

FINLAND – TECHNOLOGY SUPERPOWER

BUSINESS
FINLAND

INVEST IN
FINLAND



FINLAND – GATEWAY BETWEEN EAST AND WEST

BUSINESS
FINLAND

INVEST IN
FINLAND



AVERAGE FLIGHT TIMES TO HELSINKI

New York	8 h 45 min	Moscow	1 h 30 min
London	3 h	Delhi	6 h 30 min
Brussels	2 h 40 min	Seoul	8 h 50 min
Frankfurt	2 h 35 min	Tokyo	9 h 40 min
Copenhagen	1 h 40 min	Singapore	11 h 45 min
Berlin	2 h	Beijing	7 h 40 min
Stockholm	55 min	Shanghai	9 h 45 min

BUSINESS OPPORTUNITIES IN HIGH TECH AND SERVICES



Bioeconomy

Kick start your bio-based business.



Cleantech

Greenest country in the world.



Health

A living lab for global cures.



ICT and Digitalization

Brainpower for your next big thing.



Travel & Tourism

Fast growing, safe and sustainable business environment

FINLAND ACCELERATES BUSINESS DIGITALIZATION

Global giants look innovative solutions for their complex high tech needs in Finland.



Huawei's R&D center has grown by tenfold in eight years



GE Health's global wireless device centre of excellence is located in Finland.



Operating already six carrier-neutral data centres within the metropolitan area.



Online fashion retailer transforms into a mobile powerhouse by opening its tech office in Finland.

