



# Why Finland?



# Facts on Finland



Population: 5.4 million  
Capital: Helsinki  
Area: 338,000 km<sup>2</sup>  
Neighbouring countries: Estonia, Sweden, Norway, Russia  
EU Member State  
Currency: Euro

Corporate tax: 20%  
GDP: 201 billion euro  
GDP per capita: 37 138 euro  
Key cities:  
Helsinki (622 000)  
Espoo (266 000)  
Tampere (223 000) Vantaa (211 000)  
Oulu (196 000)  
Turku (184 000)

# Logistics





# Air connections and excellent infrastructure



Shortest flight route between Asia and Europe

The World Economic Forum (WEF) ranked the Finnish air transport infrastructure as the world's fifth best 2014, with result of 6.2 on a seven-grade scale.

# Finnish logistics - success factors



- Excellence in technology
- Fastest and most secure connections between East and West
- Reliable and safe business environment
- Seamless handling of goods between transport modes
- Efficient global transport links by road, sea, air and rail

# Cold, snowy winter does not stop the Finns



Finland is one of the northernmost areas in the world with a permanent population.

Finns will get to work or school in the morning no matter how cold it is or how much snow has fallen.

**Did you know?**

The Helsinki metro is the world's most northern, still its punctuality throughout the year is **99%**

Freight train service's punctuality **92%**

Local train service punctuality **93,4%**



