

**BUSINESS
FINLAND**

Business Finland in Germany

Alun Jones, Senior Advisor
Business Finland Germany
Kuopio, 29.1.2019

BUSINESS FINLAND'S GLOBAL NETWORK

40 offices around
the world, and
16 in Finland



Business Finland in Germany

Export Finland



Invest in Finland

INVEST IN **FINLAND**

Visit Finland

VISIT **FINLAND**

BUSINESS FINLAND, BERLIN



Jyrki Oksanen
Market Representative
Visit Finland



Anu Koski
Market Representative
Visit Finland



Taru Leppänen
Market Representative
Visit Finland



Helmi-Nelli Körkkö
Advisor
Export

BUSINESS FINLAND, MUNICH



Alun Jones
Senior Advisor
Export



Elina Iso-Oja
Advisor
Export



Heidi Kokki
Advisor
Export



Markus Müller
Senior Advisor
Invest in
Finland

team
FINLAND
Germany

Embassy of Finland,
Berlin

The Finnish Institute
in Germany, Berlin

German-Finnish
Chamber of
Commerce, Helsinki

Finnish-German
Trade Guilds (Berlin,
Frankfurt, Hamburg, Hannover, Munich,
Nordrhein-Westfalen)

Honorary Consuls of
Finland (Bremen, Düsseldorf,
Frankfurt am Main, Hamburg, Hannover,
Kiel, Lübeck, Munich, Stuttgart)