FACTS ABOUT FINLAND

POPULATION

5,5 million

CAPITAL

Helsinki

NEIGHBOURING COUNTRIES

Sweden, Norway, Russia, Estonia

INDEPENDENCY

1917

CREDIT RANKINGS

AA+ Fitch
Aa1 Mbody's
AA+ Standard&Poor's
with stable outlook

Multi-party democracy

Member of the European Union since 1995

CURRENCY

Euro

CORPORATE TAX

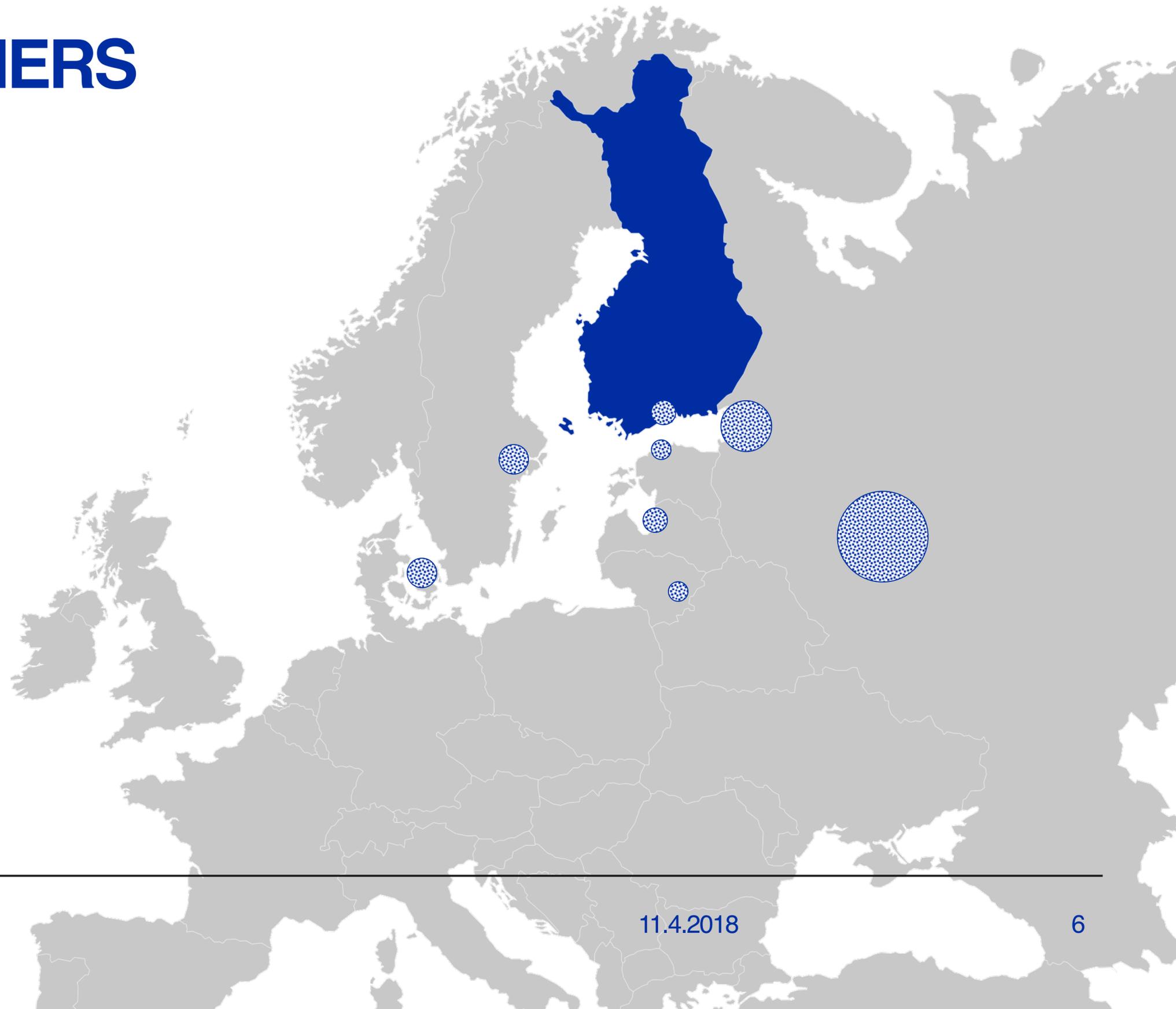
20%

BUSINESS LANGUAGES

Finnish, English, Swedish

500 MILLION CONSUMERS WITHIN EASY REACH

Copenhagen	1.5
Helsinki	1.0
Moscow	18.0
Riga	1.0
St. Petersburg	7.5
Stockholm	1.5
Tallinn	0.5
Vilnius	0.5
European Union	500.0



WHY FINLAND

**TOP QUALITY
BUSINESS
ENVIRONMENT**

**FAST START
FOR BUSINESS
OPERATIONS**

**LOW
OPERATIONAL
COSTS WITH
HIGHLY RELIABLE
INFRA**

**FASTEST
EUROPE-ASIA
CONNECTIONS**

**VIBRANT
STARTUP
SCENE**

**COMPETENT
PROFESSIONALS**

**CREATIVE
SOLUTIONS**

**THE MOST
STABLE
COUNTRY IN
THE WORLD**

**HIGH QUALITY
OF LIFE FOR
EXPATS**

WHY FINLAND



FINLAND IS A GLOBAL LEADER IN INNOVATION TALENT

#1

**MOST INNOVATIVE
COUNTRIES****

#1

**IN AVAILABILITY OF
SCIENTISTS AND ENGINEERS***

#1

**IN AVAILABILITY
OF LATEST TECHNOLOGIES***

#2

**HIGHER EDUCATION
AND TRAINING***

**Professionals
Working
in R&D
per 1 Million**

7,482

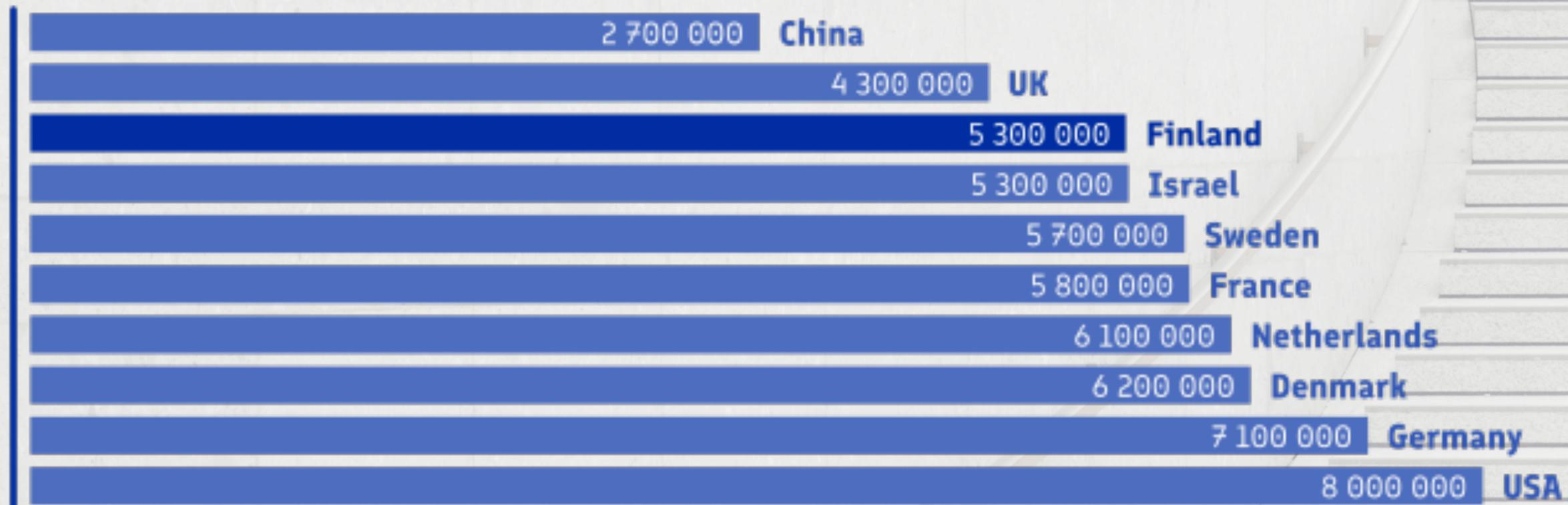
FINLAND

3,979

U.S.