# Transport connections with China and Russia are high on logistics' discussion agenda

## National coordination required to develop transport corridors and logistics hubs

- According to the logistics industry development company Innorail, container transportation and development of rail freight between Finland and China would now be timely. Also development of combined transport, for example trucks on train solutions, should be taken forward.
- The monopoly of VR in the Russian cargo traffic could cease in 2016. EU parliament is working on and planning to adopt a proposal amending the Railway Act still this year.
- Despite the current challenges in the economy, VR expects transit shipments to increase also in 2015.
- Investments in the Vaalimaa border station have almost doubled the capacity of goods and passenger traffic.
- The next investment, a new freight center worth EUR 18 million, will ensure the capacity for the next 20 years. In the future Vaalimaa can handle up to 500 000 trucks a year, marking significant increase from the current level of 300 000.
- As part of the Finnish intelligence transport strategy, the new [advance booking system](#) has been taken into use for freight traffic at Vaalimaa border station.
- The service is hoped to offset the peak periods and streamline traffic in the future.

# Why Invest in Finland?





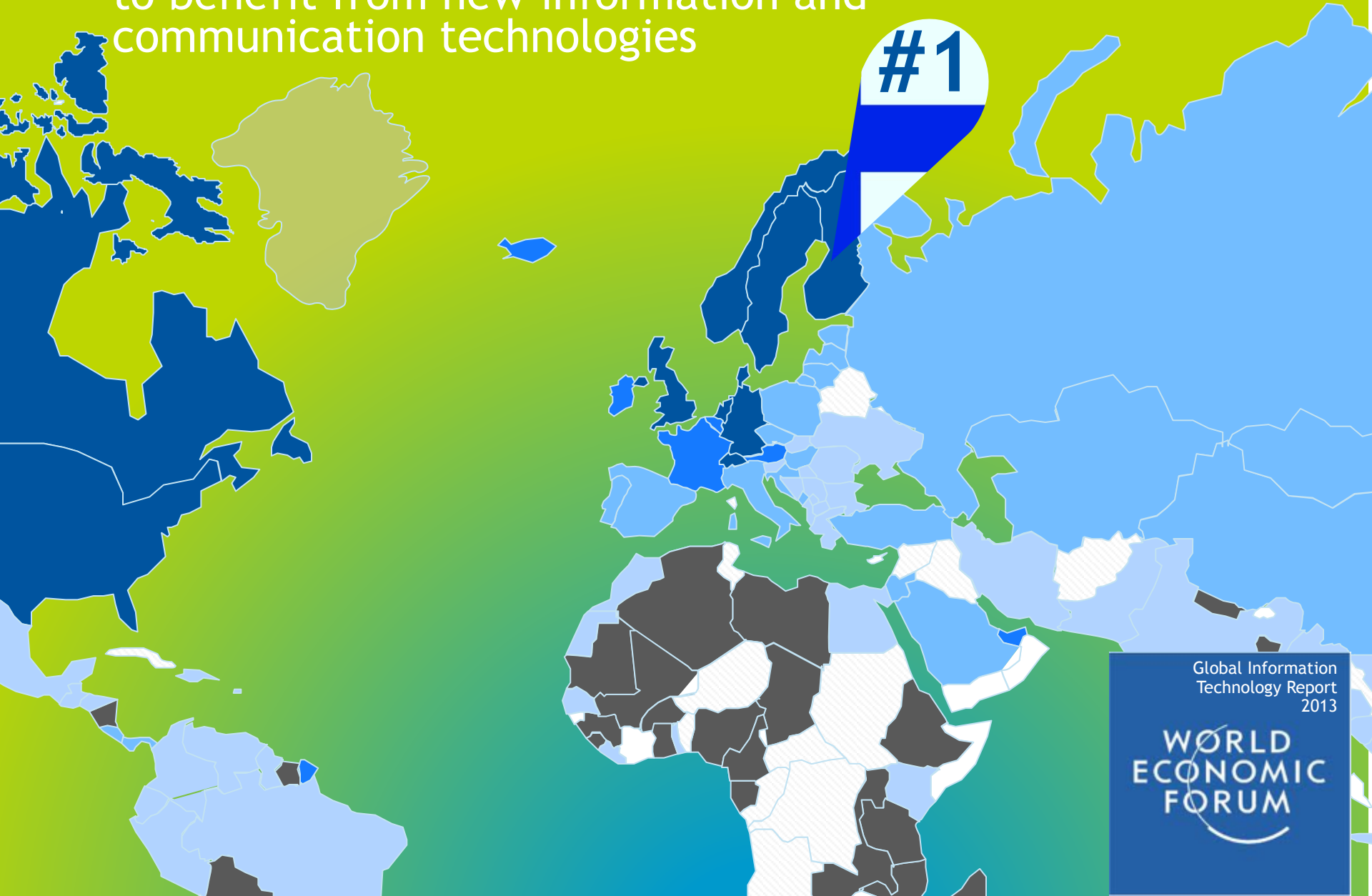
# the best place in the world to benefit from new information and communication technologies

