

## Duo Consulting builds Finland link to support companies entering UK

**Manchester, 30 September 2022**, Corporate, B2B and tech communications agency [Duo Consulting](#) has joined the [British and Commonwealth Chamber of Commerce in Finland](#) (B3CF) as expert members.

The move builds on Duo's strong experience in supporting growing international businesses to land and expand in the UK market and capitalises on Associate Director Will Stone's depth of knowledge working with Finnish companies.

BC3F has been committed to building, strengthening and sustaining business between Finland, the United Kingdom and the rest of The Commonwealth since its establishment in 2008.

Duo has worked with companies in Australia, Germany, and the United States on profile raising as part of their UK and European business growth plans. With a senior consultative approach, the agency helps executive, marketing, and comms leaders understand their target audiences and stakeholders, tailor their story and messaging for the market, and build profile across key media and other channels.

**Duo's Founding Director, Dan Sheridan**, commented: "Our work with UK and international clients means we've established ourselves as a go-to PR and communications consultancy for ambitious international businesses launching and growing in the UK. Finland is known for its leadership in innovation, whether technology or sustainability, so our team is excited to work with the B3CF community."

Duo's Associate Director, Will Stone, was Head of Communications UK & Ireland for UPM, a EUR 9.8bn Finnish forestry industry company with operations in renewable and recyclable products, including biofuels, biochemicals and paper making. He also worked with Finnish-based businesses as a consultant, including a wireless charging start-up.

**Vladislav Dobrokhoto**, **Executive Director of the B3CF** added: "Duo's international expertise and passion for helping businesses to grow through strategic communications and PR makes them an ideal partner to our members. We at B3CF share the ambitions of our members in the building, strengthening and sustaining business between Finland, the United Kingdom and the rest of The Commonwealth.

"We look forward to seeing the collaboration grow between our members and Duo. Experts like Duo will continue to drive momentum to achieve our mission."

Duo will also provide member education through workshops and insights as part of B3CF's event programme. The member-led organisation also calls upon an international advisory board comprising current and former Ambassadors.

Ends.

## Notes to editors

### [About BC3F](#)

The B3CF is committed to building, strengthening and sustaining business between Finland the United Kingdom and the rest of The Commonwealth since its establishment in 2008. Our mission is to serve our members as a proactive resource based on the three tenets of "Voice, Information and Profit advantage (VIP)".

Our organisation has now grown to nearly 100 full members in Finland and represents, through the Genesis Initiative based in London, well over 1.2 million enterprises and outreach to several million more through the Commonwealth Enterprise & Investment Council throughout our 56 Commonwealth countries.

Our relationship with influential and well-connected resources, such as the Commonwealth Enterprise & Investment Council (CWEIC), British Chambers of Commerce (BCC), The Royal Commonwealth Society (RCS) and the Genesis Initiative (GI), helps further our boundaries and connections, giving one more piece of leverage for cementing success.

### [About Duo](#)

We're specialists in corporate, B2B and tech communications.

We help Marketing, Communications and Executive Leaders to deliver high-performing PR that builds profile, enhances business reputation, and boosts growth.

Our team thrives on working with best-in-class organisations spanning several sectors. We work with:

- Innovating and expanding UK-headquartered businesses and organisations
- International businesses entering or growing in the UK and European markets

Clients come to us when their PR and communication is an unestablished or limited internal function, either nationally or internationally. Agile and commercially orientated, we apply our B2B and B2C PR and corporate communications agency experience to develop and activate strategies that enable you to achieve your goals.

Our in-house experience means we understand the day-to-day pressures and challenges placed on Marketing, Communications, and Executive Leadership Teams. Our approach is consultative and based on agreed project scopes or retained briefs.

We believe that no two clients are the same, so we don't shoehorn anyone into a templated way of working. We create dedicated strategies, workflows and measures that deliver relevant results to every client.