

**BUSINESS  
FINLAND**

**BUSINESS WITH  
IMPACT (BEAM)  
in developing  
markets**

Program funding & services  
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*“Our goal is to help companies and  
their partners achieve business  
with impacts in developing  
markets, globalize and grow”*



# The Business with Impact (BEAM) program

The BEAM program helps Finnish companies and their partners in the following ways:

- **Information about the needs, business opportunities and contacts** in these markets through workshops, B2B meetings, our Global Network and embassies abroad
- **Funding for company driven projects** in developing markets, covering market analysis, capability building, R&D and piloting of new solutions
- **Localization of offerings and business models** by increasing the compatibility of Finnish offerings with local conditions and sustainability requirements
- **Identification of funding sources, partners and projects related to development banks** in developing markets through our contacts, Global Network and embassies abroad

We collaborate with the Ministry of Foreign Affairs, Finnpartnership and the UN Technology and Innovation Laboratory in Finland.

## Funding in collaboration with Ministry of Foreign Affairs

- Business Finland 25%, MFA 25%, applicants 50%
- 140 projects on-going with a current volume of 60 M euros
- Our primary customers are SMEs & consortia in the areas of digitality, bio- circular, cleantech & health

# One example: **Vietnam Market Match Service**

Business Finland's **Vietnam Market Match** is targeted to Finnish SMEs that are taking their first steps towards potential market entry in Vietnam.

The aim of the six months long service pathway is to help **each participating company to test their product-market fit and business plan in Vietnam.**

- May-June: Applications and selection of companies
- June-Aug: Pre-training remote sessions, selection of local expert, definition of company specific goals
- July-Nov: Collaborative work remotely with Vietnamese expert
- Aug-Oct: 2 visits to Vietnam to work with the local expert
- Nov-Dec: Finishing the work and planning the future options



If company is eligible for Business Finland's Explorer funding, it is also eligible to this service

The participation fee is 7 000 euros. The companies also cover their own travel costs. Companies are encouraged to apply funding from Business Finland for this service.

# Are you interested? Get in touch!

Interest?	Get in touch!
Do you want to learn more and follow our activities?	Subscribe to our <a href="#">newsletter</a> Follow us on <a href="#">Linkedin</a>
Are you intrested in opportunities related to crisis response and recovery?	<a href="mailto:marjukka.holopainen-rainio@businessfinland.fi">marjukka.holopainen-rainio@businessfinland.fi</a>
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