

FINLAND  
*team*

# Team Finland in 2015



# **Team Finland in 2015**



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*Dear reader,*

Finland's fragile economic trend emphasises the need to regenerate, develop innovative solutions and improve competitiveness. Finland needs success stories.

Economic success and well-being have traditionally been built through exports. At present our exports depend heavily on very large companies. The five largest exporters account for almost one quarter of the value of Finland's export trade. In addition, small and medium-sized enterprises account for only 14 per cent of the export of goods while in Denmark, for example, the corresponding figure is over 30 per cent.

The input of SMEs is needed, and they have much potential. Most new jobs are created in SMEs, so they also play a crucial role in Finland's economy. For this reason, Team Finland invests especially in serving small and medium-sized enterprises.

In 2015 we made it easier for companies to access our services. All state-financed internationalisation

services are now available collectively on the one-stop principle with just one contact.

A small country cannot afford to do the same things in many places. Team Finland's network-based approach is thus essential for the future of Finland. Our approach has attracted much interest and has also internationally inspired others to reform their practices.

The mission of the Team Finland network is to provide services that help companies go abroad, and to establish the framework for growth and internationalisation. This allows companies to focus on their main task – the development of their products and services, and sales. The network acts as a good equipment manager for a sports team, creating preconditions and providing help along the way. The star players, however, are found in Finnish companies.

Wishing you a successful year 2016,

Jorma Korhonen  
Chairman, Board of Directors of Team Finland



**Jorma Korhonen,  
Chairman, Board  
of Directors  
of Team Finland.  
Photo: Sakari Piippo,  
Prime Minister's Office**

# Export promotion at the centre of government work

The Government of Juha Sipilä appointed in May 2015 strives to strengthen Finland's competitiveness through the Team Finland operating model. The Government Programme issued in May set strategic goals for Team Finland's activities, and more detailed goals were laid out in the Government's plan for the implementation of key projects published in September. The exportation of Finnish know-how is a cross-cutting feature of the key projects.

## Increased support for SMEs

In its programme the Government outlined measures for improving competitiveness and conditions for business activity. One of the measures mentioned is strengthening the Team Finland network by intensifying cooperation between actors and supporting growth projects initiated to promote investments.

In Finland's external economic relations, the Government emphasises export promotion, the internationalisation of small and medium-sized enterprises in particular, as well as the procurement of investments to Finland, for instance by developing Team Finland's services. The Foreign Service directs its

resources specifically to countries of increasing political or economic importance for Finland.

## Strengthening Team Finland's operating preconditions

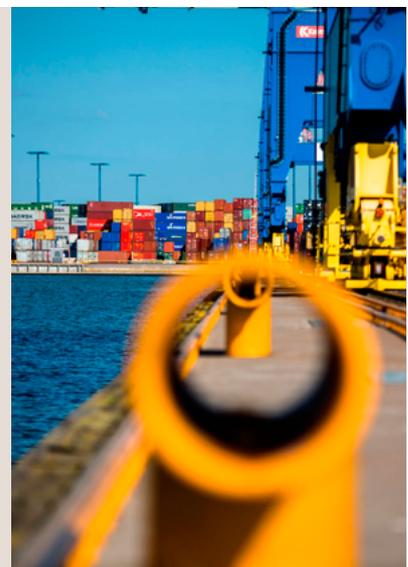
The Government specified its objectives in the implementation plan published in September. According to the policy defined:

- 1) The services provided by Team Finland actors will continue to be pooled together and service processes will be digitalised so that internationalising companies all over Finland have access to the best possible expertise.
- 2) Team Finland Growth Programmes will be launched to support, in particular, the internationalisation and export of bioeconomy, digitalisation and cleantech solutions as well as, promotion of foreign investments in Finland in those sectors.
- 3) To provide support for the international growth of especially SMEs, links between small companies and the main domestic and foreign integrators that act as the main suppliers of large project deliveries will be strengthened.

## What is Team Finland all about?

The Team Finland network promotes Finland and boosts the success of Finnish companies abroad. The Team Finland network brings together all of state-funded actors and the services they offer to promote the internationalisation of Finnish companies, to attract foreign investments to Finland, and to promote Finland's country brand.

We offer information, tools and networks to support the international success of Finnish companies. The network-based approach intensifies the use of public resources and enhances the quality of services offered to companies.





