



Scale up together!

INSPIRE OF SUCCESSFUL FOOD AND TOURISM COMPANIES' SCALE UP -STORIES FROM DIFFERENT COUNTRIES

Tuesday 21st of October at 16-18 (FIN, EE, Åland)/15-17 (SWE)

Online webinar

PROGRAMME

16.00 – 16.15 Opening words, *Anne Matilainen University of Helsinki Ruralia Institute*

16.15 – 16.35 Let's Scale Up! – insights on scaling up rural businesses, *Sanna Aamuharju-Koivu, Turku University of Applied Sciences*

16.35 – 17.35 Success stories from entrepreneurs:

Åland: Ronja Brenner & Andreas Nordlund, Nygårds Skogsgrisar
(<https://alandgronskar.ax/deltagare/nygardskogsgrisar-2/>)

Estonia: Kristi Terep, Meemeistrid (Honey Masters) <https://www.facebook.com/Meemeistrid/>

Sweden: Lena Ryberg Ericsson, Köpings Musteri AB, <https://kopingsmusteri.se/en/>

17.35 – 17.50 Launch of Innocamp which will be organised in January 2026 (targeted to SMEs)

17.50 – 18.00 Closing words, *Anne Matilainen University of Helsinki Ruralia Institute*

The webinar is free of charge. Registration by Monday 20th of October 2025 at:

<https://www.lyyti.in/scaleuptogether-webinar>

The webinar link will be sent to all registered participants during Monday 20th of October.

The webinar is organised as a kick off -webinar for Scale up together! (Scaling up the rural entrepreneurs in the Central Baltic Region) – project. Webinar also launches the call of applications for Innovation camp targeted for food and tourism -companies, which will be organised on 27th-29th of January 2026.