

A consultant's views on Finnish business activities in Hungary

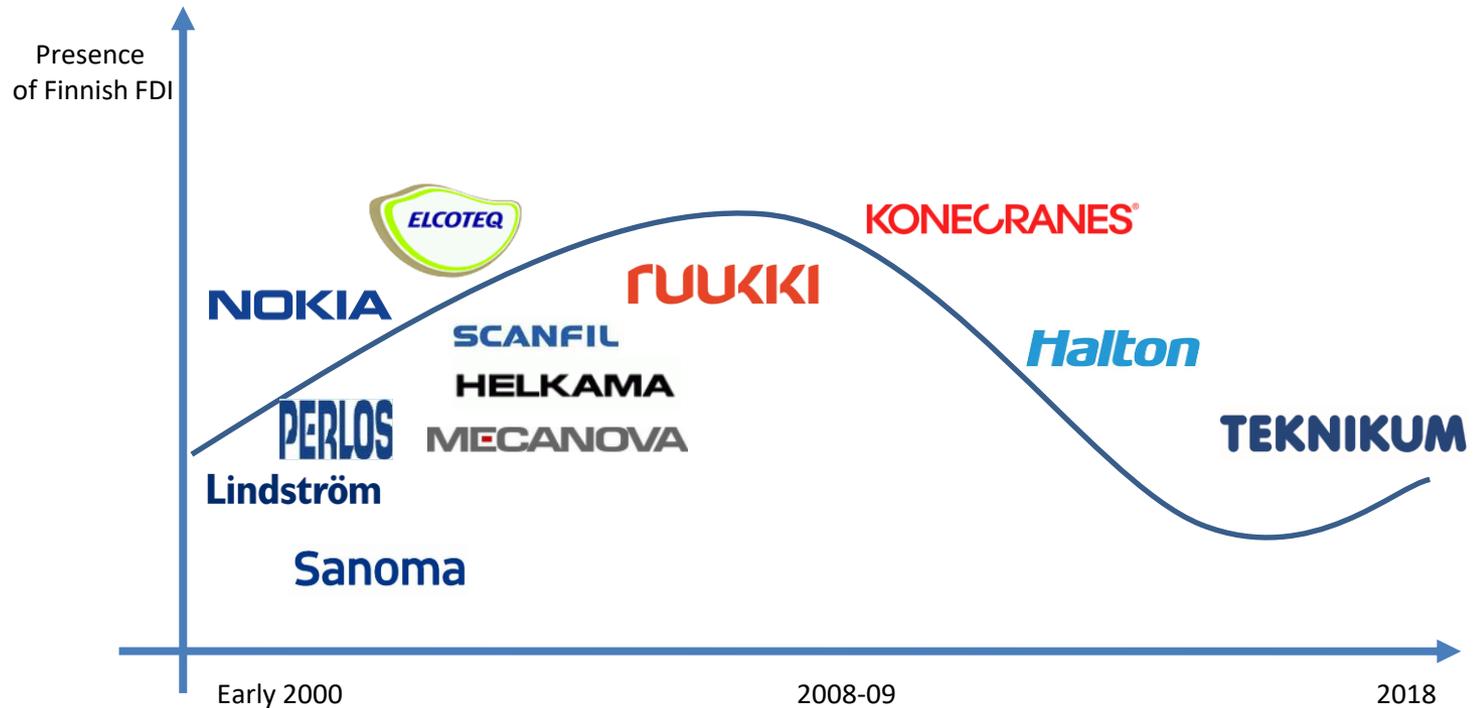
Finnish-Hungarian Business Seminar

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The "STORY" started in 2003...

Facts on Finnish presence in Hungary



Finnish FDI:

