

# Game Industry – Softlanding Guide to Finland

**Welcome to the guide for a soft landing to the Finnish Game Industry. Please find general information about the industry, how to live and work in Finland and where to get funding for game business development.**

## 1. FINNISH GAME INDUSTRY IN GENERAL

### **Q: What kind of game studios (ie. mobile vs. console) are there in Finland?**

A: Finland is most well known for mobile game development, but there are developer studios developing games to almost all existing platforms. See more: <https://www.playfinland.fi/platforms>

### **Q: Can I have a list of Finnish game studios?**

A: A list of studios can be found from Neogames website. List is updated yearly: <https://neogames.fi/about-the-industry/?partner-type=game-development-and-publishing>

### **Q: In what areas game studios are located?**

A: More than 50 % of Finnish game studios are located in the Capital Region. The major game industry hubs outside the Capital Region (by headcount) are Tampere, Oulu, Turku and Kajaani. There are vibrant industry hubs also in Jyväskylä, Kotka and Kuopio. More info and map: <https://www.playfinland.fi/studios-and-locations>

### **Q: How is Finnish Game Industry doing financially?**

A: Finnish Game industry is the biggest cultural export industry in Finland with over EUR 2 billion yearly turnover since 2015: <https://www.playfinland.fi/financial-outlook>

Finland was 2020 the fourth largest games industry hotspot in the EU in terms of industry revenue; <https://www.egdf.eu/egdf-report-on-the-european-game-development-industry-in-2019/>

### **Q: Can I have direct contacts with companies?**

A: Typically some kind of contact info can be found in company web pages. Links to webpages can be found from Neogames website: <https://neogames.fi/about-the-industry/?partner-type=game-development-and-publishing>

If you have some specific questions in your mind, please contact Neogames.

### **Q: From where I can have all the latest information regarding Finnish Game Industry?**

A: Three main sources;

- Latest Finnish Game Industry report is here [www.playfinland.fi](http://www.playfinland.fi) (it is updated, every second year)
- You can follow Finnish Game Industry news on [PlayFinland](#) Facebook group
- Weekly news of Finnish Game Industry every Friday afternoon at our web page: <https://neogames.fi/news-and-publications/>

## 2. TALENT AND DIVERSITY

**Q: How is the availability of talent in Finland**

A: There are a lot of talented game developers in Finland, especially in mobile, but the competition of skilled developers is fierce. This affects e.g. salary levels. Due to the education and active start-up scene availability of Junior employees is better than availability of Senior ones.

**Q: What is the situation of game education in Finland**

A: Finland is known for its high level of education and game education is no exception. You can find a list of Finnish game schools on the Neogames website. Most of the education takes place in Universities of Applied Sciences, but there is game education also in Universities and Vocational schools: <https://neogames.fi/education/>

**Q: How is the diversity at Finnish Game Industry?**

A: The total share of non-Finnish employees working in Finnish studios in Finland was 28% by 2020 and the share of female employees was 22% (33% and 27% in Capital area studios). All the Finnish game studios are committed to Finnish Game Industry Code of Conduct: <https://neogames.fi/the-finnish-game-industry-code-of-conduct/>

More info: <https://www.playfinland.fi/developers-diversity>

**Q: What is Salary level in Finnish Game Industry?**

A: There is no definitive public study about this. The best available source of information is Finnish Game Makers Association study: [https://peliala.fi/wp-content/uploads/2022/01/Game\\_Makers\\_of\\_Finland\\_Salary\\_Survey\\_Results\\_2021-1.pdf](https://peliala.fi/wp-content/uploads/2022/01/Game_Makers_of_Finland_Salary_Survey_Results_2021-1.pdf)

Please note, that salaries mentioned in the study are average monthly gross salaries. Salary / year can be calculated by multiplying monthly salary by 12,5

**Four main factors contributing to individuals salary level**

- Juniority / seniority . The most significant factor . Junior / senior employee salaries in same occupation can vary significantly
- Occupation. High on demand occupations have better salary level
- Location of the employer company. Outside Capital area companies salary levels are generally lower
- Establishment level and financial situation of the employer company. Salary levels are higher on well established companies

