

FINLAND – TECHNOLOGY SUPERPOWER

BUSINESS
FINLAND

INVEST IN
FINLAND



BUSINESS OPPORTUNITIES IN HIGH TECH AND SERVICES



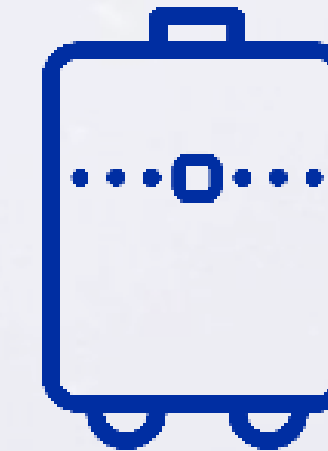
Bio & Circular economy

Kick start your bio-based business.



Health

A living lab for global cures.



Travel & Tourism

Fast growing, safe and sustainable business environment



Cleantech

Greenest country in the world.



ICT & Digitalization

Brainpower for your next big thing.



Consumer Business

From innovative gaming to creative design.

FINLAND ACCELERATES BUSINESS DIGITALIZATION

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



Google's major investment in Finland is one of its kind – advanced and efficient data center achieved by a combination of great talent and green technologies.



GE Health's global center of excellence for wireless devices is located in Finland.



Xiaomi's R&D center in Finland focuses on developing hi-tech smartphone camera technologies.



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

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**

FINLAND EXCELS IN GLOBAL RANKINGS

THE BEST

Business environment in the world¹

THE BEST

Primary education in the world²

THE BEST

Overall quality of institutions³

THE BEST

Digital competitiveness in the EU⁴

THE MOST

FDI Projects in the Nordic countries⁵

THE HAPPIEST

Country in the world⁶

THE MOST

Stable country in the world⁷

THE BEST

In providing future skills education for the youth⁸

THE SECOND

Best skilled workforce in the world³

THE THIRD

Most innovative country in the world⁹

1 Global Innovation Index 2019

2 World Economic Forum, The Global Competitiveness Report 2017-2018

3 World Economic Forum, Global Competitiveness Report 2019

4 European Commission Desi Index 2019

5 EY Nordic Attractiveness Survey 2019

6 UN World Happiness Report 2020

7 The Fund for Peace, Fragile States Index 2019

8 The Economist, Worldwide educating for the future index 2019

9 Bloomberg Innovation Index 2019

FINLAND IS A GLOBAL LEADER IN INNOVATION

#1

IN INTERNATIONAL PATENT APPLICATIONS¹

#3

MOST INNOVATIVE COUNTRY & INNOVATION CHAMPION²

AMONG THE HIGHEST PERFORMING UNIVERSITIES IN THE WORLD³

2,7%

OF GDP – SPENDING OF R&D⁴

Researchers working in R&D per 1 Million⁵

6,525

FINLAND

4,256

U.S.

” FINLAND IS A HIDDEN GEM. ”

*“For a company like ours, from both a local and a global perspective, **Finland is the ideal base to do research.** For example, we have a global R&D function here in Finland; it is the fifth largest within the Bayer Group.*