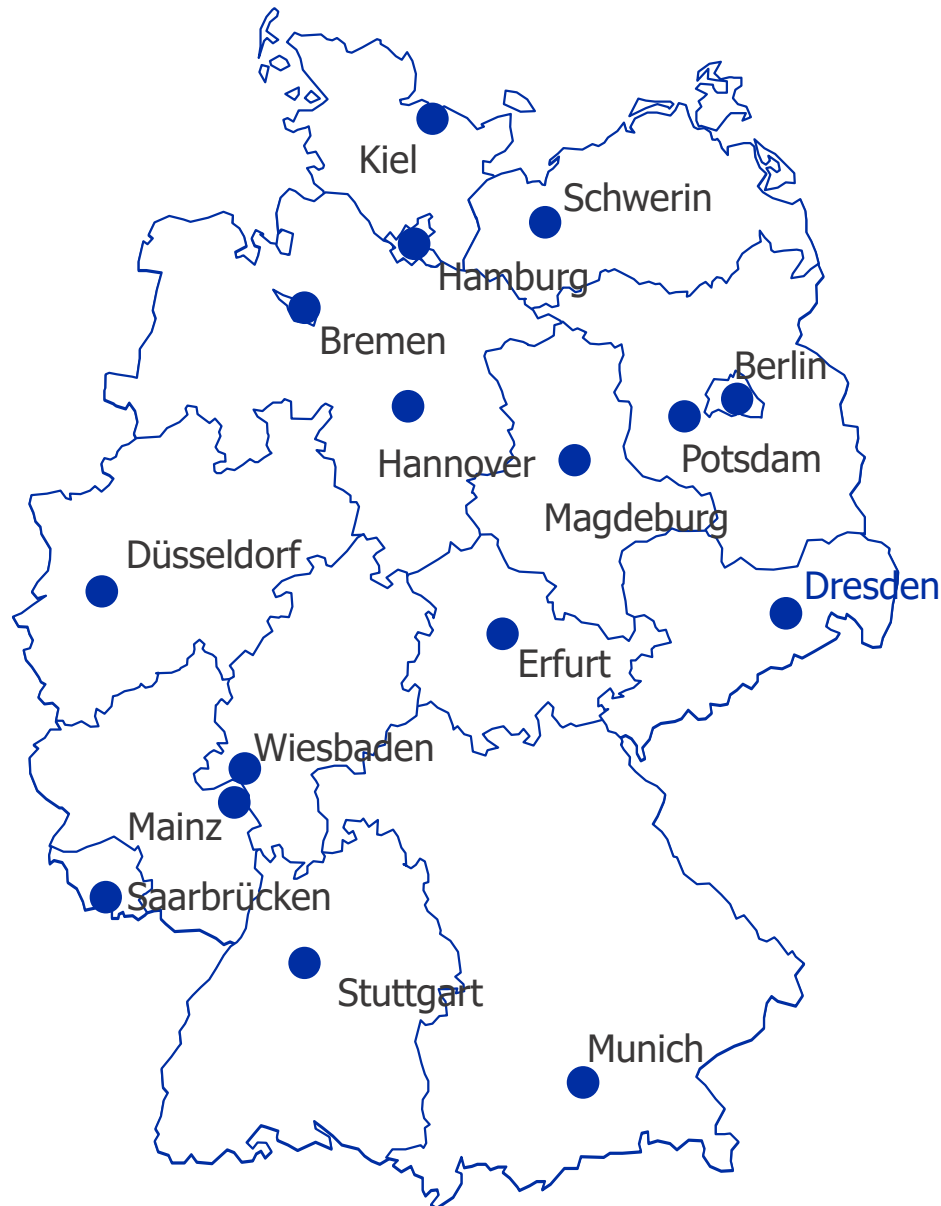
Business Finland,
Munich/Berlin

Team Finland Network Germany



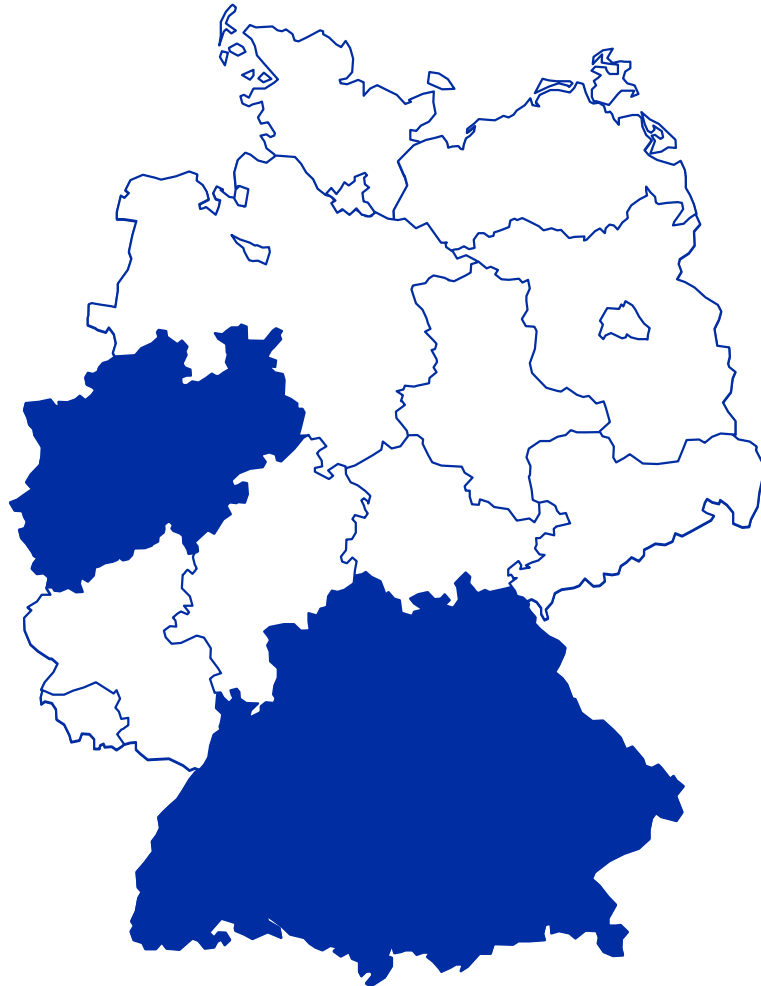
- BF offices
- Embassy
- Honorary Consuls
- Finland Institut
- Finnish-German Trade Guilds

Federalism in Germany – hurdles and opportunities



- 16 federal states (Bundesländer)
- Largest (population): NRW
- Largest (area): Bavaria
- Every state has its own regional government
- **Federal states are responsible for e.g.:** school and further education, shop closing hours, police, level of public noise, land transactions, property issues....
- **Central Government Berlin responsible for e.g.:** foreign policy, currency, immigration, air transport, post and communication....