Networked Readiness

Best

Worst

#1



Global Information  
Technology Report  
2013

WORLD  
ECONOMIC  
FORUM

# number two

for dynamic businesses to flourish

Business operating environment

Science & technology

Economics & growth

Labour & human capital

Financing environment

#2

-  Singapore
-  Finland
-  Sweden
-  Israel
-  Austria
-  Australia
-  Korea
-  Germany
-  United States

# second in human capital overall index



#2

-  Switzerland
-  Finland
-  Singapore
-  Netherlands
-  Sweden
-  Germany
-  Norway
-  United Kingdom
-  Denmark

## Education

- 1 Quality of primary schools
- 2 Quality of maths & science education
- 2 Quality of education system
- 1 Women's opportunities

## Enabling Environment

- 1 Intellectual property protection
- 2 Business & university R&D collaboration
- 3 Social safety net protection
- 1 Social mobility
- 4 Scientific & technical journals (per 1000 people)

## Workforce and employment

- 1 Ease of retaining employees
- 2 Capacity to retain talent
- 2 Staff training
- 2 Capacity for innovation

The Human Capital Report 2013

WORLD ECONOMIC FORUM

# Third most competitive country in the world !!

Infrastructure

# #3

Institutions

Macroeconomic environment

Labour market efficiency

Health & primary education

Higher education and training

Financial market development

Technological readiness

Market size

Business sophistication

Innovation

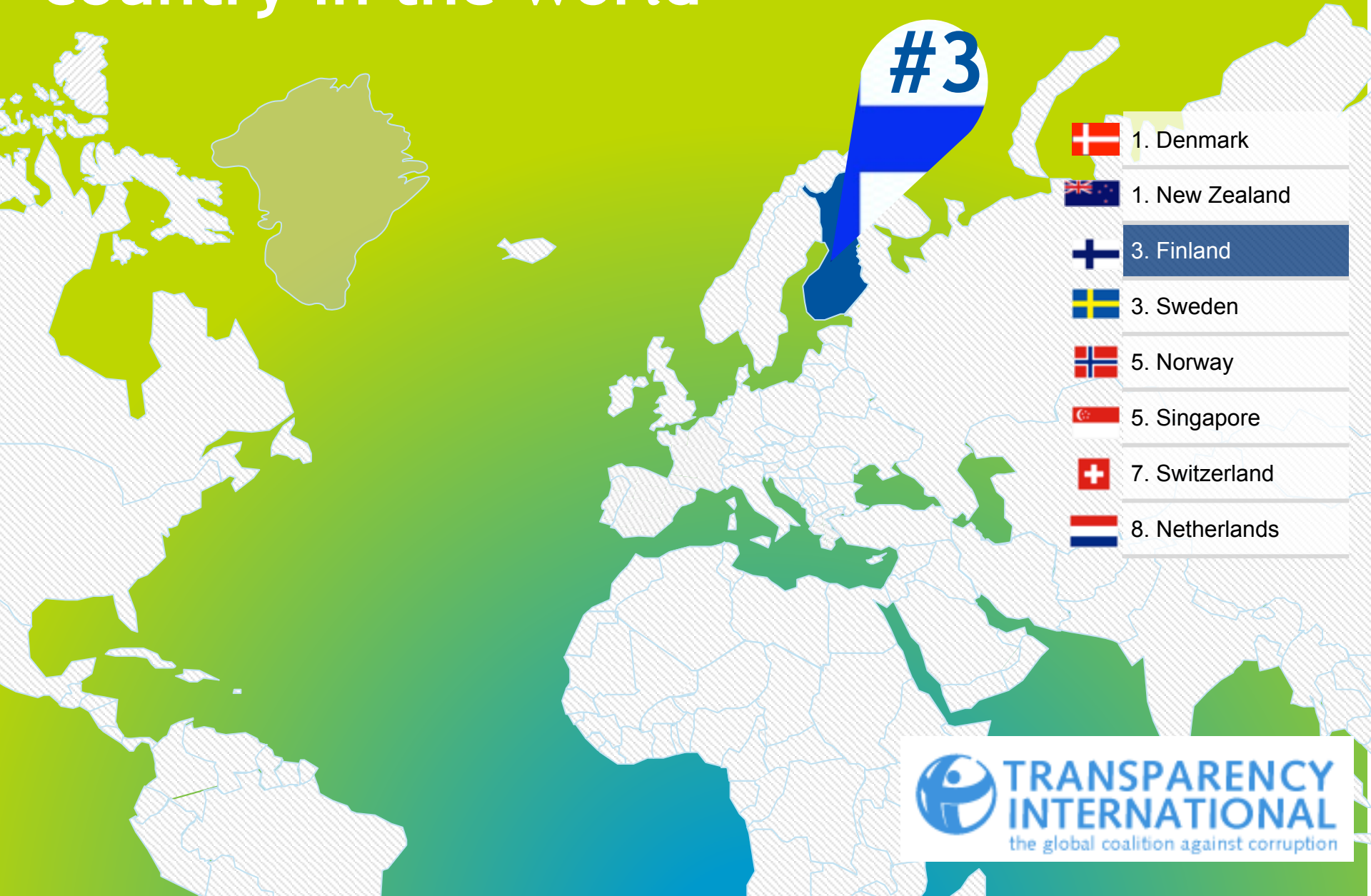
-  Switzerland
-  Singapore
-  Finland
-  Germany
-  United States
-  Sweden
-  Hong Kong
-  Japan
-  United Kingdom

The Global Competitiveness Index 2013-2014





# Third least corrupted country in the world



**TRANSPARENCY  
INTERNATIONAL**  
the global coalition against corruption

# Why Finland?



Competent professionals



Creative solutions



Stable society



Entry to the East

# Creative Solutions

Finland finds **unconventional solutions to conventional problems**. For example, former president Martti Ahtisaari was awarded the Nobel Peace Prize for his ground breaking work in resolving international conflicts.

Dynamic business and innovation environment, where both the public and private sectors are committed to R&D investment.

Finland has been ranked one of the top countries for total expenditure on R&D and **global innovation hotspots** by IMD & Harvard Business Review.

World Economy Forum's Global Competitive Report 2014-2015 voted Finland as the **1st on availability of latest technologies**.

# Entry to the East

Central location in Northern Europe - a fast-growing market with 80 million consumers