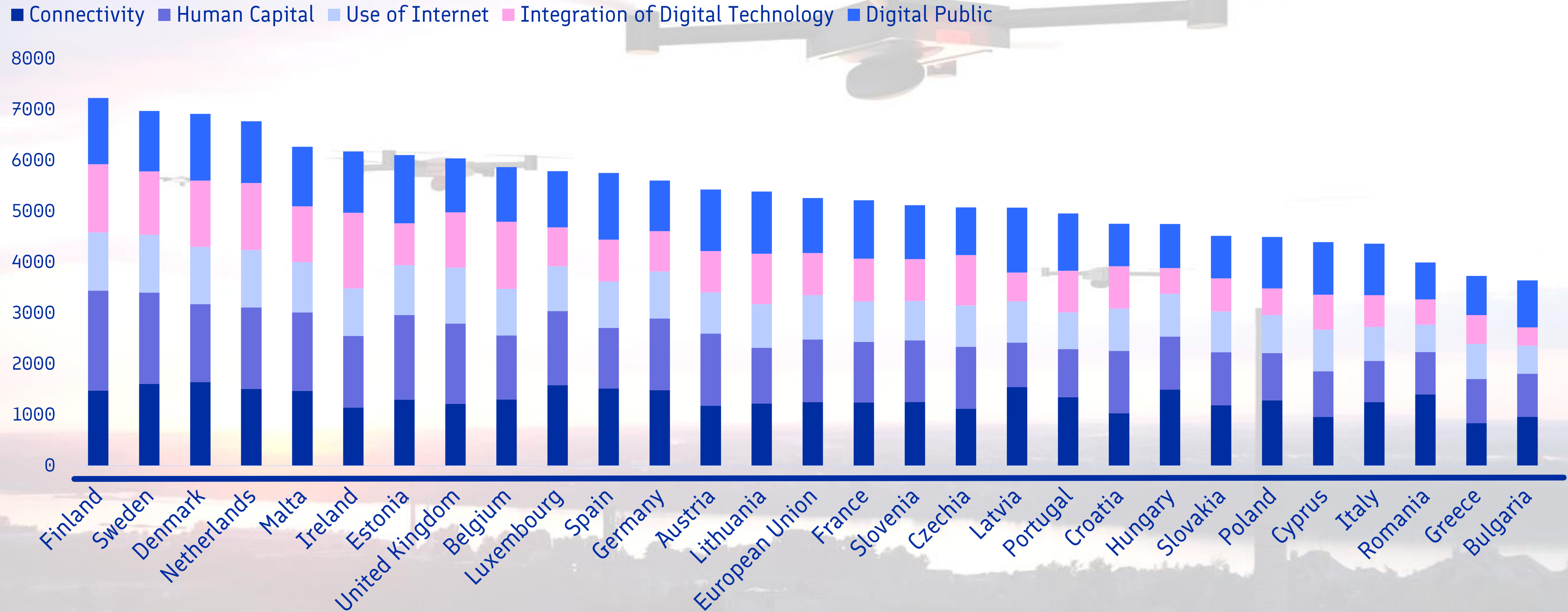
*What we really utilize is the **availability of the health data.** We have the health register here, we have the biobanks, we have the openness of the whole society – a **very open environment for doing research and development.** We use that to conduct clinical research. Combined with the mass of data that is available dating back to the 1960s, this gives us great opportunities for research.”*