**“We want to help even more new, internationally competitive companies gain access to world markets,”** Prime Minister Juha Sipilä stressed in his opening address at the Team Finland day event in Helsinki on 28 August. Photo: Sakari Piippo, Prime Minister’s Office

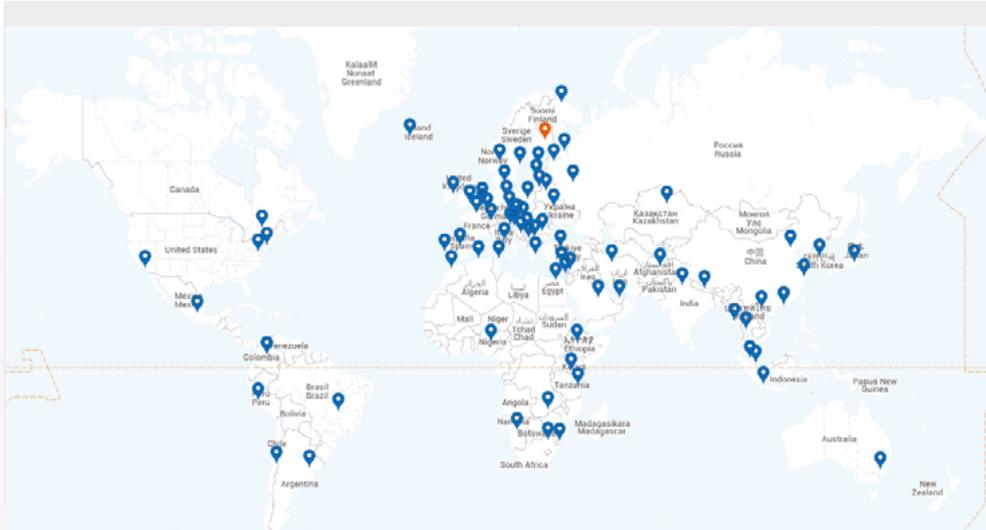
- 4) Coordination of the network’s activities with regional development agencies, chambers of commerce, trade associations and other business networks will be enhanced.
  - 5) Activities of the Ministry for Foreign Affairs and the Ministry of Employment and the Economy that support trade and development on the growing markets of developing countries will be strengthened. This means, among other things,
    - an increase of EUR 130 million in Finnfund’s resources for financing.
  - 6) The embassies of countries central to Finnish exports will be strengthened by hiring new trade experts.
- The implementation plan also mentions the removal of barriers to education exports as one objective of the Government’s term.

## Who belongs to the Team Finland network?

The Team Finland network consists of the Prime Minister’s Office, the Ministry of Employment and the Economy, the Ministry for Foreign Affairs, the Ministry of Education and Culture, and the publicly funded organisations and service points operating under them: Finpro, Tekes, Finnvera, Finnfund, Finnpartnership, Finnish Industry Investment, VTT, the Finnish Patent and Registration Office, the Centres for Economic Development, Transport and the Environment (ELY Centres), Finland’s cultural and academic institutes, the Finnish-Russian Chamber of Commerce and the Finnish-Swedish Chamber of Commerce.

Abroad, the Team Finland network is represented by more than 80 local teams. In Finland, an important part of the Team Finland network consists of the local teams in the ELY Centres; fifteen in all.

The Team Finland network works in close cooperation with its partners, business organisations and entrepreneurs.



## More than 80 network service points around the world

Finland's diplomatic missions abroad follow the main market events and make information on them available to enterprises. Public reporting was increased in 2015. In addition, the diplomatic missions help Finnish companies to establish contacts with the local authorities, among other things. Cooperation with chambers of commerce, trade associations and honorary consuls was also deepened. The contact details for all of the service points can be found at [team.finland.fi/en/contact\\_us](http://team.finland.fi/en/contact_us).

## The Prime Minister and influential business leaders outline the network's activities

Team Finland's Steering Group is responsible for the strategic steering of the network and setting its goals. Prime Minister **Juha Sipilä** is Chairman of the Steering Group. **Risto Siilasmaa**, Chairman of the Board of Nokia Corporation and F-Secure Corporation, acts as Vice Chairman of the Steering Group. The other members of the Steering Group are: **Ilkka Kivimäki**, Partner, Inventure Oy; **Nina Kopola**, President and CEO,

Suominen Corporation; **Päivi Leiwo**, Chairman of the Board, Oilon Oy; **Paula Salastie**, CEO, Teknos Group Oy; Paula Lehtomäki, State Secretary, Prime Minister's Office; **Peter Stenlund**, Secretary of State, Ministry for Foreign Affairs; **Jari Gustafsson**, Permanent Secretary, Ministry of Employment and the Economy; and **Anita Lehikoinen**, Permanent Secretary, Ministry of Education and Culture.



Prime Minister Juha Sipilä leads the Steering Group of Team Finland, which consists of officials and influential business leaders. The composition of the Steering Group is intended to ensure interaction between government and the business world. Photo: Sakari Piippo, Prime Minister's Office

# Ever better service for companies

Companies' access to services provided by the Team Finland network was smoothed when a new customer service model was introduced in August. The customer now receives all the network services from a single spot, without going from one organisation to another.

Thanks to the reform, companies can contact Team Finland by calling the joint service number or by completing the contact request form. Following this contact, network experts draw up a tailored proposal for the customer that contains the Team Finland services best suited to the customer's needs.

Customers have welcomed the new approaches to making contact and providing services. In autumn the service number received an average of 120 calls per month, and an average of 50 contacts per month were made online.