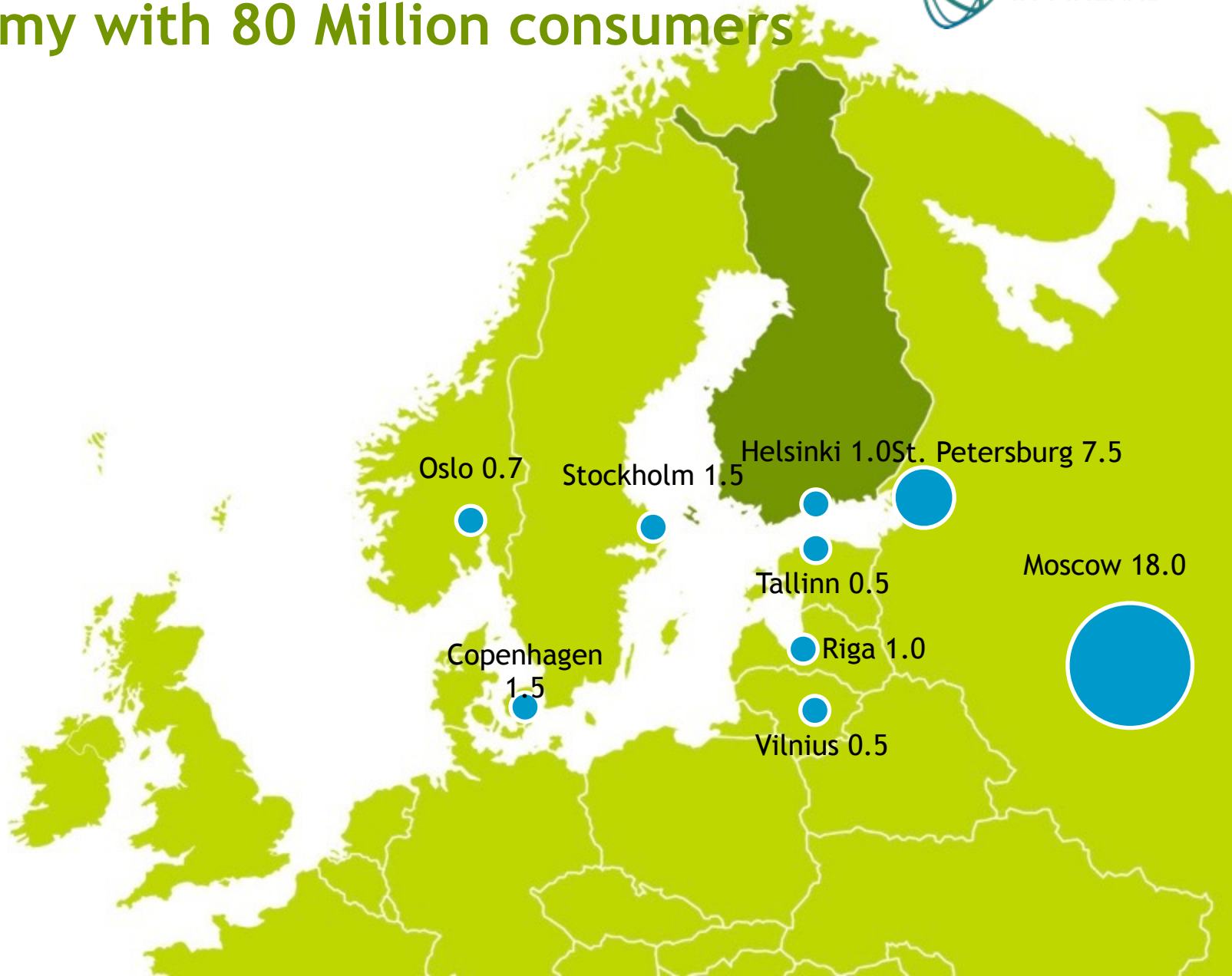
Long-established connections and experience in doing business with Russia, Nordic and Baltic countries.

The **fastest air route to Asia** from Northern Europe and frequent flights to 10 major cities in Asia.

Extensive logistics services to support East-West trade.



# Northern Europe, a fast growing economy with 80 Million consumers



# Competent professionals

Best **availability** of scientists and engineers in the world. Finland is packed with an incredible diversity of competences.

One of the **best education systems** in the world according to OECD's Program for Student Assessment (PISA) surveys and WEF's Global Competitiveness Report 2014-2015, IMD 2013

**Labor costs** are more competitive in Finland compared to the other Nordic countries.

**Theory and practice** on equal footing - positive attitude toward the development of commercial applications.

Source: World Economic Forum's Global Competitiveness Report

Source: World Economic Forum's Global Competitiveness Report 2014-2015; OECD, PISA 2012, IMD 2013

# Stable society

Finland is a stable society underpinned by sound public finances, high income per capita, and an impeccable debt service record.

One of the least corrupt countries in the world - with an **effective social infrastructure and governance system**.

Strong focus on environmental protection, education and quality of life.

Pragmatic outlook geared towards consensus and continuity.

Country where **everything works**.