TALENT AT REASONABLE COST

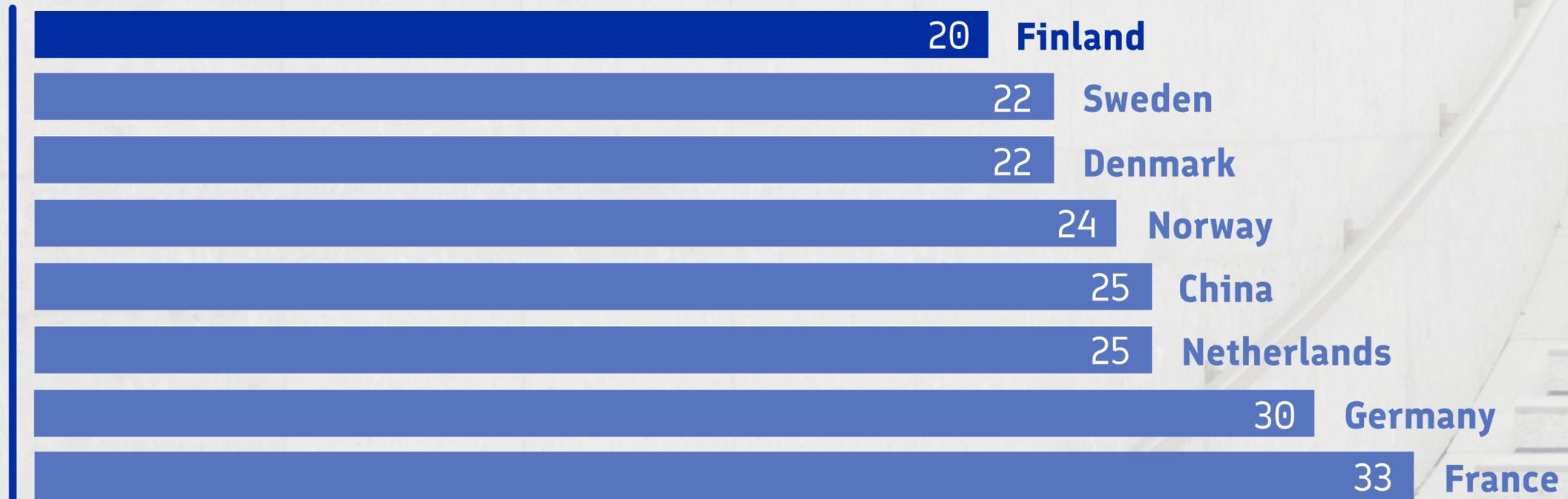
Labour costs (salary + additional costs) of a 100-employee software development centre



All costs shown in EUR. Source: fDi Benchmark from Financial Times Ltd 2017.

FINLAND OFFERS VERY FAVORABLE

Corporate tax rates 2018



Source: Deloitte 2018

INCENTIVES AND FUNDING SOURCES

R&D&I INCENTIVES
by
Business Finland

businessfinland.fi/en

BUSINESS AID
from
ELY Centres

ely-keskus.fi/en

**LOANS AND
GUARANTEES**
by Finnvera

finnvera.fi/en

**DEVELOPMENT
RESEARCH FUNDING**
Academy of Finland

aka.fi/en

**CAPITAL
INVESTMENTS**
from Finnish
Industry Investment

industryinvestment.com

EU-funded
SUPPORT from
various sources

**COMPLIMENTARY
ADVISOR SERVICES FOR
COMPANY EXPANSIONS
TO AND
FROM FINLAND**
by Business Finland

businessfinland.fi/en

**TRAINING &
EMPLOYMENT
INCENTIVES**
from ELY Centres

ely-keskus.fi/en

BUSINESS FINLAND RESEARCH AND DEVELOPMENT FUNDING FOR COMPANIES

Business Finland funds companies' projects that seek to increase their competitive advantage internationally.

PROJECT TYPES AND FUNDING LEVELS FOR COMPANIES	COMPANIES' RESEARCH PROJECTS <small>Create new knowledge and competence</small>	DEVELOPMENT AND PILOTING <small>Develop or renew products, services and business model. Demonstrate the functionality of your solution</small>
<p align="center">SME's</p> <p>Targeted competitive advantage at a selected international level.</p>	<p align="center">Grant max. 50 %</p>	<p align="center">Loan 50 % / 70 %</p>
<p align="center">MIDCAP COMPANIES turnover max. 300 M€</p> <p>Targeted competitive advantage at a selected international level.</p>	<p align="center">Grant max. 40 %</p>	<p align="center">Loan 50 %</p>
<p align="center">LARGE CORPORATIONS</p> <p>Targeted competitive advantage at a global level.</p>	<p align="center">Grant max. 40 %*</p>	<p align="center">Loan 50 %**</p>

CASE BAYER

WHY BAYER CHOSE FINLAND FOR THEIR R&D AND MANUFACTURING SITE?