This new service model has also intensified cooperation between the network's local actors. For instance, the regional offices of the ELY Centres, Finnvera and Finpro identify companies with the capacity for internationalisation more precisely than

before throughout Finland. Also taking part in the work are business development companies, chambers of commerce, entrepreneur associations and, among others, educational institutions.

## New expertise on board

In the past Finpro focused exclusively on internationalisation services, but now that Export Finland, Invest in Finland and Visit Finland began to operate in tandem from the beginning of 2015, Finpro also promotes investment and tourism to Finland. Through closer cooperation, activities are intensified and companies receive a wider variety of services.

The network's services offered in Russia were clarified when the Ministry of Employment and the Economy decided to centralise the publicly funded services promoting the internationalisation and exports of companies to Russia entirely to the Finnish-Russian Chamber of Commerce (FRCC) from the start of 2016.

### MARKET OPPORTUNITIES

*Information about opportunities and risks in different countries*

### ADVICE AND TRAINING

*Guidance on the first steps of internationalisation and on running a company*

### FINANCING

*Financing for internationalisation*

### NETWORKS

*Locating a cooperation partner or connections abroad*

### OFFICIAL CONTACTS

*Help with gaining influence on target markets*

### VISIBILITY

*Export promotion visits and business events*

Team Finland brings together all state-funded internationalisation services, from advice to financing.

Alongside the FRCC, services had previously been offered by Finpro.

The network grew in October when the Finnish Patent and Registration Office (PRH) became a new member of Team Finland. PRH's main tasks include the registration of businesses, foundations and associations and the granting of patents, utility models, trademarks and design protection. PRH's services particularly in matters relating to the management of Intellectual Property Rights (IRP) complement the Team Finland service package well, as do PRH's contacts with patent and trademark offices around the world.

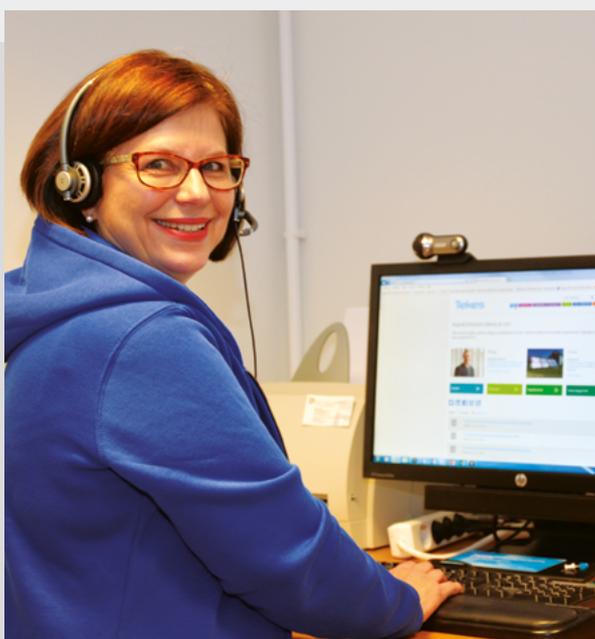
## Services introduced at business events

Team Finland took part in the Kauppalehden kasvajat tour in April–May, where growth companies throughout Finland were met and awards were distributed. The tour culminated at a gala held in Helsinki on 25 May, where the Espoo-based online advertising platform developer Kiosked Oy was selected the fastest growing company in Finland. In all, the five events of the tour had nearly 400 participants.

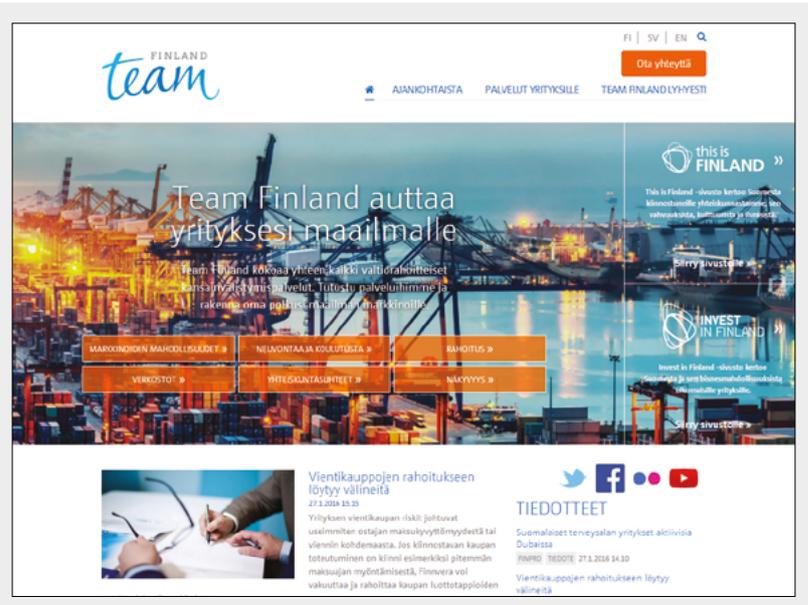
Team Finland's services for companies were also presented, among others, at the International Subcontracting Trade Fair held in Tampere in September and the Slush event for growth companies held in Helsinki in November. In addition, network actors organised many smaller internationalisation-related events for their customers.

