

BUSINESS
FINLAND

BUSINESS FINLAND

GLOBAL GROWTH ACCELERATOR



Business Finland Objectives by 2025

- 1 | Double the R&D investments and exports of SMEs
- 2 | Create new, world-class business ecosystems worth 20 billion euros in total
- 3 | Become the most attractive destination for FDI in Northern Europe
- 4 | Become the most desired travel destination in the Nordics

BUSINESS FINLAND GLOBAL NETWORK



Business Finland Themes



Cleantech, Circular and Bioeconomy



Consumer Business



Digitalization



Health and Wellbeing



Travel

Business Finland Programs in China 2020

| CLEANTECH, BIOECONOMY AND CIRCULAR ECONOMY | CONSUMER BUSINESS | DIGITALIZATION | HEALTH AND WELLBEING | TRAVEL |
|---|---|--|---|--|
| Batteries from Finland Bio and Circular Finland Smart Manufacturing Finland Smart Energy Finland Wood from Finland | Food from Finland Experience Commerce Finland Entertainment Finland Sports Cluster Finland / Winter Sports | Connected Intelligent Industries Finland Smart Mobility Finland | Personalized Health Smart Life | Winter Sports Travel Project Educational Travel Project Lakeland Project – Summer Promotions Health Tourism Project |

