

An aerial night view of a city, likely Jyväskylä, with a network of glowing white lines connecting various points across the urban landscape. The lines form a complex web, symbolizing global connectivity and business networks. The city lights are visible in the background, and the overall color palette is dominated by blues and whites.

# BUSINESS FINLAND

■ Werner Merzeder

Jyväskylä goes  
international

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A still from the movie 'Lost in Translation' featuring Bill Murray. He is sitting on a bed in a hotel room at night, looking directly at the camera with a somber expression. He is wearing a green and white striped robe. Behind him is a large window showing a blurred city skyline with colorful lights. To the left, there are two glowing rectangular lamps, and to the right, a lamp with a white shade is visible.

# Lost In Translation

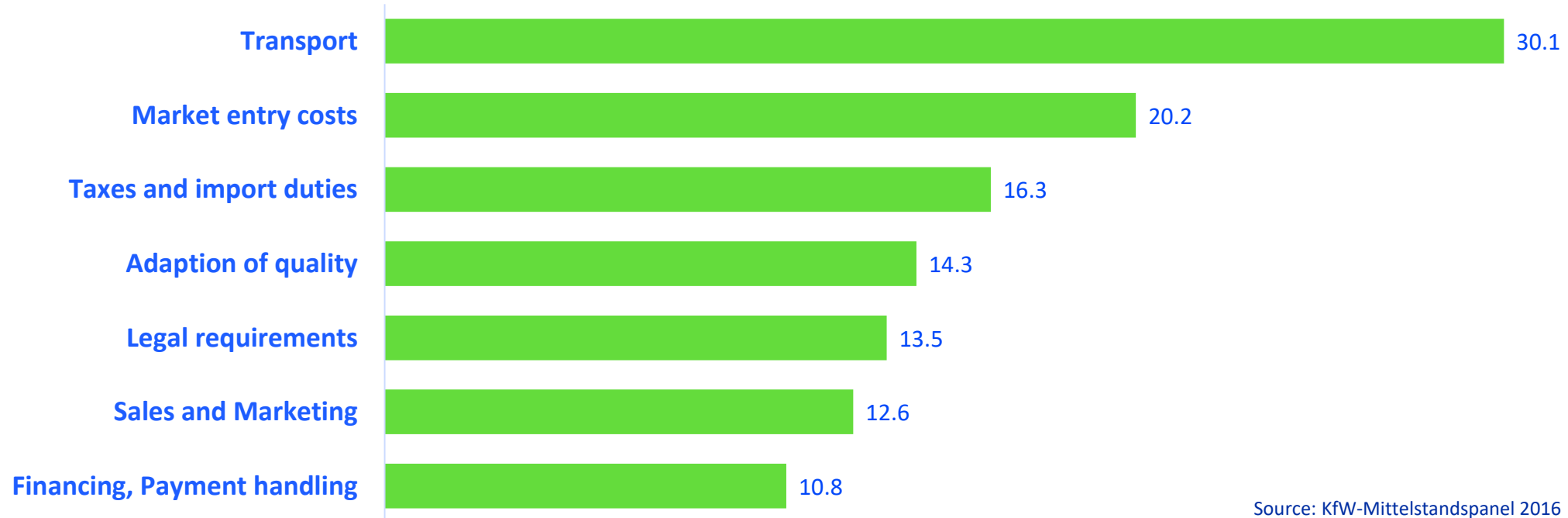
# Major obstacles for exporting

SMEs (five largest EU member countries)

- Understanding the potential market
- Identifying and contracting with potential new partners or networks
- Taxes, tariffs and laws
- Staff bandwidth and skills

# Going abroad needs resources

Share of exporting SMEs, where following costs played a big or very big role:



Source: KfW-Mittelstandspanel 2016



# BUSINESS FINLAND'S GLOBAL NETWORK

40 offices around  
the world, and  
16 in Finland



# EXPLORE MARKET OPPORTUNITIES

We help companies take action by offering advice and building activities that connect Finnish companies to market opportunities.

## BROWSE BY CATEGORY



SALES LEAD (16)



BUSINESS OPPORTUNITY (16)



COUNTRY OUTLOOK (23)



FUTURE WATCH (12)

## FILTER BY

BIOECONOMY



MARKET AREA



## LATEST (TOTAL 16)



**Russian company is interested in Finnish manufacturers of equipment and technologies related to production of cardboard**

Country / Region: Russia  
Market area: Europe  
Industry: Bioeconomy



**Warsaw is looking for cooperation for renovation Finnish Wooden houses**

Country / Region: Poland  
Market area: Europe  
Industry: Bioeconomy, Cleantech

# **Engage with delegations or group activities**

## **Team Finland Delegation to Spain and Portugal**

**BUSINESS  
FINLAND**



- In October 2018, Finnish Prime Minister Mr. Juha Sipilä visited Portugal and Spain, accompanied by a business delegation of 14 Finnish companies.
- The Finnish companies represented waste-to-energy, bioenergy and forestry sectors

### **Program**

- 4 company visits in both countries
- Business seminar on circular economy in both countries
- Roundtable on forestry in Portugal
- B2B-matchmaking event in both countries
- Networking dinner in Ambassador's residence in both countries

# **BUSINESS FINLAND GLOBAL NETWORK**

## **SERVICE OFFERING**

**COMMIT AND  
GET READY**

**ENTER  
THE MARKET**

**GROW AND  
RENEW**

COMPETENCE AND MARKET KNOWLEDGE

CONTACTS AND NETWORKS



# Challenges for Finnish SMEs

- **Selling is still people business**
- **Listen**
- **No 0/1 messages – be adaptable**
- **Partner Search is not a Tinder selection**
- **Long-term approach and persistence**
- **There is no cheap internationalization**
- **Trust**

# **WORLD IDEAS**