Miriam Holstein
CEO Nordic region, Bayer AG

FINLAND IS A EUROPEAN LEADER IN DIGITALIZATION

Digital Economy and Society Index 2020



TALENT AT REASONABLE COST

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



All costs shown in EUR. Source: fDi Benchmark from Financial Times Ltd 2020

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

FINLAND – GREAT POSITION BETWEEN EAST AND WEST



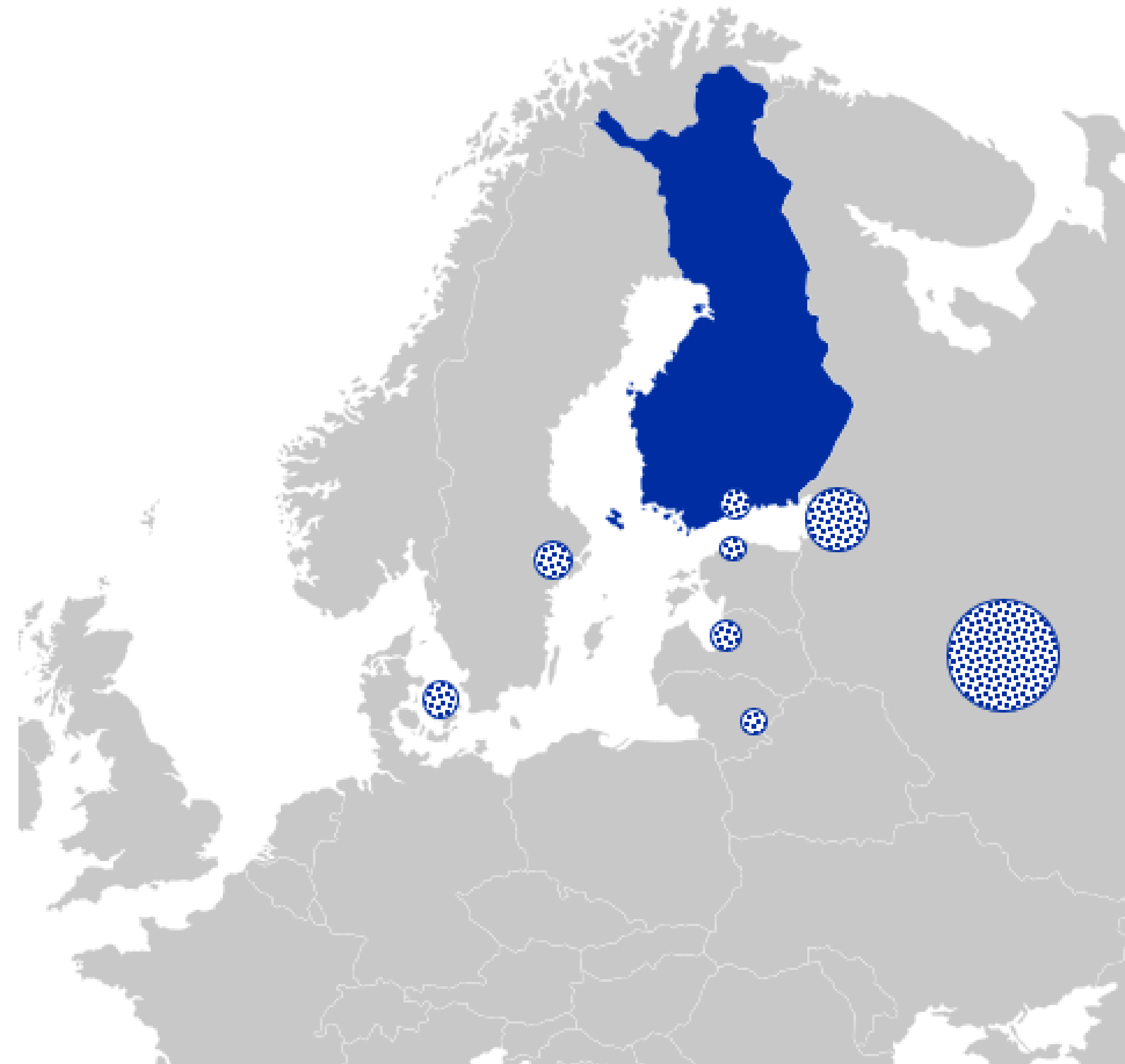
AVERAGE FLIGHT TIMES TO HELSINKI

New York 8 h 45 min
London 3 h
Brussels 2 h 40 min
Frankfurt 2 h 35 min
Copenhagen 1 h 40 min
Berlin 2 h
Stockholm 55 min

Moscow 1 h 30 min
Delhi 6 h 30 min
Seoul 8 h 50 min
Tokyo 9 h 40 min
Singapore 11 h 45 min
Beijing 7 h 40 min
Shanghai 9 h 45 min

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



FINLAND TOPS FAMILY LIFE INDEX*

Fourth time in a row! Parents are particularly pleased with the cost, availability, and quality of education in Finland, ranking the country first for each of these factors. An impressive 62% of respondents living in Finland with their children think that the education system is excellent, compared to the global average 27%.

Family Life Index 2019

1. Finland
2. Sweden
3. Belgium
4. Czech Republic
5. Spain
6. Norway
7. Canada
8. Singapore
9. New Zealand
10. Denmark
11. Netherlands
12. Australia
13. Bahrain
14. Germany
15. Austria

#1

in Availability of Childcare & Education

#2

in Costs of Childcare & Education

#1

in Quality Of Education

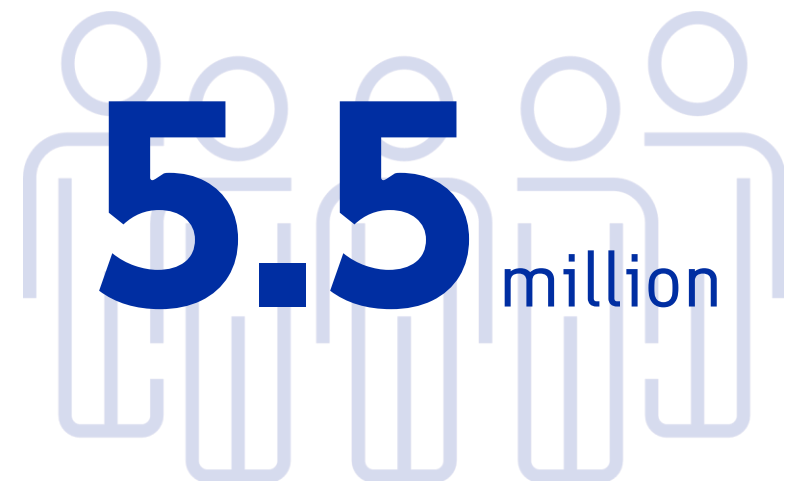
#1

in Family Wellbeing

FACTS ABOUT FINLAND

POPULATION

5.5 million



CAPITAL

Helsinki



NEIGHBOURING COUNTRIES

**Sweden, Norway,
Russia, Estonia**



INDEPENDENCY

1917




CREDIT RANKINGS

AA+ Fitch
Aa1 Moody'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**



NATURE OR CITIES – WE’VE GOT THEM BOTH.

