

Invest in Finland

FINLAND
team



INVEST
IN FINLAND

Themes



- Background & Challenges
- Organisation
- Cooperation
- Contacts in IIF



Background and Challenges



Mission – what we do

- Assist foreign companies to find business opportunities in Finland
- Produce information about Finland as an investment location
- Develop and coordinate the work of attracting foreign investment on the national level by active networking with regional and international investment actors

National Investment Strategy in Finland



➔ Team Finland Strategy to gain international investments to Finland



IIF Services for International Companies

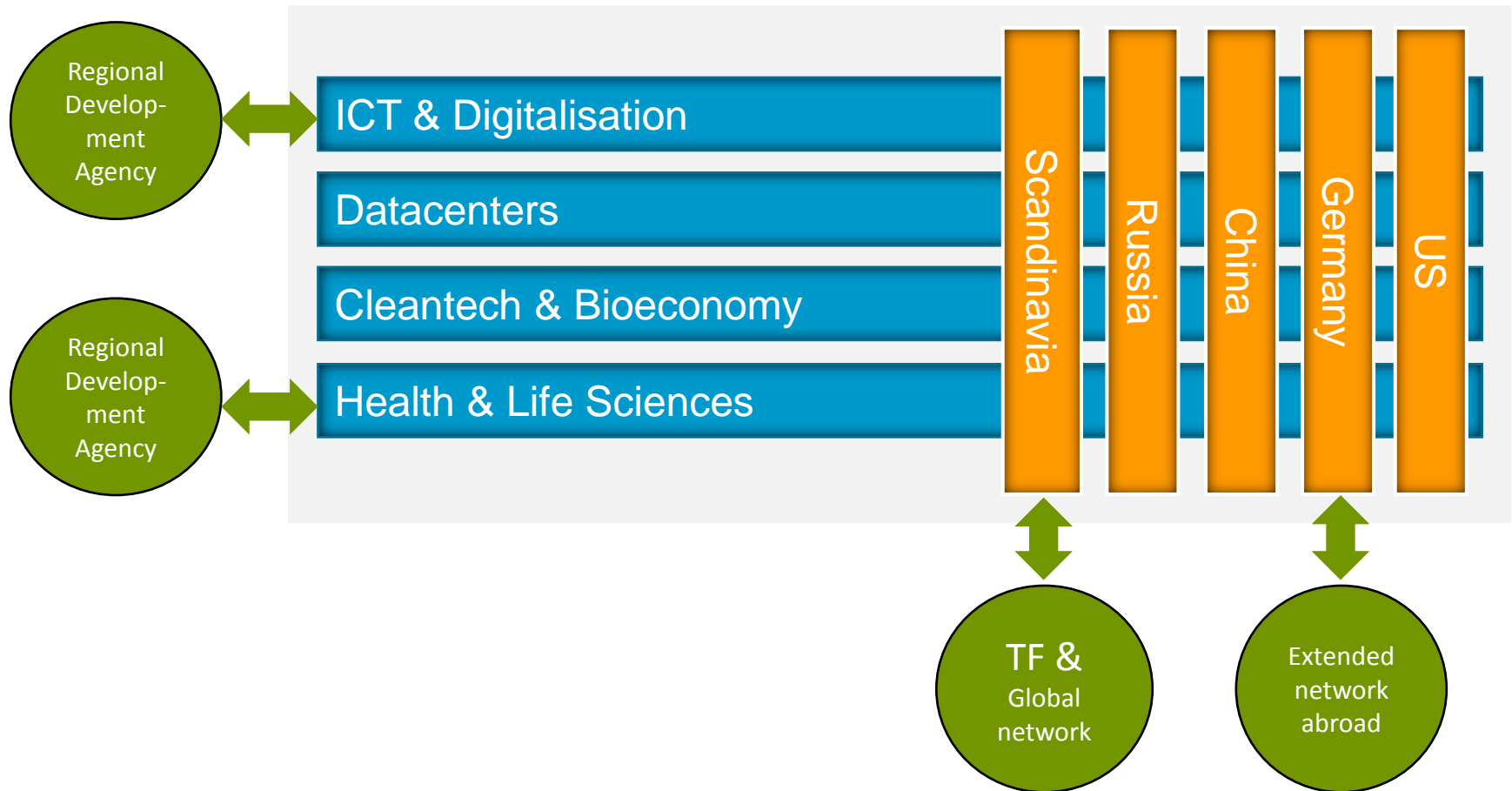
- Production of *market information*
- Research about *business opportunities*
- Evaluation of *market entry alternatives*
 - Greenfield
 - M&A
 - JV
 - R&D collaboration
- Facilitate *networking* with Finnish organizations
- Help in finding *location* alternatives
- Consultation to *get the business started*

CONFIDENTIALITY!

Organisation & alignment



IIF community



Invest-in community role definitions

- The sector leads and coordinates the **extended sector teams**, are responsible for annual **planning and resource allocation**
- The sectors **execute the sales**, every team member has a **consultative sales role**
- The Country teams are responsible for consultative sales in coordination with sector teams. Important role in **analysing demand** and having an **active role within after care**.

Offerings



Some opportunities by sector teams



CLEANTECH & BIOECONOMY



Wind power



Green Building

ICT & DIGITALISATION



High-tech SW

HEALTH & LIFE SCIENCES



Connected Health



R&D and innovation

DATACENTERS



Datacenters

Examples: under development

CLEANTECH & BIOECONOMY



EE in Maritime



Smart Cities



Bio-economy

HEALTH & LIFE SCIENCES



Russian Health

DATA CENTERS



Datacenters 3.0

Work and cooperation



Collaboration activities

- Qualified leads and market signals
 - trends, demand and lead generation
- Opportunity studies
 - deeper analysis on FDI-market
- Cluster/ value chain studies
 - as agreed for offerings development
- Mutual campaigns and customer acquisition
 - According to common plans
- Account Management/ Customer Care
 - Including Aftercare

Contacts

Sector Leaders

ICT

Arto
Pussinen

DC



Alpo
Akujärvi

Cleantech &
Bioeconomy



Niina
Aagaard

Healthcare &
Life sciences

Recruitment
process

Country managers



China

Liao Chunming (Judith)



Russia

Karen Grigoryan



Denmark

Niina Aagaard



Sweden

Raina Vasanoja



EXPORT
FINLAND

INVEST
IN FINLAND

VISIT
FINLAND

FINLAND
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