Source: Newsweek 2010, Fitch ratings

# Locate your ICT activities in Finland



## The mobile cluster

Internet of things

Cloud computing



**MOBILE PATENTS AND  
WORLD'S STRONGEST  
IP-PROTECTION!**



# Leading-edge cluster - the mobile industry



Finland has invested in education and it has fostered **Europe's largest cluster for mobile professionals** - a unique pool of talent, innovation and successful companies.

Prevailing talent includes:

- Development of advanced mobile technologies
- Open source development
- Strong app development community for all major platforms

Supported by a thriving peer community acting nationally and regionally

First there was  
**NOKIA**

...now also

A collection of logos for various mobile industry companies. The logos are arranged in three rows. The first row contains 'hblaast', 'diala', and 'Futurice'. The second row contains 'ixonos', 'jolla', and 'tieto'. The third row contains 'viit'. The background of this section is a solid green color.

# Leading-edge cluster - The internet of things



The **Finnish Intelligent Machines cluster** includes regional centres of expertise, all pitching in to enable the best surroundings for innovation

- develops all aspects of the intelligent machines field, from product design to development of the flexible production, and of the necessary logistics and business expertise.
- engages a significant number of companies and research institutions in creating industry strategies, and in starting and financing research and development projects

## Finnish success stories:



# Leading-edge cluster - Security in cloud services



By 2016, 40% of enterprises demand proof of independent security testing a precondition for using a cloud service (Gartner).

Finland is home to secure country-wide data and wireless networks and pioneering cyber-security companies.

## Finnish success stories:

**F-Secure**



A leading anti-malware company for over 20 years

**STONESOFT**

A visionary in enterprise network firewalls (Gartner), recently acquired by McAfee, Intel Security.

# Emerging clusters - Big data and analytics



Finland is an ideal test bed for Big Data analytics with access to open data sources such as population, economy, environment, transport, urban structure, well-being.

## Future success stories:

Analyse Solutions Finland,  
Big Data Scoring, Brain, CGI,  
Comptel, Data Rangers Oy ,  
Datactica Oy, Gisforest, Ineo,  
Mirasys, Mobisoft, Music.Info,  
QPR Software, Riskpointer,  
Super Analytics, Tieto,  
Valuemotive, Vidamin...





# Data centres

# Ideal for datacentres

## Why Finland 1

Finland's power grid is the most reliable in Europe, and energy prices and taxes are some of the lowest in Europe

## Why Finland 2

Fast data links to Central Europe, Eastern Europe and Russia

## Why Finland 3

Highly skilled, English-speaking IT personnel

## Why Finland 4

Stable bedrock

## Opportunities for

Large manufacturers, banks, IT companies, cloud service providers, and government operators and contractors



**64%**

of technical IT professionals have more than 5 years **EXPERIENCE**

**335,000**  
TECHNICAL IT PROFESSIONALS

**53%**

Currently work in technical/analytical role  
Previously worked in technical/analytical role

**47%**

**82%**

of technical IT professionals have at least a bachelor's **DEGREE**

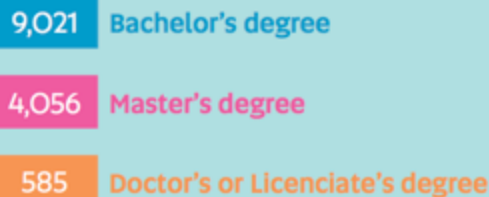
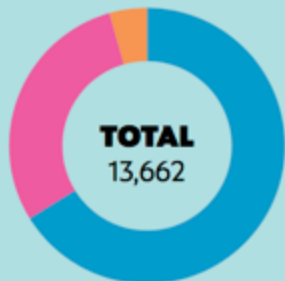
**TECHNICAL IT PROFESSIONALS BY REGION**



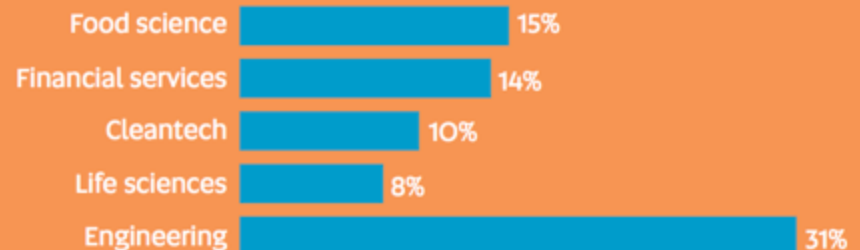
**16%**

already work for foreign owned **COMPANIES**

**GRADUATING ANNUALLY**



**TECHNICAL IT PROFESSIONALS WITH OTHER TECHNICAL SKILLS**





# Cleantech

Finland has a technically skilled talent pool of 99,000 cleantech & renewable energy professionals.

