-CLEAN project companies. There was a bit over 200 companies who received support and knowledge about entering to Chinese and Malaysian markets through the project activities.

The most valuable and interesting achievements of the ASIA-CLEAN were the realized deals and tailored export benefitting achievements. Altogether 12 deals were obtained. Eight of them focusing on China and four on Malaysia.

Project page in database

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At a glance

- 12 business deals obtained
- Over 200 companies involved
- Active business experts in local markets helped mitigate effects of COVID-19

Files

 [Market watch report](#) [5]

 [Analysis of cross-border value chains](#) [6]

Tags

[clustering and economic cooperation](#) [7]

## Project Visibility

### Social media links

[Project information Finnish Lead partner](#) [8]

[Project information Estonian Partner website](#) [9]

[Project information Finnish Partner website](#) [10]

[Newsletter 1 - 2021](#) [11]

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[Newsletter 12 - 2020](#) [19]

## **Other media visibility**

[Eesti energeetikaidu innoveerib Malaisia elektriturgu \(2020\)](#) [20]

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## Links

[1] <http://gnf.fi/en/> [2] <http://www.turkubusinessregion.com> [3] <https://www.tehnopol.ee/en/> [4] <https://database.centralbaltic.eu/project/112> [5] <https://database.centralbaltic.eu/sites/default/files/Asia-Clean-Market-Watch-Report.pdf> [6] <https://database.centralbaltic.eu/sites/default/files/ASIA-CLEAN-Analysis-of-Cross-Border-Value-Chains.pdf> [7] <https://database.centralbaltic.eu/tags/clustering-and-economic-cooperation> [8] <https://gnf.fi/fi/asia-clean/> [9] <https://asia-clean.tehnopol.ee/> [10] <https://turkubusinessregion.com/tapahtuma/asia-clean-kick-off-for-cleantech-health-and-smart-companies/> [11] <https://drive.google.com/file/d/1HL5slvvU097StyAEagBlwasQ8DXZUaHk/view> [12] <https://drive.google.com/file/d/1Pz4M2e6ovtm1zteAlkHxQzxEkIVi-tK4/view> [13] [https://drive.google.com/file/d/1\\_rl5SyKw6PqCllgv3XJnR5dfotOKWy1V/view](https://drive.google.com/file/d/1_rl5SyKw6PqCllgv3XJnR5dfotOKWy1V/view) [14] [https://drive.google.com/file/d/1YI5\\_bfJud2O-l-WRknvIQtcuwfzu6l1r/view](https://drive.google.com/file/d/1YI5_bfJud2O-l-WRknvIQtcuwfzu6l1r/view) [15] <https://drive.google.com/file/d/1rpfDwKcSfi4mNDMxvrxi08RaQK1ZVvz9/view> [16] <https://drive.google.com/file/d/1bjhlE6IUf9nKQ53PwkDr8uqcAwimSLZW/view> [17] [https://drive.google.com/file/d/1M9k7JUz5SRy\\_NJo1m3TIY\\_ZUZL035pUb/view](https://drive.google.com/file/d/1M9k7JUz5SRy_NJo1m3TIY_ZUZL035pUb/view) [18] [https://drive.google.com/file/d/1L6XrBECaPlw0qQku5UHqAX\\_HTB\\_yGT0f/view](https://drive.google.com/file/d/1L6XrBECaPlw0qQku5UHqAX_HTB_yGT0f/view) [19] <https://drive.google.com/file/d/1Ue23PoLarypHyurmijc8hKVm-8d5KyuL/view> [20] <https://arileht.delfi.ee/news/uudised/eesti-energeetikaidu-innoveerib-malaisia-elektriturgu>