

BREAKING INTO INTERNATIONAL MARKETS

- 09:00 Morning coffee, breakfast and registration
- 09:30 Welcome – Business Finland and Fintech Finland
- 09:40 Keynote – Invesdor, Lasse Mäkelä, CEO and Co-founder
- 10:10 Enable Banking's journey to Poland– Enable Banking, Joonas Tomperi, CEO and founder
- 10:40 Digital Trust Finland: How can we help Finnish Fintechs grow – Business Finland, Kirsi Kokko, Head of Digital Trust Finland
- 10:55 Innovation funding for growth – Markus Kulmala, Senior Advisor and Aki Parviainen, Senior Advisor, Business Finland
- 11:15 How can global network of Business Finland support your internationalization – Perry LeDain, Senior Advisor, Business Finland, United Kingdom
- 11:45-12:30 Networking and possibility to discuss with Business Finland experts

**BUSINESS
FINLAND**

Business Finland and Digital Trust Finland

October 8th, 2019

Kirsi Kokko

Head of Digital Trust Finland, Business Finland

A satellite night view of the Earth, showing the glowing outlines of continents and the dense clusters of city lights. The image is used as a background for the text.

BUSINESS FINLAND VISION

FINLAND DEFINING THE FUTURE

Together, we make Finland the most attractive
and competitive innovation environment,
where world class success stories are created

We are the most wanted partner for our customers
to innovate and grow globally

DIGITAL TRUST VISION 2025

Digital Trust Finland will enable multi-billion business through development of safe and cybersecure solutions

Allow nation states to achieve digitally trusted societies

Create new industry driven ecosystems and global multi-billion business boosted by research

5 years

during 2019-2024

and

100 MEUR

public funding

DIGITAL TRUST FINLAND - CUSTOMERS

Key Customers in Finland

- Software, HW and solution providers for
 - Smart Finance
 - Cyber security
 - Critical communications
 - Defence and aviation
- Research organisations



End-Customers globally

- Large companies in utilizing industries e.g.
 - smart finance
 - industrial and
 - health companies
- Public Safety
 - Security of supply sectors, public sector and authorities

DIGITAL TRUST FINLAND - SERVICES



Image source: GoodNewsFinland

Provide

- Internationalization
- Invest in and
- Innovation funding services

Bring parties together for development of new competitive ecosystems and joint offerings



INTERNATIONAL GROWTH

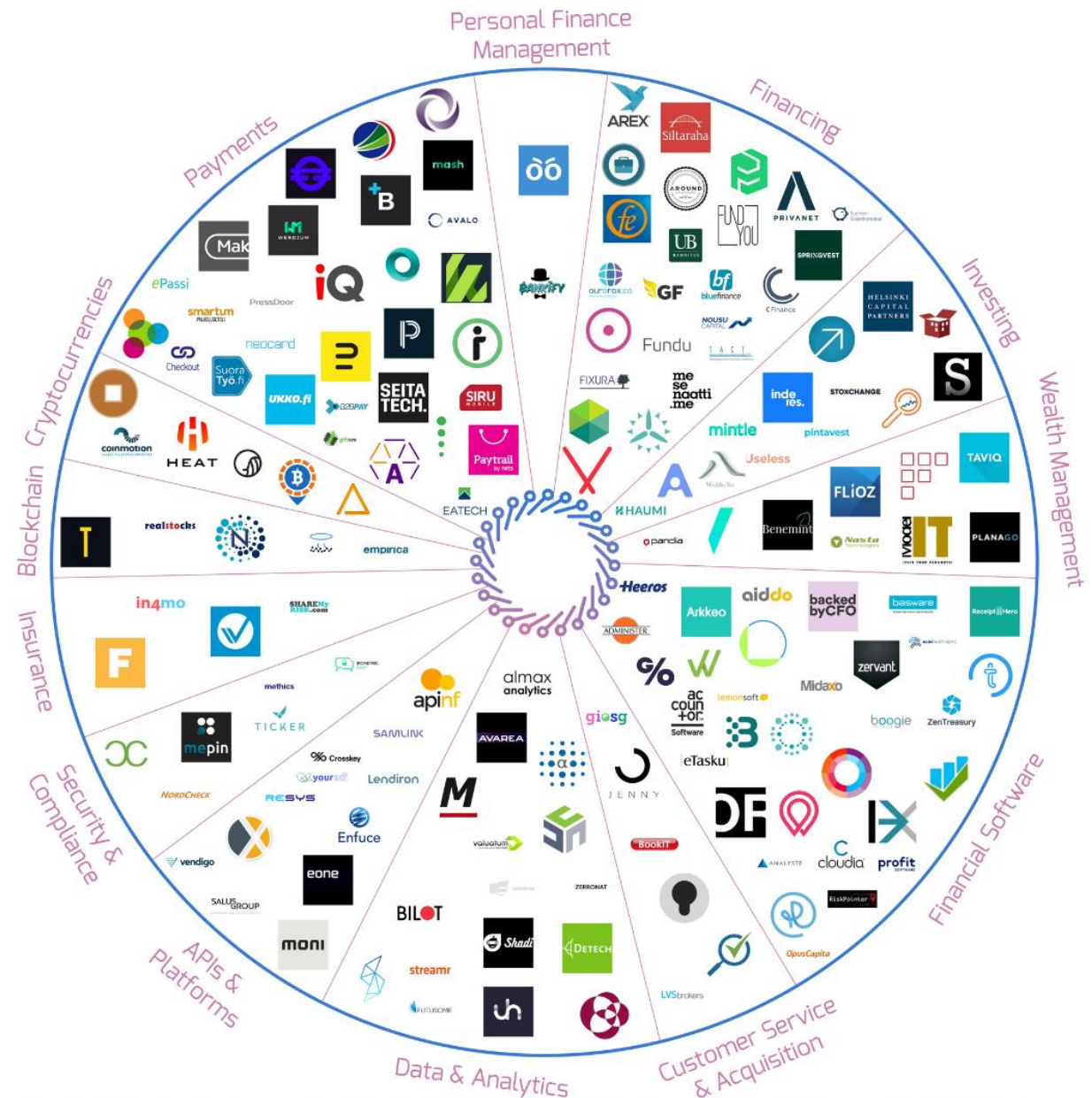
- Business Finland is a partner and an advisor for Finnish companies in international growth
- We help your company to find new business opportunities, partners, experts, and networks globally
- BF global network has 140 experts in 36 countries
 - Events (Sweden 26.9.)
 - Webinars
 - Market information



FINNISH FINTECH LANDSCAPE

There are about 170 Finnish Fintechs
Fintech information for supporting sales

- <http://data.helsinkifintech.fi/>
- <https://www.helsinkifintech.fi/guide/>
- Business Finland presentation materials (ecosystem descriptions, strengths, company 1-sliders)



FOCUS ACTIVITIES IN THREE HORIZONS

Grow current business in smart finance, public safety, and cyber security - H1

Build emerging businesses and ecosystemic joint offerings with industry verticals and facilitate international innovation research activities – H2

Create renewal and growth opportunities, e.g. readiness for quantum computing – H3



DIGITAL TRUST FINLAND

Finland is the most innovative, trustworthy and safe partner in critical communication, cyber security and smart finance solutions.

As a partner Finland will enable digitally safe society and a predictable environment.

www.businessfinland.fi/digitaltrust

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