Significant talent pools are available in locations across the country with expertise across 12 different specialisms.

Plenty of experience - 37% of the technical Cleantech pool have more than 5 years experience.



INVEST  
IN FINLAND



# Finland's Key cleantech strengths



Culture of innovation and collaboration

High-level technology expertise

Quality and reliability

Experience in solving environmental problems

Ability to turn extreme conditions into commercial innovations

Culture of constant improvement

# Opportunities in cleantech and greentech in Finland



- Biofuels
- Biomaterials and biochemicals
- Renewables
- Solid Waste Management
- Smart Grid
- Green building & wood construction
- Smart Cities

# 37%

of cleantech professionals have more than 5 years **EXPERIENCE**

# 99,000

TECHNICAL CLEANTECH PROFESSIONALS

# 47%

Currently work in technical/ analytical role

Previously worked in technical/ analytical role

# 53%

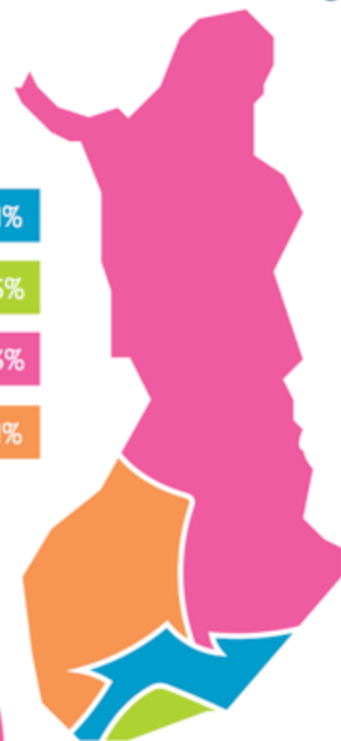
## CLEANTECH PROFESSIONALS BY REGION

Southern Finland 31%

Helsinki-Uusimaa 25%

Northern and Eastern Finland 23%

Western Finland 21%



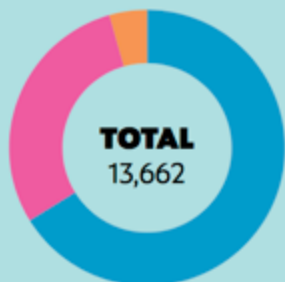
# 76%

of cleantech professionals have at least a bachelor's **DEGREE**

# 13%

already work for foreign owned **COMPANIES**

## GRADUATING ANNUALLY



9,021 Bachelor's degree

4,056 Master's degree

585 Doctor's or Licenciate's degree

**TOTAL**  
13,662

## CLEANTECH PROFESSIONALS WITH OTHER TECHNICAL SKILLS

Life sciences 27%

IT 34%