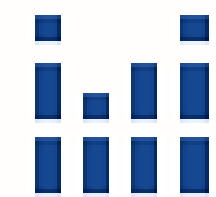




**BUT WE'VE GOT PLENTY
OF FESTIVALS TOO,
IF THAT'S YOUR THING**

TAKE THE FAST TRACK TO BUSINESS OPPORTUNITIES IN FINLAND

INVEST IN FINLAND'S FREE SERVICES



DATA COLLECTION
& ANALYSIS



NETWORKING



OPPORTUNITY
ANALYSIS



LOCATION
MANAGEMENT



GUIDANCE
ON ENTRY
ALTERNATIVES



SETTING UP A
BUSINESS



KIITOS

THANK YOU





APPENDIX

WHAT OUR CLIENTS SAY

“Setting up the **R&D team** in Tampere is a milestone in our global expansion journey. On this journey, we will gain strength in the operations and business, and work with the local talents to further improve our products with **highly innovative technologies.**”

Wang Xiang, Senior Vice President



“Finnish research is always highly professional. What distinguishes the Finnish ecosystem and Finnish hospitals is their very **high efficiency and reliability.** I would certainly recommend any healthcare company that is planning multicenter research projects to consider Finnish research centers.”

Natalia Muehleman, Global Business Manager



“We at DENSO are very happy about our collaboration with Business Finland. Through their **extensive network**, they have been able to provide great value to us as we move forward with the planned expansion of our development ecosystem. We are now exploring beyond the vehicle “shell” to create new value and solutions for the new mobility society and users of the future. We are very excited about the opportunities provided by **Finland’s tech community** and mobility ecosystems’ development initiatives.”

Kazu Matsugatani, Executive Director



“Our investment in a **high-end production facility** in Finland is an additional step forward in the execution of our growth strategy. The location in southern Finland will allow us to serve the growing demand in Finland, Sweden, Norway, Denmark and the Baltic Countries for high-performance thermal insulation materials.”

Olivier Chapelle, CEO, Recticel



BASF selected Harjavalta, Finland, as its first location for battery materials production serving the European automotive market, enabling the supply of approximately 300,000 full electric vehicles per year with BASF battery materials.

“With the investment in Harjavalta, BASF will be present in all major regions with local production and increased customer proximity, further supporting the rapidly growing electric vehicle market.”

Kenneth Lane, President, Catalyst Division



“We selected Finland for recent R&D investment because of the good **availability of talented software developers** and hardware engineers as well as the high levels of **safety, stability, education and research** here.”

Brian Quinn, Director of Business Strategy,



Intel Labs Europe

THESE ASIAN COMPANIES ARE ALREADY IN FINLAND

DENSO



FUJITSU



MEDIATEK

MI Xiaomi

Lenovo



Logisnext
MITSUBISHI LOGISNEXT

HEALTHCARE
CELLTRION

MUJI
無印良品

muratec
MURATA MACHINERY USA, INC.

ROHM
SEMICONDUCTOR

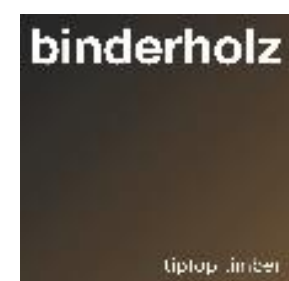
1+ ONEPLUS

ITOCHU

Tencent 腾讯

ZTE 中兴

THESE EUROPEAN COMPANIES ARE ALREADY IN FINLAND



THESE AMERICAN COMPANIES ARE ALREADY IN FINLAND



ELECTRICITY PRICES AMONG THE LOWEST IN EU

Energy prices and energy tax rate in Finland are remarkably low. Therefore, several **data centers** have chosen Finland for their investment. 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.

In terms of electricity supply, Finland outshines even the closest competitors. In 2018, the transmission reliability of the national grid was as high as 99,9999 %.

Electricity prices for industrial consumers - First half 2019
(20 000 < consumption < 70 000)