German Regional Powerhouses



	Bavaria	Baden Württemberg	NRW
Location	South-East	South-West	North-West
Inhabitants	12.7 m	10,8 m	17,7 m
GDP (bn. €)	594bn 2017 (7th in EU state ranking)	493bn 2017 (25% above EU average)	691bn 2017 (22nd in ranking of leading ind. nations)
History	From agricultural to industrial powerhouse	Slower change from agricultural to ind. society but now one of wealthiest regions	Traditional home to Germany's heavy industry. More FDI than other regions
Sectors	Auto, chemical, electrical ind., machine & plant, finance	Auto, machine & plant, metal and electrical industry	Auto, biotech, chemicals, energy
Companies	BMW, Adidas, Allianz, Audi, Siemens, MAN, MunichRe, EagleBurgmann	Daimler, Bosch, Kärcher, Schiesser AG, EnBW, Schuler, Trumpf	Miele, ThyssenKrupp, TÜV Rheinland, Lufthansa, Deutsche Post



**INTERNATIONAL
GROWTH**

Services of Business Finland

Promotion of **innovation**

Promotion of **export**

Attracting **tourists** and **investments**

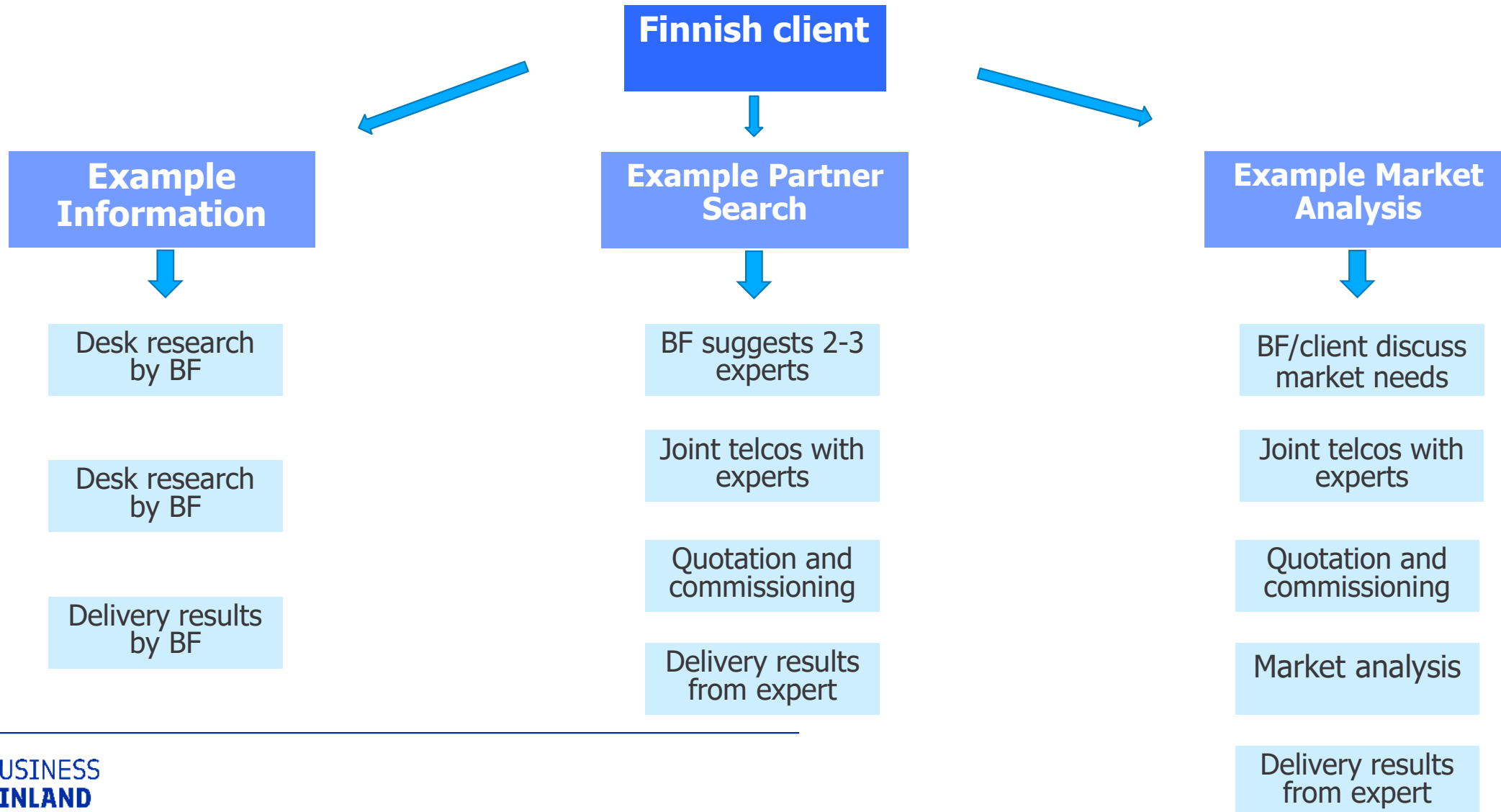
Services include

- **Internationalization advice & coaching**
- **Identifying business opportunities**
- Research and innovation funding
- Networking and contacts
- Programmes around selected themes