Food science 35%

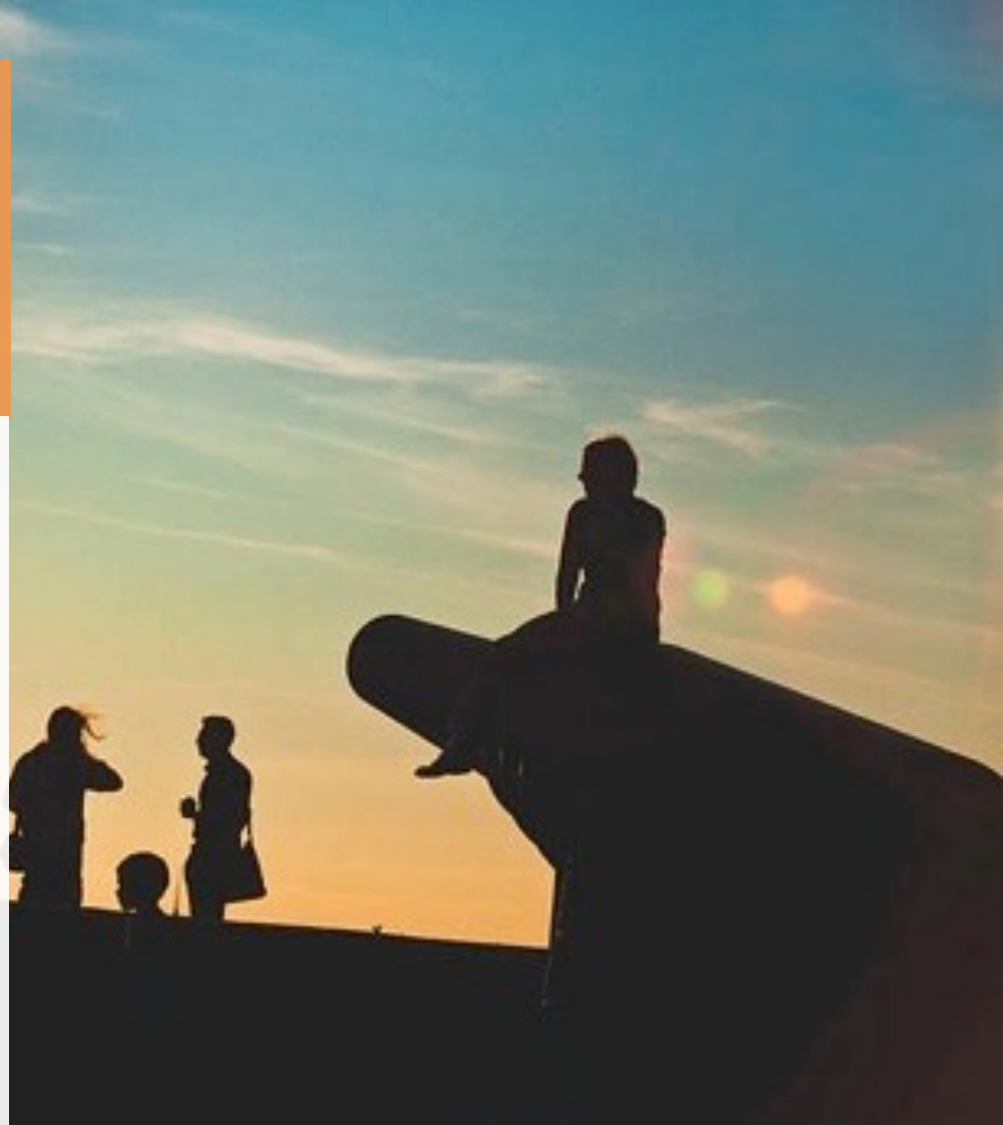
Engineering 66%

# Healthcare, Wellness & Life Sciences

Finland has a life sciences talent pool of around 81,000 skilled people.

The largest areas of expertise include e.g. biochemistry, molecular biology, genetics and microbiology.

The majority are very highly educated: 71 % have either a master's degree or higher.



INVEST  
IN FINLAND



# Expanding Connected Health supports home living

## Why 1

In Finland's growing Connected Health sector, resources and financing are available for developing integrated solutions

## Why 2

Innovative companies are ready to implement new technological solutions and develop them as public-private partnerships

## Why 3

Finland offers excellent and cost-effective Connected Health infrastructure and talent

## Opportunities for

Connected Health operators, manufacturers and software developers



# 35%

of life sciences professionals have more than 5 years **EXPERIENCE**

## 81,000

LIFE SCIENCES PROFESSIONALS

# 30%

Previously worked in technical/analytical role

Currently work in technical/analytical role

# 70%

# 77%

of life sciences professionals have at least a bachelor's **DEGREE**

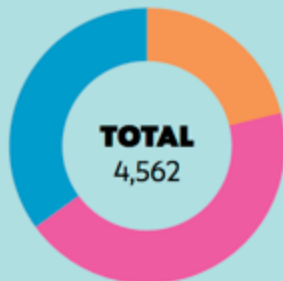
### LIFE SCIENCES PROFESSIONALS BY REGION



# 10%

already work for foreign owned **COMPANIES**

### GRADUATING ANNUALLY



1,602	Bachelor's or Masters degree from Polytechnics
1,950	Bachelor's or Master's degree from Universities
1,010	Doctor's or Licenciante's degree