## The BEAM Programme combines development cooperation and innovation

Team Finland's service portfolio was complemented early in the year with the addition of the BEAM (Business with Impact) Programme. A joint programme of Tekes and the Ministry for Foreign Affairs, BEAM combines development cooperation and innovation for new, sustainable business. The programme helps Finnish companies and other actors to use innovations to solve challenges facing developing countries and to create successful business from them. In 2015, the BEAM programme financed 23 projects. The programme will be implemented in 2015–2019.

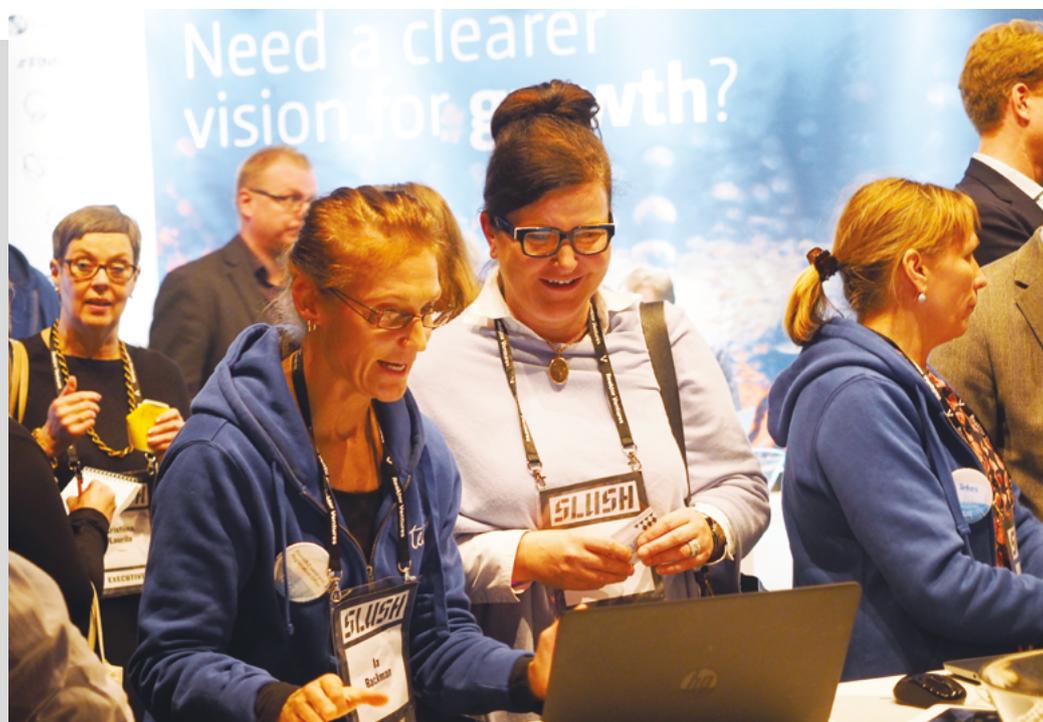


**A single contact gives the customer access to the services of the entire network. Service Advisor Maija Aalto answers questions presented to the Team Finland telephone service at Pirkanmaa ELY Centre in Tampere. From September to December the telephone service received almost 500 calls. Photo: Pirkanmaa ELY Centre**



## The revised website is directed at companies

The Team Finland website revised in August is designed especially to serve companies interested in internationalisation. The site presents the services offered by the network to companies as well as news and events relating to internationalisation. The network's contact channels – the service number and contact form as well as the contact details of Team Finland service points abroad – are easy to find on the website. Team Finland's website address is [team.finland.fi/en](https://team.finland.fi/en).



Team Finland's experts presented the network's services at the Slush event for growth companies held in Helsinki in November. Team Finland was one of the event's main cooperation partners. Photo: Irina Haltsonen, Prime Minister's Office

## Finnish expertise in great demand in Asia and the Middle East

In 2015, eleven export promotion visits led by ministers were made around the world, with representatives from 309 companies and other bodies.

The destination countries selected were areas where there is express demand for Finnish know-how. During the year the focus was, in particular, on export in the sectors of cleantech, healthcare and digital expertise. The visits resulted in major cooperation projects and smaller partnerships between individual companies and public authorities.

In addition to ministers, the President of the Republic and officials from various ministries made several export promotion visits during 2015.

Team Finland visits are one of the internationalisation services offered to companies by the network. These visits create and strengthen business relationships and, in the best of cases, deals are concluded during them. In addition, companies learn about new markets, network with local actors and authorities, and present their know-how. In many countries, the state plays a key role in opening doors for companies.