**THE WORLD'S BEST
ECOSYSTEMS**

Example: Internationalization advice & coaching





Digitalization & IoT

- Certain sectors (e.g. machine building) traditionally slow to adopt. Sign things beginning to change
- **Meetings for Finnish IoT companies** in September in Stuttgart
 - Cooperation with Baden-Württemberg International & Cluster Mechatronics Baden-Württemberg
- **Meetings & networking in Lübeck** in October
 - Close cooperation with the honorary consul of Finland in Lübeck
 - Meetings with local companies around IoT in rail and car parking solutions
 - Networking with technology clusters and companies at Deutsch-Finnischer Hafentag event
- **Munich IoT pitching, March 2019**



Bio & Circular

- **Identifying potential customers and cooperation partners**
 - Innovative textiles: clothing brands
 - Innovative packaging: consumer brands, package designers
 - New plastics ecosystem
- **D-A-CH innovation ecosystem interested in cooperation with Finland**
 - R&D organizations/universities looking for common R&D projects
 - Benchmarking of successful research projects/implemented ecosystems
 - Presence at leading industry conferences



Cleantech

- Interest in smart solutions in Germany
 - **Smart Energy + Batteries from Finland**
 - Metropolregion Hannover is particularly interested in the companies of Smart Otaniemi
 - Delegation and networking event under planning for Hannover in April 2019
 - **Smart City**
 - BIM Workshops and BIM World Munich trade fair in November 2019
 - **Sampo manufacturing**
 - Germany has been selected as one of the focus countries of the program. Activities are being planned for 2019.



Smart Mobility & Automotive

- **Large German OEM** in automotive industry was looking for innovative partners in 2018
 - Meetings in Helsinki organized in order to present the Finnish offering in September 2018
 - Follow-up meeting under planning for 2019
- **TU Automotive** trade fair and conference in November 2019
- **B2B-meetings and networking in Lübeck** at Deutsch-Finnischer Hafentag event towards the end of the year 2019
 - Organized in cooperation with the honorary consul of Finland
 - Themes of the meetings: smart mobility and logistics



Maritime & Offshore

- **Finnish Maritime Industry**

- Finnish maritime industry employs 30 000 people
- Annual turnover 8 billion Euros
- 1000 companies in the industry

- **SMM**

- The leading international Maritime Trade Fair in Hamburg in September
 - Finnish business delegation and visit by Undersecretary of State, Mr. Petri Peltonen
- Shared priorities with Germany: Digitalization and automation, Meyer-Turku, MV Werften (1st keel laying January 2018)



Healthcare

- **New technologies and digitalization** of German hospitals provides new opportunities
 - Cooperation with the University Medical Center Schleswig-Holstein
 - **Healthcare Hackathon** in September with Finnish companies
 - Medica trade fair in Düsseldorf, November
 - Meetings with various German hospitals
- Emerging new opportunities also in digitalization of German care sector - **telemedicine** now allowed in certain circumstances since May 2018



Food

- **Cooperation with several German retail chains**
 - CITTI market
 - 100 Finnish products listed
 - Globus retail chain
 - Upcoming joint tastings and test listing for Finnish food products
 - KaDeWe – tasting campaign in Berlin and Hamburg during Grüne Woche international trade fair
- **Meetings & networking in Lübeck** in October
 - Cooperation with the honorary consul of Finland in Hamburg
 - Meetings and networking with local clusters and companies.

INVEST IN FINLAND

WORLD CLASS TALENT WITH
RESULT DRIVEN
EFFICIENCY



EUROPE'S MOST
COMPETITIVE COUNTRY



FINLAND ENABLES
BUSINESS DIGITALIZATION



WE HELP YOU TO GROW



JOIN THESE COMPANIES ALREADY DOING BUSINESS IN FINLAND

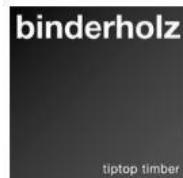


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Google



HUAWEI



FUJITSU



Thank you!

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