### LIFE SCIENCES PROFESSIONALS WITH OTHER TECHNICAL SKILLS



# The ease of doing business ranked by World Bank 2014, top 20 countries



	TOP 20
1	<a href="#"><u>Singapore</u></a>
2	<a href="#"><u>New Zealand</u></a>
3	<a href="#"><u>Hong Kong SAR, China</u></a>
4	<a href="#"><u>Denmark</u></a>
5	<a href="#"><u>Korea, Rep.</u></a>
6	<a href="#"><u>Norway</u></a>
7	<a href="#"><u>United States *</u></a>
8	<a href="#"><u>United Kingdom</u></a>
9	<a href="#"><u>Finland</u></a>
10	<a href="#"><u>Australia</u></a>
11	<a href="#"><u>Sweden</u></a>
12	<a href="#"><u>Iceland</u></a>
13	<a href="#"><u>Ireland</u></a>
14	<a href="#"><u>Germany</u></a>
15	<a href="#"><u>Georgia</u></a>
16	<a href="#"><u>Canada</u></a>
17	<a href="#"><u>Estonia</u></a>
18	<a href="#"><u>Malaysia</u></a>
19	<a href="#"><u>Taiwan, China</u></a>
20	<a href="#"><u>Switzerland</u></a>

Finland among the Top 10 countries in the world in easiness of doing business

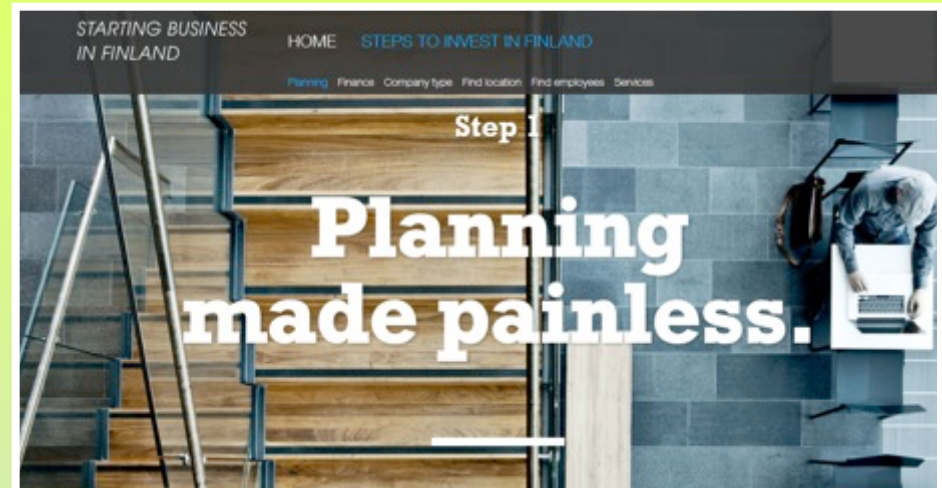


# Starting business in Finland is easy



Your online route to Finland

[www.investinfinland.fi](http://www.investinfinland.fi)



Read, print and download the digital version of  
**Finland Investment Guide** »



[www.investinfinland.fi/uploaded/files/Finland\\_Fact\\_Book\\_2013-3.pdf](http://www.investinfinland.fi/uploaded/files/Finland_Fact_Book_2013-3.pdf)



# Starting business in Finland is easy



## **Chambre de Commerce Franco-Finlandaise Paris**

c/o Stora Enso Tour EUROPLAZA DEFENSE 4

20, avenue André Prothin

92927 PARIS LA DEFENSE Cedex

Tél : +33 (0)1 47 24 59 68

Fax : +33 (0)1 46 95 91 26

WebSite : **[www.ccff.fr](http://www.ccff.fr)**

Email : [info@ccff.asso.fr](mailto:info@ccff.asso.fr)

Starting business in Finland is easy



## Chambre de Commerce Franco-Finlandaise Helsinki

PL 1400 00100 Helsinki  
Finlande

Tel : +358 (0) 44 55 35 377

WebSite : [www.ccff.fi](http://www.ccff.fi)

Email : [info\(at\)ccff.fi](mailto:info@ccff.fi)

# Team Finland helps you to start your operations



The mobile cluster

Internet of things

Cloud Computing

## FURTHER INFORMATION:

Centre's for Economic Development, Transport and the Environment

[Front page - ELY Centre](#)



Ministry of Employment and the Economy

<http://www.tem.fi/en>



Enterprise Finland <http://www.yrityssuomi.fi/en/>



Finnvera

<http://www.finnvera.fi/eng>



Finnish Funding Agency for Technology and Innovation

<http://www.tekes.fi/en/>



Finnish Tax Administration

<http://vero.fi/en-US>



# Invest in Finland services for international companies



- Data collection & analysis
- Opportunity analysis
- Guidance on entry alternatives
- Networking
- Location management
- Setting up a business

[www.investinfinland.fi](http://www.investinfinland.fi)





---

**EXPORT**  
FINLAND

**INVEST**  
IN FINLAND

**VISIT**  
FINLAND