

BUSINESS  
**FINLAND**

# Market Access Programs in US



# MARKET ACCESS PROGRAMS

MBA teams (3-5 students) with strong local expertise create a tailor-made market entry plan for your company.

## APPLY IN THE NEXT ROUND

### United States

GAP (Global Access Program) – UCLA, LA (spring call) **OPEN!**

### China

MAP - Fudan iLab, Shanghai (autumn call) **OPEN!**

MAP - Tsinghua FinLab, Peking (autumn call) **NEW, FULL!**

### South East Asia

MAP – NTU SEALab, Singapore (autumn call) **NEW, OPEN!**

SME, Midcap,  
Large

4-6 months,  
appr. 15 000€

Market  
Explorer,  
Tempo, r&d,  
NIY

UCLAAnderson  
SCHOOL of MANAGEMENT





# UCLA

**GAP** offers Finnish companies a tailor-made **market-entry or expansion** plan to US. The plan is made by experienced business professionals who **know the local market** and are simultaneously completing their MBA degree at *UCLA*.

- Market analysis and analysis for market entry
- Feasibility analysis for business operations
- Product analysis and a development strategy
- Business plan (focus points, networking, marketing, distribution and financing plan etc.)

**230+** Finnish companies have graduated from Global Access Program since 1999

- [https://www.youtube.com/watch?v=ei\\_arSDjBrY](https://www.youtube.com/watch?v=ei_arSDjBrY)



# WHEN TO APPLY?

Time	<b>GAP'22</b> UCLA
Indication of interest	<b>Now</b>
Company interviews	Nov 2021 (week46) & Mar 2022
Deadline for call	1.4.2022
Kick –off	Jul 2022
Final report and presentation	Dec 2022

Similar *new* programs also offered by UCLA since 2020

- UCLA / SMR –program runs *Jan-Jun* (Applications by Oct 22<sup>nd</sup>)
- UCLA / AMR –program runs *Oct-Mar* (Applications by July 30<sup>th</sup>)





Mr. Teemu Varonen  
Business Finland  
Tel. +358 50 5577 778  
[teemu.varonen@businessfinland.fi](mailto:teemu.varonen@businessfinland.fi)