SERVICE PORTFOLIO FOR FINNISH ORGANISATIONS



1. Identify
opportunities & leads



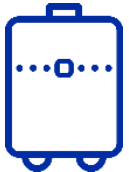
2. Activate and
Go to Market



3. Advisory



4. Scale your
business

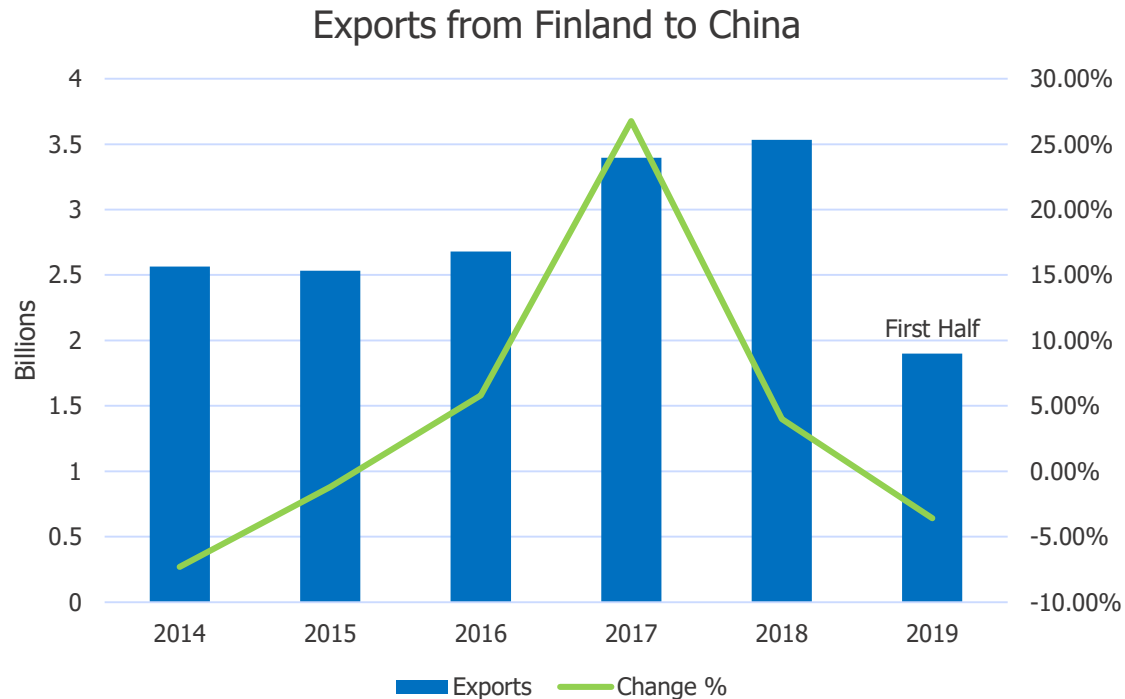


Business platforms and delegation visits

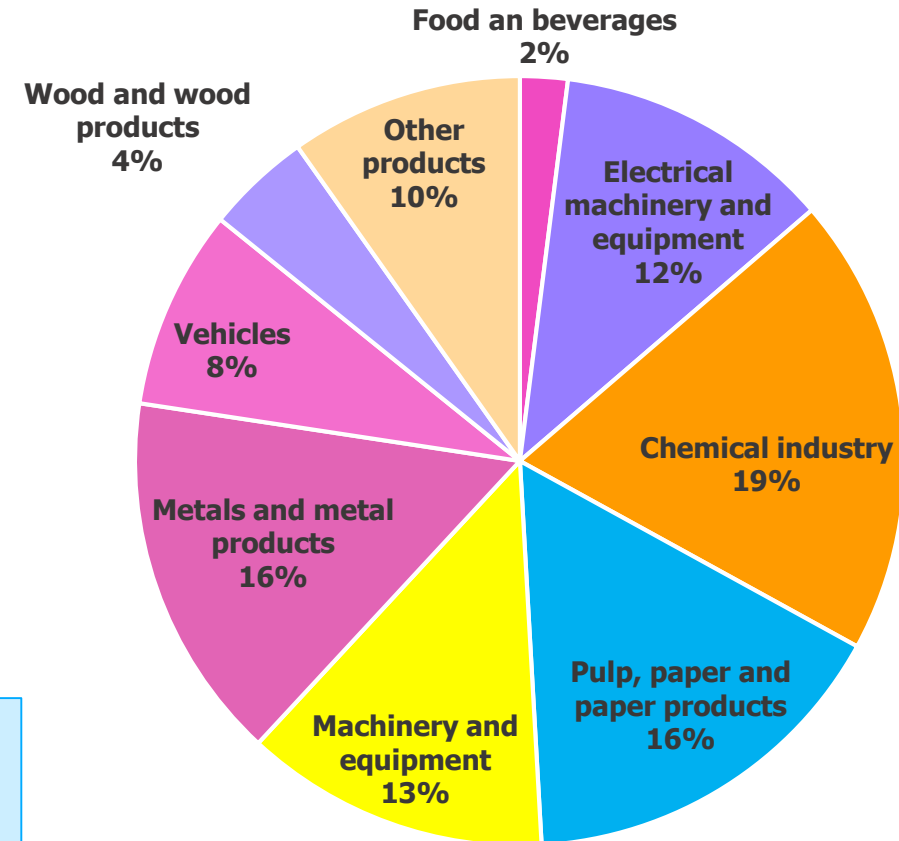


Networks (guanxi)