The business delegation led by Minister Toivakka presents its expertise in Tehran. The Finnish companies represented, among others, the bioeconomy, cleantech, and communications sectors as well as the construction sector. Photo: Saana Halinen, Ministry for Foreign Affairs

### New business sought on Iran's opening markets

Minister for Foreign Trade and Development **Lenita Toivakka** brought a record-large delegation of nearly 100 participants to Iran in early December. Companies from around the world have directed

their attention to the country following the agreement reached on Iran's nuclear programme. The oil state of almost 80 million inhabitants offers major business opportunities and everyone wants to get their share.

## Team Finland visits promoting exports in 2015

Dates	Destination	Head of delegation	Key themes	Participant companies and other bodies
7–10 December	Iran	Minister for Foreign Trade and Development Lenita Toivakka	Cleantech; bioeconomy; ICT and digitalisation; Life sciences, healthcare and food	51
31 October–5 November	United Arab Emirates and Saudi Arabia	Minister for Foreign Trade and Development Lenita Toivakka	Cleantech; Education and learning; Life Sciences, healthcare and food	26
5–7 October	Kazakhstan	Minister for Foreign Trade and Development Lenita Toivakka	Cleantech; Education and learning	45
4–8 May	Bahrain	Minister of Economic Affairs Jan Vapaavuori	Life sciences, healthcare and food; Education and learning	9
18–25 March	The United States and Mexico	Minister for European Affairs and Foreign Trade Lenita Toivakka	Cleantech; ICT and digitalisation; Education and learning	45
2–4 March	Norway	Minister for European Affairs and Foreign Trade Lenita Toivakka	ICT and digitalisation; Arctic expertise	24
7–13 February	Myanmar, the Philippines	Minister of Economic Affairs Jan Vapaavuori	Cleantech; ICT and digitalisation; Arctic expertise	32
3–5 February	Turkey	Minister for European Affairs and Foreign Trade Lenita Toivakka	Bioeconomy; ICT and digitalisation	13
25–29 January	China	Minister for European Affairs and Foreign Trade Lenita Toivakka	Life sciences, healthcare and food; ICT and digitalisation	33
18–23 January	United Arab Emirates	Minister of Health and Social Services Susanna Huovinen	Life sciences, healthcare and food; Education and learning	18
12–15 January	China	Minister of Finance Antti Rinne	Cleantech; ICT and digitalisation; Creative industries and design	13
				<b>Total 309</b>

This table shows visits by business delegations organised by Finpro and led by members of the Government.



Team Finland's more than 80 network service points assist companies in their export efforts abroad. A group of Finnish companies visiting Namibia in September learned about opportunities in the country's agricultural sector. As a result of the visit, the Finnish company Triotec Oy, which was visiting Namibia for the first time, received requests to submit tenders for two broiler halls and one henhouse for egg-laying. Photo: Henna Mäki-Mantila, Ministry for Foreign Affairs

## SUCCESS STORY

### Noona Healthcare got a foothold in the United States

Noona Healthcare, a Finnish start-up that has developed a mobile service for recovering breast cancer patients, has got an enthusiastic reception in the United States. Team Finland has supported the company on the way to the world by providing financing and export promotion visits.

“Without Team Finland, Noona would have remained undone,” says **Jani Ahonala**, Noona Healthcare’s founder and Chairman of the Board.

Noona has financed its research and development work, created a market strategy and collected market data deftly without venture capitalists, thanks to loan financing by Tekes, which belongs to Team Finland.

The start-up has got a feel for the US market on three Team Finland Health visits. The insight and contacts acquired during these visits have played a key role in Noona’s product development, marketing and building its internationalisation strategy.

“Our first two Team Finland visits gave us inspiration for our activities as well as assurance that the United States is the most attractive market for us,” Ahonala says.

The most recent visit to New York, Boston and California in late October – early November succeeded beyond expectations. For example, Noona received excellent visibility at the Health 2.0 conference in Silicon Valley and great interest was expressed in Noona there.

Intensive discussions with American cancer hospitals, investors, insurance companies and cancer associations were launched right away. The first cooperation agreement with an American customer was signed in January 2016, and negotiations are continuing with a number of the world’s leading cancer hospitals.

“Our realistic goal is to begin cooperation with ten hospitals by the summer. Aside from doctors providing care, we have managed to convince cancer researchers of Noona’s uniqueness. In addition, the pharmaceutical industry and insurance companies have been interested in cooperation,” Ahonala adds.



Noona Healthcare has set its sights on the immense American market. Photo: Noona Healthcare

## Growth programmes spur the export efforts of individual sectors

The Team Finland growth programmes were created in 2014 to accelerate the international growth of companies. Finpro managed a total of 27 growth programmes in 2015. The growth programmes bring together companies working in the same sector and are an effective way to accelerate growth and internationalisation and to acquire investments.