~ bill. 1.1 EUR

~ mill. 250 EUR

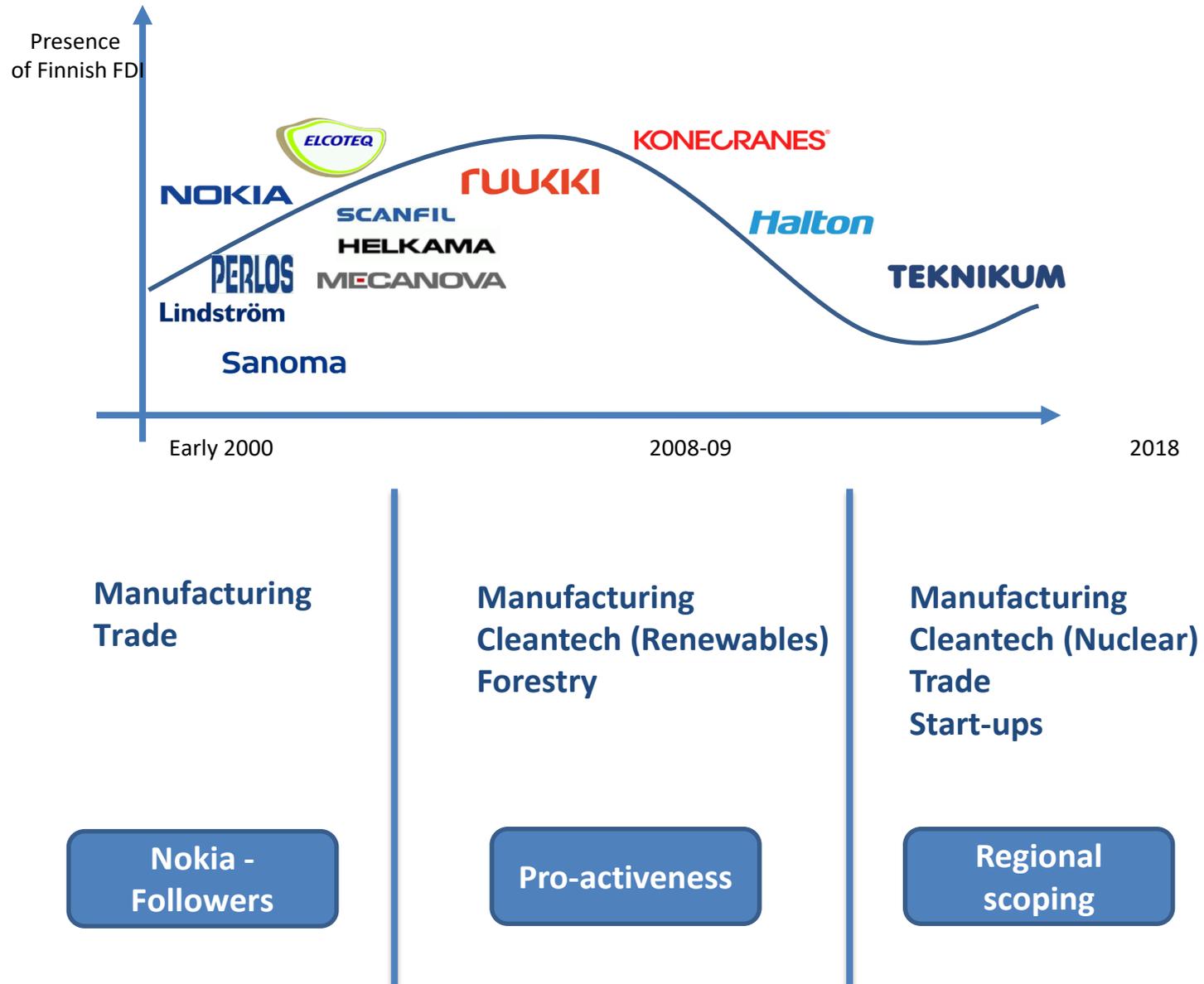
Workforce:

~ 21,000

~ 3,800



Major sectorial focuses vs. drivers of Finnish FDIs





Finns consider HUNGARY

- **“Door” to enter CEE Region**
 - Reach approx. 50 mill. increasing purchasing power markets
 - Utilise skilled labour force with still moderate salary levels
 - Serve the Regional and Western European markets from established production capacities in Hungary
- **Technology & Knowledge transfer in**
 - Renewable energy
 - Nuclear sector
 - Forest management & education
 - Teachers’ training

**“Mental bridge” helps to open talks
– build good cooperation – reach common
success!**



Hungarians consider FINLAND

- **Benchmark country in the field of**
 - Innovation
 - Education
 - Cleantech (incl. District Heating with RES)
 - Nuclear safety
 - Sustainable Forest Management
 - Start-up Ecosystems
- **Forerunner of**
 - Industrial digitalisation
 - Mobile applications & devices in health care
 - Elderly care
 - Gaming

FINLAND has an extremely good image in Hungary!



Kiitos

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