Why should you join the trade mission to Finland?

Why Finland?

Finland offers a **first-class innovation and business environment**. Starting a business is easy and fast, and highly educated people and public research and development funding is readily available.
The World Economic Forum's Global Competitiveness Report (2014-2015) has ranked Finland as the fourth most competitive nation in the world. According to the Nordic Growth Entrepreneurship Review 2012, Finland has the best framework conditions for entrepreneurship in Nordic countries.
Finland is an easy operating environment for businesses, with minimal bureaucracy and stable and competitive economy. Finland invested 3.2% of GDP in R&D in 2014. This is a very high figure among OECD countries. In the Innovation Union Scoreboard 2015 Sweden, Denmark, Finland and Germany are the four innovation leaders in the European Union.
Thanks to its early adoption of information technology, unique cooperation between educational and research institutions and industry, as well as a skilled workforce receptive to new technologies, Finland is an **ideal test bed for new solutions and technologies**. Couple this with a sophisticated infrastructure, highly competitive operating costs and that turns it into a market that offers great opportunities for success and solid growth.
Non-existent corruption and minimal red tape are additional reasons for establishing a business in Finland. Today, foreign-owned companies account for more than 20% of corporate turnover in Finland, and their number is constantly growing.
Finland has become the base for a number of foreign companies taking advantage of the **vibrant start-up scene**, highly educated employees and their work ethic. Although the high-tech sector is the best known globally, Finland has also managed to thrive with traditional industries such as forestry and metals. Companies are also investing heavily in new industries such as biofuels.

For further information, please see: http://www.investinfinland.fi/; http://finland.fi/category/business-innovation/; http://www.keepeek.com/Digital-Asset-Management/oecd/economics/oecd-economic-surveys-finland-2016_eco_surveys-fin-2016-en#page1

Finnish innovation environment:

Finland has proven an excellent location for testing out new products and services. Finland has ranked high in different international comparisons relating to competitiveness and innovation throughout the 2000s. Finland has developed the innovation policy consistently. One of the strengths of the Finnish innovation environment is the active and successful dialogue involving companies, research institutes and the public sector. The formulation of national Finnish science, technology and innovation policies has been assigned to an expert body, the Research and Innovation Council, which is chaired by the Prime Minister. Nearly 80 per cent of governmental R&D funding is channeled through two ministries, Ministry of Education and Culture and the Ministry of Employment and the Economy. These ministries are the foremost organizations responsible for science and technology policies.
The two governmental agencies Tekes, The Finnish Funding Agency for Technology and Innovation and The Academy of Finland distribute research funding in Finland with open, competitive schemes. A third development agency funded by the government is Sitra, the Finnish Innovation Fund.

For further information about the STI (Science, Technology and Industry) Outlook of Finland please see: https://www.innovationpolicyplatform.org/content/finland
For further information about the Action Plan for Research and Innovation Policy (TINTO) that has been implemented since December 2012, please see: http://www.minedu.fi/export/sites/default/OPM/Tiede/tutkimus-_ja_innovaationeuvosto/erillisraportit/liitteet/TINTO_12.12.2012_eng.pdf

ICT in Finland:

Finland has much to offer for international investors and companies in the ICT sector, including first-rate availability of talented and qualified ICT engineers, and easy access to public R&D funding and development networks. Finland has developed a very strong mobile cluster driven by Nokia. Other ICT clusters in Finland include game developing, digibusiness, ubiquitous computing and the nanotechnology cluster.

The Finnish government has amended the law on electricity tax in order to lower the tax rate paid by data center companies operating in Finland. Finland has attracted major data center investments from companies like Google, TelecityGroup and Atos thanks to its cool climate, highly skilled IT-professionals and well-functioning infrastructure. The latest data center investments in Finland include the construction of a large facility in Mäntsälä by the Russian search engine giant Yandex, which is due to open this summer. Microsoft announced last September that it is also investing EUR 200 million in a new Finnish data center following its acquisition of Nokia. The Finnish ICT industry is professional, profitable and trustworthy. Finland offers great market potential with R&D opportunities in the high-tech sector and great site selection for your data centre business.
The Baltic Sea Cable is a key initiative for both the Finnish government and the EU, as it enables connectivity and redundancy to the Nordic region and promotes growth for the regions emerging data centers - the Nordic region and Finland - an attractive location for data centers and IT-related investments. The Baltic Sea Cable is the first phase of plans to build 'expressways to the future'. It offers the potential for a new high-capacity network connection between eastern and western Europe – and eventually Asia.

For further information about ICT in Finland, please see: http://www.investinfinland.fi/industries/ict/110 and http://www.investinfinland.fi/articles/news/ict/44

Cleantechnologies:
There are over 2000 enterprises active in various cleantech sectors in Finland. The combined turnover for the Finnish cleantech sector was 25.8 billion euros in 2013, with an annual growth rate of 15%.
Finland is a global leader in energy efficiency, clean industrial processes and bioenergy. Other key cleantech sectors include analysis and automation, renewable energy, water and wastewater treatment, waste management and emission reduction.
There are interesting, big opportunities especially in the secotrs of Renewables (Windpower, Bioenergy) and energy efficient construction.
Finland has a technically skilled talent pool of 99,000 cleantech & renewable energy professionals.

- World-class expertise in combined heat and electricity production
- Products and technologies that can be seamlessly integrated into large-scale environmental projects
- Cost-efficient cleantech solutions that take advantage of the latest process and environmental technologies
- Close cooperation with major research institutes and universities
- Extensive experience of project management and implementation in the Baltic countries and Russia
- Innovative technologies that combine waste management and energy production
- Ideal conditions for testing new technologies

For further information about Cleantech in Finland, please see: http://www.cleantechfinland.com/ ; http://www.investinfinland.fi/industries/cleantech/18 and http://www.investinfinland.fi/articles/news/cleantech/47

Start up in Finland: Slush:
Finland is the host country of Slush. Slush is the largest startup and high-tech event in the Northern Europe. In 2015 it attracted over 15,000 tech-enthuasist from over 100 countries. The Slush event brings some of the biggest names in technology and innovation to Finland every November. Some of the largest high-tech companies in the world attend Slush, such as Samsung, Google and Nokia, but the heart of the event has always been innovative startups. Hundreds of investors come to Helsinki to find great young companies. Slush is built for entrepreneurs by entrepreneurs, and it is meant for growth companies of all stages and industries. In the past 4 years, Slush has grown to become the largest venturing event in Europe. The investor-startup interface will continue to be the very heart of Slush, and a dimension that will keep evolving over the coming years. For further information: www.slush.org