FINLAND'S EXPORT TO CHINA



1. Germany
2. Sweden
3. USA
4. Holland
5. China



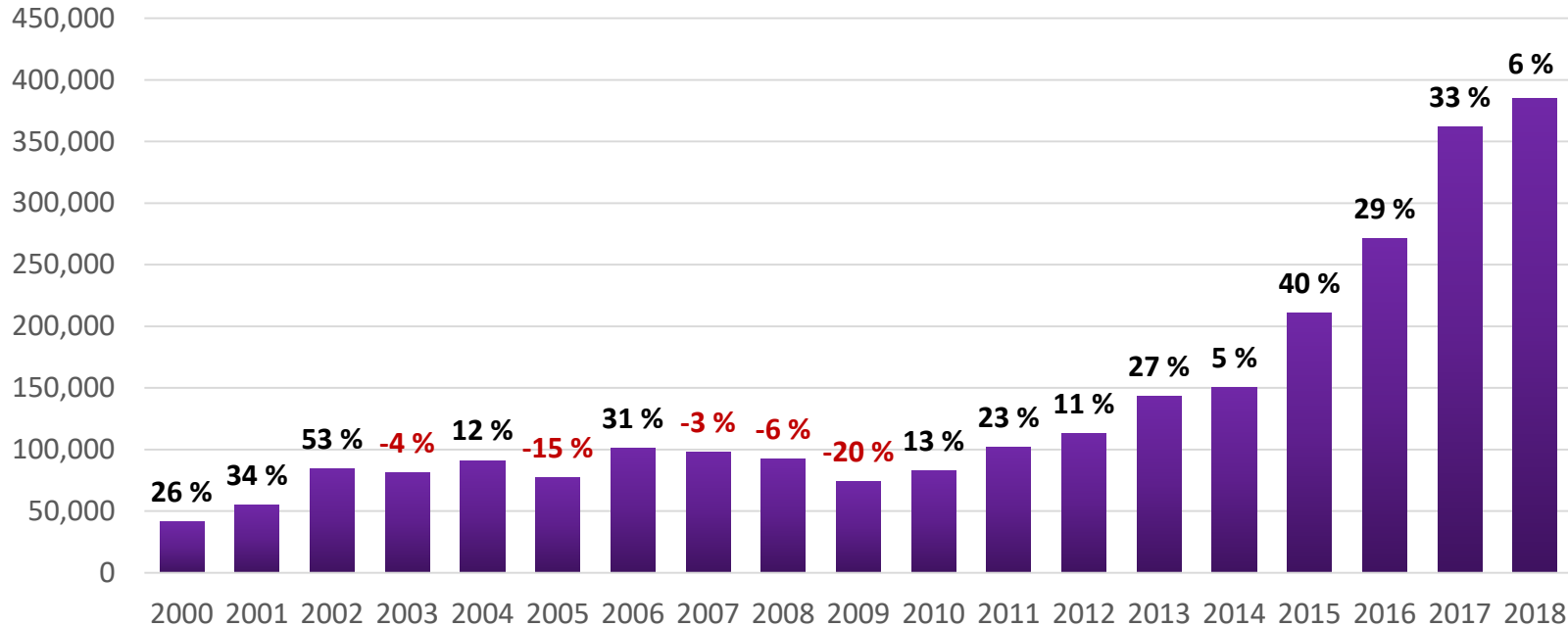
Visit Finland

SERVICE PORTFOLIO FOR FINNISH ORGANISATIONS

- **Product & Content**
 - Region cooperation
 - Thematic Development
 - Cross-cutting theme development (Digitalization, Sustainability, Year-round Tourism)
- **Global Sales & Promotions**
 - Sales event organization
 - Tactical/joint campaign
 - Networking/B2B marketing
- **Marketing & Communications**
 - B2C marketing campaign
 - PR
 - Social Media & Website



Chinese overnights in Finland



Main theme in 2020

- Winter Sports Travel Project
- Educational Travel Project
- Lakeland Project - Summer Promotions
- Health Tourism Project *

Sources: Visit Finland Statistics Service Rudolf, Statistics Finland

Year 2018

5th in country rankings
with a **6% share** of foreign overnights

Average change 2000-2018: **+15%**

Change 2018 compared to 2000: **+832%**

Share of overnights by regions 2018



57%



7%



11%



25%

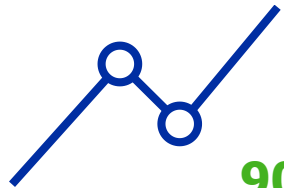
INVEST IN FINLAND **SERVICES FOR FOREIGN COMPANIES**

- Data collection & analysis
- Opportunity analysis
- Guidance on entry alternatives
- Networking
- Location management
- Setting up a business
- Our comprehensive services are confidential and complimentary