**3. LIVING AND WORKING IN FINLAND****Q: We don't speak Finnish, can we manage in Finland?**

A: English is commonly spoken in Finland:

- At Finnish Game Industry the main working language is quite often English
- Majority of Finnish people can speak English
- There are English schools and kindergartens

**Q: Why is Finland a good place to work and be an entrepreneur?**

A: Plenty of reasons starting from stable society and welfare state to availability of public support: Please see <https://www.businessfinland.fi/en/do-business-with-finland/invest-in-finland/business-environment/guides-publications>

General info about living and working in capital area (housing, daycare & schools, healthcare & social services etc.): <https://welcome.helsinki/#/>

#### 4. PRIVATE AND PUBLIC FUNDING

##### **Q: What is the availability of local VC investment and investors**

A: There are some game industry specific VC's in Finland:

Sisu Game Ventures: <https://sisu.vc/>

Play Ventures: <https://www.playventures.vc/>

Supercell Ventures: <https://supercell.com/en/investments/>

Business Angel is also investment is available:

Finnish Venture Capital Network: <https://paaomasijoittajat.fi/>

Finnish Business Angels Network: <https://fiban.org/>

NewCo dealroom: <https://helsinki.dealroom.co/dashboard>

##### **Q: I have heard that Finland provides a lot of public funding for different kinds of development projects. Where can I get more information?**

A: Business Finland offers innovation funding and internationalization services to companies registered in Finland <https://www.businessfinland.fi/en/for-finnish-customers/home> and <https://www.businessfinland.fi/en/for-finnish-customers/about-us/in-brief>

One option for companies locating to Finland is Ecosystem integrator funding: <https://www.businessfinland.fi/en/do-business-with-finland/invest-in-finland/business-environment/incentives/ecosystem-integrator-funding>

Availability of regional funding varies from region to region: <https://www.ely-keskus.fi/en/web/ely-en/business-and-industry>

Please see also webpages of regional development agencies:

Helsinki: <https://helsinkigamescapital.fi/> and <https://newcohelsinki.fi/en/>

Tampere: <https://tampere.games/> <https://platform6.fi/tampere-game-hub-promotes-and-cultivates-the-tampere-game-industry/>

Oulu: <https://www.businessoulu.com/en/events/game-team.html>

Turku: <https://turkugamehub.com/> <https://turkubusinessregion.com/en/experienceturku/>

Jyväskylä: <https://expa.fi/> <https://www.digigamecenter.org/>

##### **Q: How about game funding? Is there a funding instrument for game development?**

A: There are both loans and grants available from Business Finland. More information and criterias for game business and development funding from here. <https://www.businessfinland.fi/en/for-finnish-customers/services/funding/tempo-funding/game-business-funding>

##### **Q: How to contact Business Finland**

A: Primary contact point is: <https://www.businessfinland.fi/en/do-business-with-finland/invest-in-finland/business-opportunities/ict-digitalization>

Another option is to contact: [Customer service - Business Finland](#)

See also: <https://www.businessfinland.fi/en/for-finnish-customers/become-customer>

## **5. IMMIGRATION TO FINLAND**

### **Q: What is the Finnish Immigration process like?**

A: Immigration to Finland is a well defined process. The process time is typically 1-2 months depending on immigrant status, but there might be some delays from time to time. Most of the immigration process can be done digitally. Please notice that the process is different depending on if you are arriving inside or outside the EU/ETA area.

More info: <https://migri.fi/en/home>

Online service for immigration: <https://enterfinland.fi/eServices>

More information about regional immigration services in Finland

International House of Helsinki: <https://ihhelsinki.fi/>

International Talent Attraction and Migration Tampere: <https://www.tampere.fi/en/jobs-and-enterprise/international-talent-attraction-and-migration.html>

International House of Turku: <https://www.turku.fi/en/infotori>

## **6. REMOTE WORK?**

Remote work / cross border work is often a possibility depending on the employer.

## **7. SETTING UP A BUSINESS IN FINLAND?**

**Q: How do I set up a company in Finland? (company forms, taxation, funding, permits etc):**

A: [BUSINESS GUIDE. HOW TO SET UP BUSINESS IN FINLAND \(businessfinland.fi\)](#)