

Good morning respected Mayor, ladies and gentlemen,

It is my pleasure to be invited to visit Kauhajoki and share our story in opening the Chinese market together with Rauduspou Oy.

My name is Xing Shi, and Simo is my Finnish nickname. I am the managing director of Nordic Set Green Oy Ltd. Nordic Set Green Oy Ltd is a daughter company of SET group and is the business lead company of Nordic Green Solution Cluster.

I ended up with Finland in 1999, when I was a bachelor exchange student from Beijing University of Technology to Mikkeli Polytechnic. During that time, I got to know Finland is the hometown of Sauna, and Finns have Sauna as both a tradition and a culture of the nation.

But in the summer of 2012, I changed my old opinion of Finnish Sauna, from a Finnish tradition to a Finnish innovation. When I firstly met the Rauduspou's sales director- Mr.Veijo Turunen in Lappeenranta, he showed me Duetto boards, a totally different kind of Sauna product which is an infrared emitter boards that can be used in a wet environment.

I immediately realized the uniqueness of this innovative product and conducted a market research in China right away after our first discussion. The results of the research indicated that, Duetto is a product with high potential to the Chinese market. Especially Sauna as a Finnish culture and tradition has been already promoted in China for a long period. Also due to the fact Chinese people begin to pay more and more attention to their health.

The speed of action is a key factor to gain success. Together with Rauduspou, Nordic Set Green began to promote Duetto to different Chinese delegations and we were actively participated different event and exhibitions.

In the process of our partner seeking, in October 2012, we luckily met Jinan Dalu Mechanism and Electron Co.,Ltd in the twin city event organized by the city of Vantaa Finland and city of Jinan, China. While we discuss the collaboration of Nordic green building solutions to the Chinese market with Jinan Dalu, I realized we might can also combine Finnish green living solutions into the whole concept. Then I decided to take Mr.Veijo Turunen with me and pay our first official visit to Jinan Dalu company.

In Jinan, we presented our whole concept and introduced Duetto officially to the chairman of Jinan Dalu company—Mr.Jing Shudian. He highly appreciated our innovative ideas and showed his great interests to work with Nordic Green Solution Cluster.

After intensive communication of several months, Jinan Dalu decided to visit Finland in May 2013, led by chairman Mr. Jing Shudain. They visited key member companies of Nordic Green Solution Cluster and tried Duetto products in reality at a gym center in Riihimäki.

As old-saying tells us, Sauna is a place to make most important decisions. It is really true and works on Chinese as well. Right after a true experience of this innovative product, Mr. Jing Shudain immediately proposed his intention to become the exclusive distributor of Duetto in the Chinese market. Shortly after he returned to China, he placed a trial order of 100 pcs Duetto products and these were delivered to the China in June 2013, just shortly before summer vacation.

After summer vacation, Nordic Set Green Oy Ltd, Rauduspuu and Jinan Dalu finalized the negotiation of a comprehensive collaboration agreement in the exclusive distribution of Duetto products in China.

In late August and early September, Duetto and Nordic Set Green were invited by the city of Jinan as to visit China along with the mayor of Uusimaa region and Vantaa Innovation Institute.

31.08 is a big day for Rauduspuu, Nordic Set Green and our Chinese partner-Jinan Dalu Ltd. Under the witness of the mayor of Uusimaa region, the representatives from city of Vantaa, the representatives from city of Jinan, we officially signed our collaboration of agreement.

Now, an pure Finnish Sauna house with purely Duetto product is under construction in the new headquarter office building of Jinan Dalu company. Also Jinan Dalu Ltd is moving to the practical sales stage of Duetto on the Chinese market. Next Monday, 21.08, Jinan Dalu will host a big sales promotion event of Duetto in the city of Jinan.

All we have here today is a new start for another new round of our hard working. What we have done so far is the result of the synergy of Finnish innovativeness and team spirit, both domestically and internationally.

I am happy to be involved in the whole process of this international collaboration and can contribute my efforts with my Finnish colleagues. I gained both my bachelor's and master's from Finland, I have been working most of my career life with innovative Finnish companies. Duetto is one of the best of these partners, I wish best to Rauduspuu Oy on the Chinese market and I hope our collaboration will also promote the city Kauhajoki and Finland, from Sauna tradition to Sauna innovation. Thank you very much!