Companies participating in the programmes receive individually tailored services supporting their internationalisation and their already existing international business in selected target markets. The growth programmes implement the Government's key projects and at the same time strengthen Finland's reputation as an expert in sectors such as digitalisation, bioeconomy, cleantech, health and wellbeing, education and food production.

In 2015, approximately 1,400 companies benefited from the services provided by the growth programmes. The companies received assistance for instance in developing export readiness, creating networks and customer relationships, and in marketing. Within the framework of the programmes, 61 training events were organised, and Finnish companies and their know-how were presented at 32 international trade fairs and 30 buyer meetings.

The Team Finland growth programmes have financing from the Ministry of Employment and the Economy until the end of 2018. About EUR 65 million has been allocated for their implementation.

The effectiveness of the growth programmes will be reviewed during 2016 as part of the Government's analysis, assessment and research activities.

Growth programme	Sector
Beautiful Beijing	Cleantech
Cleantech Finland	Cleantech
Waste to Energy	Cleantech
Team Finland Mining	Mining industry
Finland Maritime and Offshore	Marine industry
Luovimo	Creative industries
Digital Luovimo	Creative industries
Fashion and Lifestyle	Creative industries
Future Learning Finland Gulf	Education
Future Learning Finland	Education
Food from Finland	Food sector
Team Finland Health	Health sector
Digital Hospitals	Health sector
FinlandCare	Health sector
Reforming Telecom Markets	IT
Kaato	IT
Datacenters 3.0	IT
Capitalize Your Knowledge	IT
Mobility as a Service (MaaS)	IT
FinRelax	Tourism
Stop over Finland	Tourism Tourism
Finnish Archipelago	Turismi
Wood from Finland	Forest industry
Golden Bridge	Multisector
Mark it	Multisector
FinnConnect	Multisector
MOCT	Multisector

## SUCCESS STORY

### Northern raw materials and design stand out in Asia

The beverage company Lignell & Piispanen based in Kuopio and known for its liqueurs, and Kyrö Distillery based in Ostrobothnia and selected the world's best gin producer in July 2015 seek growth abroad with determination. Both have now set their sights on Asia, where it's now popular to be Scandinavian. The Team Finland growth programme Food from Finland provides support in gaining access to new markets.

Gaining a foothold in Asia is proceeding in much the same way for both Lignell & Piispanen and Kyrö Distillery. Each company signed its first distribution agreement in Japan in 2015, Lignell & Piispanen also in China. The first product batches are going on sale early in 2016. Also in South Korea, the long preparatory process enabling exports is well under way, and it is hoped that the first liqueur and gin bottles will be

available on shop shelves and in bars and restaurants during 2016.

“Our biggest challenge is to convince Koreans about matters of interest to them, such as Finnish product design, the raw materials of the North, craftsmanship and a strong corporate story,” says **Harri Nylund**, Managing Director of Lignell & Piispanen.

“All of these factors affect the quality and usability of the product, for instance in cocktails,” Nylund explains.

In their internationalisation, the companies have received a wide range of support from the Food from Finland growth programme. The companies have participated in buyer meetings organised in Asia, during trips to trade fairs they have met potential customers and partners, and they have benefited from Export Finland's consultation services supporting internationalisation. In addition, the companies have received visibility through the growth programme's marketing.



### Food from Finland boosts food exports

- Supports the export efforts of Finnish food industry companies.
- Over one hundred companies participate, of which 71 are official member companies.
- Target markets in 2015: China, South Korea, Japan, Germany, the Baltic countries and Scandinavia.
- Aims to double Finnish food exports to EUR 3 billion by 2020.

Kyrö Distillery was established by five friends from Isokyrö, in Ostrobothnia, who set up a distillery in a vacant cheese dairy in 2014. Photo: Veera Kujala, Kyrö Distillery