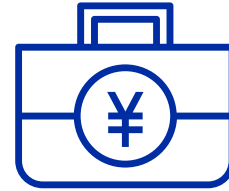


IMPACT THIS DECADE

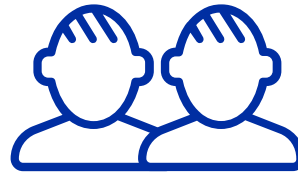
COMPANIES BROUGHT TO FINLAND BY INVEST IN FINLAND



Turnover of more than
EUR 10 billion.
90 Chinese companies in Finland



More than **EUR 5 billion**
in investments in Finland
Around 10% from China



Around **10,000** jobs in Finland
Around 3,000 jobs from China

INVEST IN FINLAND FOCUS INDUSTRIES



Bio-economy

- Biofuels & chemicals
- Advanced biomaterials
- Wood construction



Cleantech

- Smart grid
- Energy storage
- Renewable energy



Health

- Health tech
- Diagnostics
- Digital health
- Pharma



ICT / Digi

- Augmented Intelligence
- Connectivity & 5G
- Augmented / Virtual Reality
- Financial tech
- Cybersecurity
- Data Centers



Travel

- Tourism operators
- Tourism related real estate investors

INNOVATION COLLABORATION

- Business ecosystems, platforms and networks - Hunting big opportunities
- Market Access Programs (MAP) with Tsinghua University FinLab (Beijing) and Fudan University iLab (Shanghai)
- Joint funding calls - Funding for cooperation and access to China
 - **MOST & BF joint funding call** (open now until 29.11.)
 - Themes: IoT Factory, Medical Science, Smart and Flexible Energy and Intelligent Transport.
 - Project consortia must include at least one Finnish company and one Chinese partner.
 - <https://www.businessfinland.fi/en/whats-new/calls/2019/china-finland-joint-call/>
 - **Jiangsu and Zhejiang joint funding calls**



FinChi Innovation Center

-- YOUR EASY ACCESS TO CHINA



BF Soft Landing Network

Easy Access to Asia and US

LOCATIONS





Located in Shanghai Zhangjiang Hi-Tech Park
1,900 sqm
Different options of offices
meeting facilities cafeteria and a real Finnish Sauna

FinChi Services

FinChi supports to quick and easy kick-off businesses in China

- Virtual office presence
- Turn-key office suites
- Practical support (reception, hotel & transportation booking)
- Easy access to FinChi community (events, workshops, network)

Growth path with FinChi (no registration is required for up to two years)

