

Sinikka Ikni from Ikni Oy (hospitality industry) and Jinghui Lü (International Business Master's student) met each other at the 2010 Match Making event. Through the event, the firm and the student had good cooperation and both benefited from the cooperation. The experiences and opinions of the firm and the student are presented below:

\*Ikni Oy:\*

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Match Making 2010 was a successful event for our company to attend. We had several discussions with many competent and interesting foreign students from China, Russian, Mexico, France, and Canada. All of the discussions were very fruitful and gave our company valuable information about young people and their different ways to talk about business based their cultural background.

We had four potential students that we were interested in. The reason we chose Jinghui Lü from China was through the competition of a grant from the Martti Ahtisaari Institute. We asked our four potential students together with us to participate in this competition. Jinghui was the first to come with a subject idea that pleased and interested us. As we are a company in the hospitality industry, we wanted to accept Jinghui's idea to investigate the hospitality industry market in China. Furthermore, Jinghui did research in advance on the following issues:

Jinghui had planned to do her bachelor and master's thesis and was interested in doing research about Finnish companies' expansion into the Chinese market. She had already investigated the subject "Why does Finland not export food products to geographically distant countries such as China?" In addition, she had knowledge about foreign restaurants in Shanghai and had knowledge about Kotipizza's expansion near Shanghai. She launched the subject idea "Why not to have stylish Finnish restaurants in Shanghai?"

I got interested in her thoughts and suggested that she put up the project and apply for the grant of the International Match Making Event launched by the Martti Ahtisaari Institute. Jinghui wanted to be sure about the success of the project. We carefully went through the conditions for the grant, which included: that it was the student's responsible to achieve the projects' objectives and the company's tutoring of the student; the student had to submit the final project report approved by the firm within two weeks of the completion of the project and the expected length of the final project report was five pages.

Jinghui enlarged her Match Making project "Development of a strategic business plan to enter the Chinese restaurant business" to be her seminar work, which gave our company much more valuable information than we initially expected in the beginning.

Jinghui's theoretical approach of her seminar work with the title *Psychic Distance in Internationalization: Finnish Family SMEs Entering the Hong Kong Market* gave our company knowledge about the titled issue and furthermore, it was interesting to learn that family-owned and managed firms have become key

players in the global economy and that many of them outperform their non-family counterparts. Also, we learned about the fact that family business research is rather recent and business has not been examined in depth.

Jinghui's research investigates how to overcome psychic distance in the internationalization of Finnish family SMEs, when firms enter a market that is both geographically and psychically distant. Jinghui chose her target market to be Hong Kong.

It was very interesting to learn how Hong Kong is as a business environment. Jinghui describes how the Hong Kong government has recognized the important role of SMEs in its economy, and how the government has conducted numerous programs in order to create a favorable business environment.

I would recommend all the small company owners to get acquainted with Jinghui's seminar work to find out how the conditions are magnificent in Hong Kong in order to be able to set pressure on our government to put into action those beautiful talks.

\*Jinghui Lü:\*

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Match Making 2010 helped me build confidence to become an entrepreneur. Currently, my friends and I are setting up a firm called Nordic Nutric Oy Ltd. The firm is to export food products and drinks manufactured by Finnish MSMEs to the Chinese market, and alternatively the firm acts as a consultancy to assist Finnish MSMEs to enter the Chinese market.

Originally the business idea was inspired by the knowledge discovered through the seminar work and the cooperation with Sinikka from Ikni Oy. Sinikka runs a family business and her family owns two restaurants and bars in the Oulu market place and one in Marbella, Spain. Based on the internationalization plan of Sinikka's family business, I wrote the seminar work Psychic distance in internationalization: Finnish family SMEs entering Hong Kong market. During the research work, I gained knowledge about the entrepreneurship and internationalization strategy for SMEs. All of these experiences encouraged me later to develop the business idea further and finally decided to start up a firm with my friends.

Nordic Nutric Oy Ltd will be registered by the beginning of 2012. The firm has already found Chinese importers/distributors who are interested in Finnish food products. Some Finnish manufacturers have shown interest as well in cooperating with the firm.