



iDEC

SISU CENTER

An EduCenter Connecting Finnish Education to China

Do you aim to grow your business in China but don't know where to start?
Are you hesitating of entering the Chinese market because of lack of trust or cultural barriers?
Have you already tried to do business in China but found it challenging?
Are you seeking funding from Chinese investors?

Join SISU Center to accelerate the growth of your business in China!

How Sumino can help

Led by the Ministry of Education of China, International Digital Education Event (iDEE), the largest digital education trading and collaboration platform in China, is held every year to help the international companies expand the business in the Chinese market. Every October in Hangzhou, China, iDEE brings together international companies and educators, Chinese authorities and investors, as well as other interested in education, and opens doors to China's ever-growing education market through a wide range of activities, including workshops, demo classes, private business meetings and educational and institutional visits.

As the exclusive Finnish partner of iDEE, Sumino is creating a service platform called SISU-Center to maximize the benefits to the Finnish businesses.

As a member, you will get the following services

① Online marketing and promotion in China

- ✔ Promotion on iDEE website that faces potential clients, partners, and investors in China
- ✔ Access to iDEE monthly online forums that brings together education professionals from Finland and China
- ✔ Monthly newsletter with the latest educational market trends in China

② 500 m2 shared office spaces in the heart of Tampere

- ✔ Well-equipped shared office spaces: for daily office working and customer meetings
- ✔ Physical classroom embedded with cloud technologies: for teaching in Finland or organizing a demo class on cloud to the Chinese customers, including the interpretation service if the main audience is from China
- ✔ Forum Venue: to hold your own forums or to promote your business on Sumino's offline forums which mainly involve Chinese business visitors in Finland
- ✔ Exhibition Center: to showcase your solutions to the Chinese/international visitors

③ Business consultation

- ✔ Support all through the dealing procedure to smooth the business negotiation and provide consultation on the cultural matters

④ Investment Advising

- ✔ Assist in looking for Chinese investors and serve as financial advisor in between

Why choosing SISU Center

Trust

- ◆ Trustable Chinese partners pre-selected by iDEE organization
- ◆ Trustable dealing process supported by Sumino

Efficiency

- ◆ A rich combination of services to ensure effective and efficient outcomes
- ◆ The easiest approach to enter the Chinese market
- ◆ A great opportunity to expand services in Tampere

Business Accelerator

- ◆ Members can enforce the communication and develop new solutions

Cultural Expertise

- ◆ Years of experience in cross-cultural communication
- ◆ Native Chinese employees working in Finland

Wide networks in China

- ◆ Governments
- ◆ Schools
- ◆ Educational Businesses
- ◆ Investors

Register as a member

Membership fee: 300, 400 or 500€/m (minimum period of membership is 6 months)