# *ICT, health and cleantech know-how an asset in attracting investments*

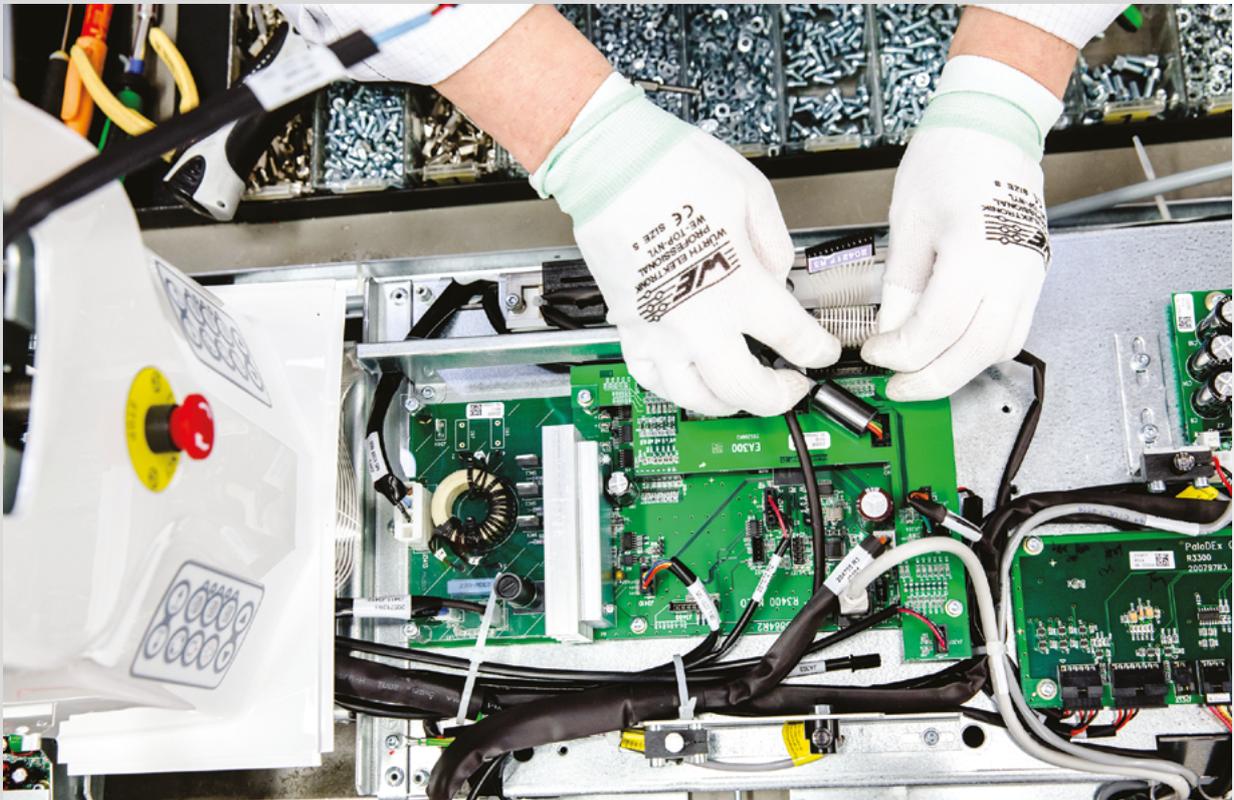
Attracting foreign investments to Finland is one of the main tasks of the Team Finland network. The work is the responsibility of Invest in Finland, a part of Finpro, which intensified cooperation with its partners in Finland and abroad in 2015.

Finland received a number of major investments last year. Invest in Finland, together with regional development companies and Team Finland partners, was actively involved in projects that culminated in expansion of the operations of, for instance, Zalando, Hetzner, Online, Landis+Gyr, Huawei, LG Electronics, Telefonica Open Future, Lifa-Air JV and Three Oaks to Finland.

Investment promotion work was sharpened especially in sectors where Finland has special expertise

and resources to offer. These include the ICT sector, especially data centres and research and development centres, the health sector and the cleantech and bioeconomy sectors, such as renewable energy and smart grids.

Invest in Finland chose Scandinavia, German-speaking Europe, the United States, China and Russia as its most important target markets. In addition, work will be done to attract investments in particular from potential countries where the Team Finland network has activities on site, such as England, Japan, the Middle East, Korea and India. In the future the network will invest more vigorously in making Finnish expertise better known on these markets.



The dental x-ray equipment manufactured by KaVo Kerr Group at their factory in Tuusula represents leading expertise in its field. Photo: Sakari Piippo, Prime Minister's Office

## SUCCESS STORY

### Finnish IT know-how convinced Zalando

Zalando, the German fashion e-commerce giant, made a significant investment in Finland in August by opening its new technology centre in Helsinki. Zalando started operating the unit with ten people, but the objective is to increase the number of staff to as many as 200 skilled people in the next few years.

Zalando closely investigated the opportunities and potential offered by European cities in advance when comparing alternative locations for its unit. Helsinki impressed the company above all with the huge amount of IT know-how found in the greater Helsinki area and the solid mobile sector arisen, among other things, as Nokia's legacy. The start-up spirit showcased by Slush also made an impression.

Zalando's Helsinki unit is developing new, precisely targeted e-commerce mobile applications.

"In Helsinki there is enormous potential in e-commerce software development and no dominant player on the market yet," says **Marc Lamik**, Head of Tech Expansion at Zalando.

Invest in Finland, in good cooperation with the Helsinki Business Hub, took part in helping Zalando throughout the entire investment process, for instance by providing background information to support decision-making, forging contacts and setting up the Helsinki location.

Founded in 2008, Zalando has over 10,000 employees and operates in 15 European countries. Headquartered in Berlin, the company's turnover totalled EUR 2.2 billion in 2014.