Soft-landing Services

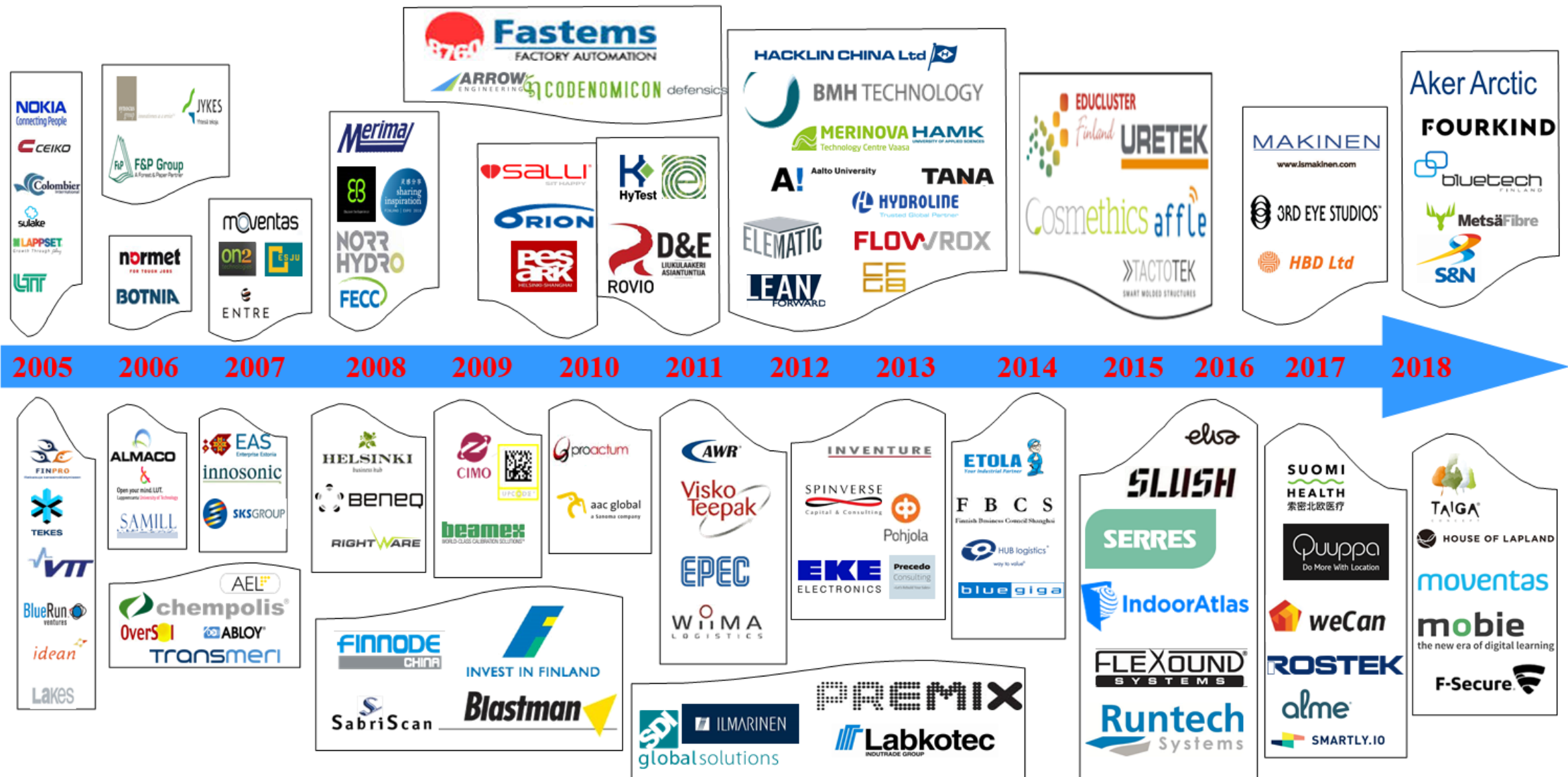
- Wallet care (cashier service)
- Staff finder
- HR solutions
- Expatriate help (visa, housing, schooling, etc.)
- Logistics support

Value-added Services

- Business credit reports
- Legal entity registration
- Accounting & tax compliance
- Total care (visit & event arrangement)
- Manufacturing establishment in China

Growth support with FinChi

SUBSIDY for legal entity



BUSINESS FINLAND

JUSA SUSIA
Commercial Counsellor
Head of Region, East Asia
EF, INNO, IIF, VF



Greater China

WANG YANYAN (Grace)
Trade Commissioner
Bioeconomy / EF BJ & Sha team leader



DI LEICHUAN (Justin)
Advisor
ICT & Digi / EF



LIU YAO (Alex)
Senior Advisor
Smart Energy / EF



LI YING (Lily)
Advisor
Campaigns, Events, Food / EF



ZHOU YUAN (Oliver)
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Bioeconomy, Winter Sports, Mining / EF



LI TIANXING (Luke)
Advisor
Science & Tech, Innovation, Health / INNO



ZHANG XIN (Candice)
Advisor
Winter Sports, Consumer / EF



WU ZHAOHONG (David)
Head of Visit Finland / VF



LI XIA (Lisa)
SHI YAJIAO (Tatia)
LAI YUEN SZE (Aster) /HKG
Market Managers /VF



EIJA TYNKKYNEN
Commercial Counsellor,
Head of China
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Beijing

Shanghai

Taipei

Guangzhou

Hongkong

LI YUNYING (Shirlie)
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N.N.
Trade and Innovation Consul
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SARI ARHO-HAVREN
Consul
Strategy, Innovation, Ecosystems / FORESIGHT



THANK YOU
XIE XIE