

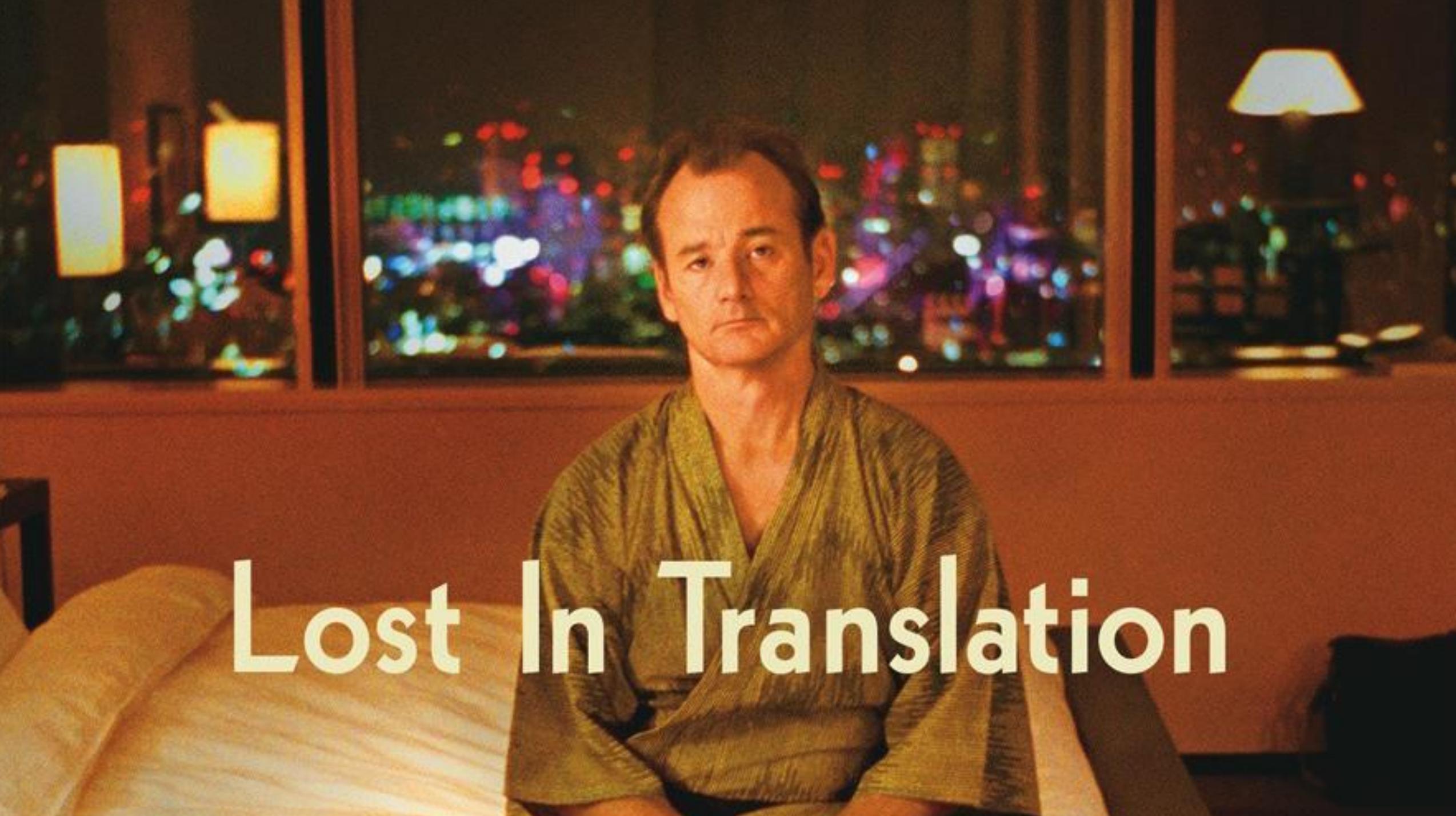
An aerial night view of a city, likely Jyväskylä, with a complex network of glowing white lines overlaid on the image. The lines connect various points across the city, symbolizing global connectivity and international business. The city lights are visible in the background, and the overall color palette 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, wearing a green bathrobe. Behind him is a large window showing a blurred city skyline at night with colorful lights. The room is dimly lit with warm, yellow light from lamps. The title 'Lost In Translation' is overlaid in white text across the bottom half of the image.

# Lost In Translation

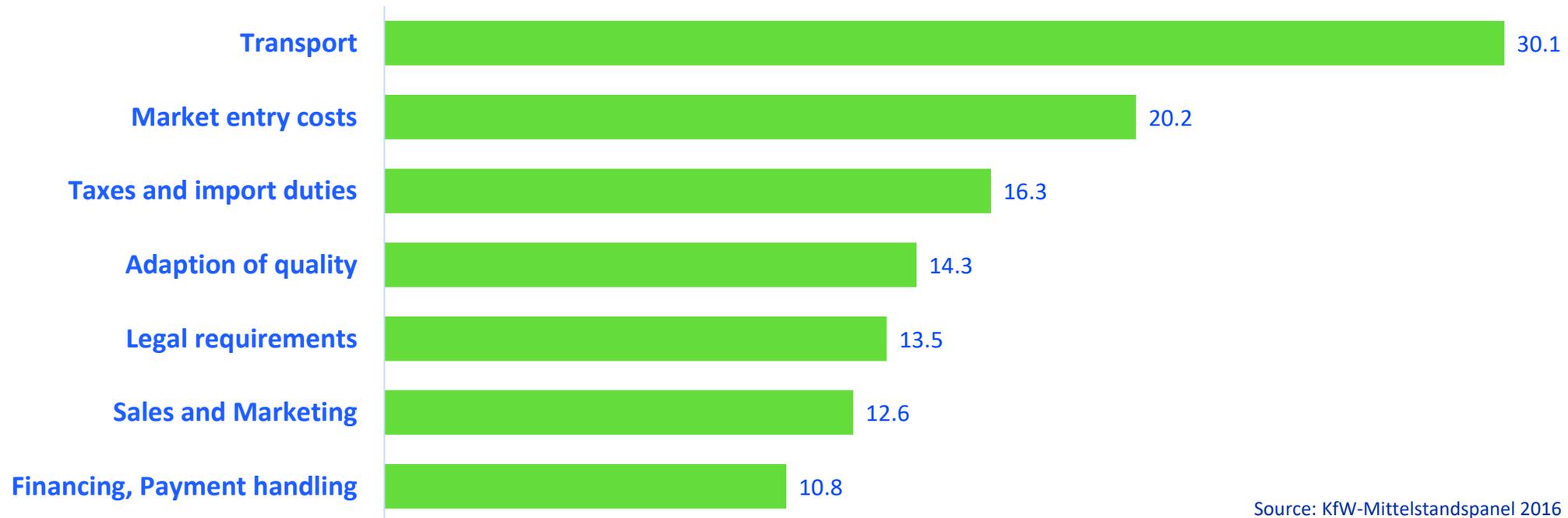
# Major obstacles for exporting

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**