“We were impressed by the high level of talent we found in Finland. There was a lot of talent for Bayer to choose from.”

“Finns say they are open to foreign investment and they really mean it, and things can happen really quickly in Finland.”

“Doors to the decision-makers opened equally wide for Bayer as for local companies”

“The largest R&D unit is located in Germany, the second largest in the US, and the third in China. Finland has the fourth largest unit, which is pretty remarkable, considering its size compared to other countries.”



Oliver Rittgen,
Head of Corporate Finance, Bayer
AG, CEO of Bayer Nordic SE,
2011-2017

FINLAND TOPS FAMILY LIFE INDEX*

An impressive 72% of respondents living in Finland with their kids think that the education system is excellent, compared to a global average of 26%. Or as one of the respondents put it: “Finland is one of the best places on earth to raise kids”.

Family Life Index 2017

1. Finland
2. Sweden
3. Czech Republic
4. Denmark
5. Norway
6. Costa Rica
7. Singapore
8. Spain
9. Netherlands
10. Bahrain
11. Austria
12. Israel
13. Taiwan
14. New Zealand
15. France

#1 in Availability of Childcare & Education

#2 in Costs of Childcare & Education

#1 In Quality Of Education

#1 in Family Wellbeing

NATURE OR CITIES –
WE’VE GOT THEM BOTH.





**BUT WE'VE GOT PLENTY
OF FESTIVALS TOO,
IF THAT'S YOUR THING**

BUSINESS FINLAND SERVICES FOR FOREIGN COMPANIES

- Data collection & analysis
- Opportunity analysis
- Guidance on entry alternatives
- Networking
- Location management
- Setting up a business
- Our comprehensive services are confidential and complimentary



**KIITOS
THANK YOU**



APPENDIX

WHAT OUR CLIENTS SAY

“The support we have received from Invest in Finland and Helsinki Business Hub has been essential for us. Their proactivity, efficiency and thorough knowledge of the market and business environment has helped us seize a great opportunity and tap into an extensive amount of market potential in an incredibly short time frame.”

Sevastos Kavanozis, Managing Director, Energy2Market 

“Every country should have a similar system where foreign investors can get assistance with even the most practical matters. I could say that Invest in Finland had a great influence on our decision to invest in a restaurant in Helsinki.”

Lalle Morberg, CEO, Hard Rock Café



“It helps a lot to have a partner on your side who knows the market and has access to the authorities and necessary key stakeholders.”

Hans Binder, Owner, Binderholz Group



“From day one, we received tremendous support from Helsinki Business Hub and Finpro’s Invest in Finland. They helped us to recruit staff and find a spot-on location, and put us in contact with the relevant people.”

Mark Lamik, Head of Tech Expansion, Zalando



“We would like to express our gratitude to Finpro for having their great support to begin a new business in Finland. They introduced a good Finnish partner to us and we had their kind assistance for concluding the agreement between the Finnish partner company and Fujitsu.”

Shinji Yoshioka, Managing Director,
Fujitsu Greenhouse Technology Finland Ltd



“Invest in Finland has been an important partner for us for years. They have helped us set up meetings with the authorities whenever needed, connect and network with the key players in the Finnish tech industry, and find the relevant information in every possible situation.”

Guoping Luo, Head of the Reliability Competence Center
at Huawei’s Finnish R&D center



THESE ASIAN COMPANIES ARE ALREADY IN FINLAND

ARM



FUJITSU



PowerVision



Tencent 腾讯

ZTE中兴

THESE EUROPEAN COMPANIES ARE ALREADY IN FINLAND



THESE AMERICAN COMPANIES ARE ALREADY IN FINLAND



ELECTRICITY

- Energy prices and energy tax rate in Finland are remarkably low. Therefore, e.g. several data centres have chosen Finland for their investments. In addition, data centers benefit of the possibility to sell excess heat to energy network making it over 50 % cheaper to run a data center in the Finland rather than in Central Europe. Businesses profit also from Finland's political, seismological and economic stability.
- In terms of electricity supply, Finland outshines even the closest competitors. In 2015, the transmission reliability of the national grid was as high as 99,9998 %, and the average duration of forced interruptions was only 2,1 minutes.

Total Cost of Electricity for Industrial Consumers - 2016
(20 000 MWh < Consumption < 70 000 MWh)*