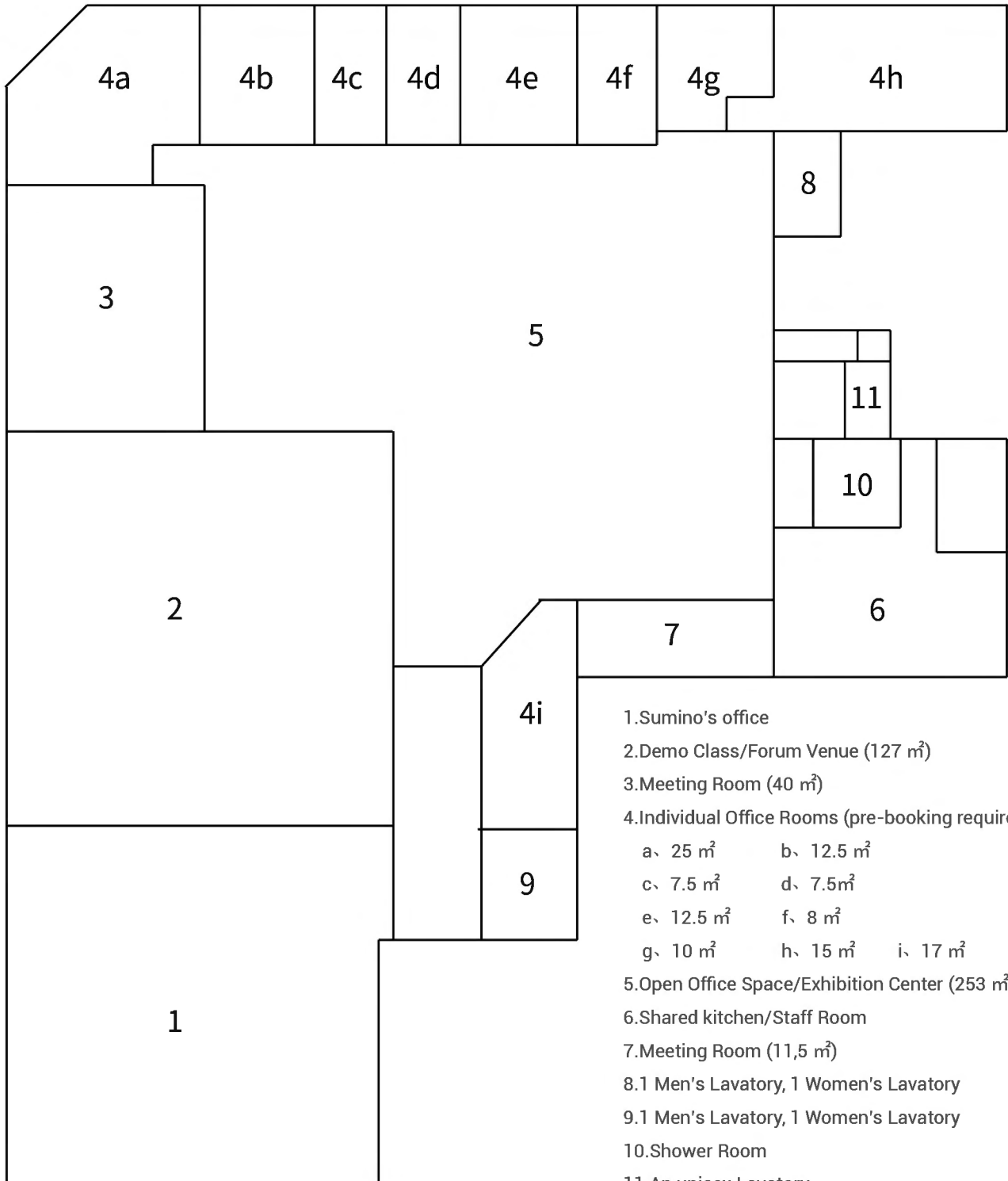
Early bird price: get 15% off by registering before December 10, 2020

Service Inventory		Packages		
		S	M	L
		300€/m	400€/m	500€/m
Online marketing and promotion in China:	◆ Promotion on iDEE's website that faces the potential clients, partners, and investors in China	✓	✓	✓
	◆ Access to iDEE monthly online forums that brings together educational professionals from Finland and China	✓	✓	✓
	◆ Monthly newsletter with the latest educational market trends in China	✓	✓	✓
500m2 shared office space in the heart of Tampere	◆ Well-equipped shared office spaces: for daily office working and customer meetings		✓	✓
	◆ Forum venue: To hold your own forums or to promote your business on Sumino's offline forums which mainly involve Chinese business visitors in Finland		✓	✓
	◆ Physical classroom embedded with cloud technologies: for teaching in Finland or organizing a demo class on cloud to the Chinese customers, including the interpretation service if the main audience is from China		✓	✓
	◆ Exhibition center: to showcase your solutions to the visiting Chinese/international educational professionals	✓	✓	✓
Business consultation	◆ Support all through the dealing procedure to smooth the business negotiation and provide consultation on the legal and cultural matters	✓	✓	✓
Investment advising	◆ Assist in looking for Chinese investors and serve as financial advisor in between			✓

How to reach us

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SISU Center Floor Plan



1. Sumino's office
2. Demo Class/Forum Venue (127 m²)
3. Meeting Room (40 m²)
4. Individual Office Rooms (pre-booking required)
 - a. 25 m² b. 12.5 m²
 - c. 7.5 m² d. 7.5 m²
 - e. 12.5 m² f. 8 m²
 - g. 10 m² h. 15 m² i. 17 m²
5. Open Office Space/Exhibition Center (253 m²)
6. Shared kitchen/Staff Room
7. Meeting Room (11,5 m²)
- 8.1 Men's Lavatory, 1 Women's Lavatory
- 9.1 Men's Lavatory, 1 Women's Lavatory
10. Shower Room
11. An unisex Lavatory

Who is Sumino



Sumino is a Finnish educational content integration and localization company with broad experience in cross-cultural communication as well. We specialize in introducing, developing, and integrating the Finnish education pedagogy, curriculum, and teaching materials into the Chinese education market, making sure that they meet the local needs and maximize the customer values. Sumino is a member of Education Finland, a governmental cluster program supporting the best Finnish education providers in their growth on the international market. The program is coordinated by the Finnish National Agency for Education.

Website: <http://www.sumino.fi>