"We look forward to cooperation with Finland's strong start-up community," Marc Lamik of Zalando said in Helsinki in August. Photo: Zalando



# SUOMI FINLAND

## *Tools for presenting Finland abroad*

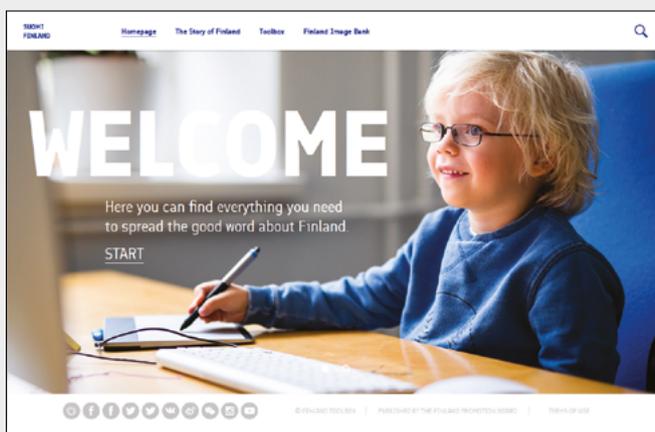
The goal of country brand communications is to communicate about Finland's strengths consistently. It supports for instance the success of Finland and Finnish companies both in export activities and in attracting investments, expertise and tourists to Finland.

In 2015, country brand communications focused on developing joint communications materials. Presentations, images, videos and graphic material were collected on the website [toolbox.finland.fi](http://toolbox.finland.fi). The materials are available to anyone interested in Finland. The website has, among other things, the Suomi Finland visual identity, logo and the Finlandica font meant for marketing Finland.

During the year, coordination of country brand communications was intensified and different actors were brought into closer cooperation. The selected communications priorities and themes were collated for the first time in a theme calendar, to serve as guidelines steering all actors' work.

The website ThisisFINLAND, telling foreigners about Finland at the address [finland.fi](http://finland.fi), was revised in September. The site, maintained by the Ministry for Foreign Affairs, now makes better use of texts and images produced by different actors. The visibility of ThisisFINLAND in social media was expanded to English, Russian and Chinese-speaking audiences. The Finland emojis, pictograms, published in December attracted much attention around the world.

Country brand work benefited from visits made by hundreds of journalists and opinion leaders to Finland during the year. The traditional Foreign Correspondents' Programme for young journalists took place in August. For the programme, the Ministry for Foreign Affairs brought young journalists from all over the world to Finland, to learn about the country during an intensive course lasting nearly three weeks. In all, 1,500 journalists applied for the programme, 21 of whom were selected.



Anyone can take advantage of the communications materials collected on the [toolbox.finland.fi](http://toolbox.finland.fi) website when telling the world about Finland. The website contains, for instance, ready-made presentations about Finland's strengths, such as education and digitalisation.



Finland emojis express Finnish feelings and strengths. Included are, among others, symbols describing IT expertise, sauna culture, gender equality, heavy metal music, nature and reliability.

The Suomi Finland logo on the upper right-hand corner of the page is used when communicating about Finland. The word Finland is written in the local language in the different language versions of the logo.

## President of the Republic recognised internationally successful entrepreneurs

In November President of the Republic **Sauli Niinistö** extended internationalisation awards to Serres, which specialises in surgical suction systems, Vahterus, which excels in industrial heat exchangers, and the start-up event Slush and its underpinning community.

The President grants the awards at the presentation of the Board of Directors of Team Finland. The award winners' success is based on top expertise, the ability to seize opportunity in changing markets and a willingness to take risks.



The Internationalisation Award of the President of the Republic is a recognition that is granted annually to Finnish companies that have gained international success, and to the communities behind them. In the photo, Markus Suomi (left) CEO of Finpro, President of the Republic Sauli Niinistö, Jorma Korhonen, Chairman of the Board of Directors of Team Finland and Mika Hagbery, CEO of Serres Oy. Photo: Sakari Piippo, Prime Minister's Office

# *The reviving global economy offers new opportunities*

Although economic growth in Finland is still fragile, clear signs of economic recovery are already visible abroad. International markets now offer opportunities for Finnish companies as well. The chance of success is improved if Finnish know-how is marketed as overall solutions or in partnerships across sectors rather than as individual products or services.

In 2016 the Team Finland network will invest more than ever in service to companies. In spring, companies will have access to a revised service that opens market opportunities. Not only will it offer tangible sales leads, the revised service will also provide information about business opportunities, country reviews as well as longer-term prospects for business development. In addition, growth programmes launched in the past and new growth programmes will bring together

entrepreneurs in specific sectors and will enable the rise of partnerships.

The network's global service offering to companies will be augmented with the addition of six international business experts. They will be placed in the market areas central to Finland and tasked with assisting the export efforts of Finnish companies.

Services at home are also undergoing development. Cooperation between the various organisations providing services will intensify when some of the Team Finland actors move to the same premises in Ruoholahti, Helsinki in August. Companies will receive information and service from all of the state-financed internationalisation services in these new premises. With these reforms, Team Finland will serve internationalising companies even better. ■



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