

BUSINESS FINLAND

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INTERNATIONAL
GROWTH



WORLD'S BEST
ECOSYSTEMS

Business Finland

OUR MISSION:

WE CATALYSE NEW, SUSTAINABLE GROWTH FOR FINLAND THROUGH INNOVATION AND INTERNATIONAL COLLABORATION

To achieve this, Business Finland

- helps Finnish companies **grow** and go **international**
- promotes, facilitates and funds **innovation**
- works to make Finland an attractive destination for international **travel**, **investments** and **talents**

WHY FINLAND?

芬兰优势



Invest in Finland 芬兰投资署

- Established in 1992, Invest in Finland (IIF) is a part of Business Finland
- Finnish government organization promoting direct foreign investment.
- IIF China team consists of local experts based in China to be closer to the Chinese investors
- 芬兰投资署（ Invest in Finland， 简称IIF） 成立于1992年， 隶属于芬兰国家商务促进局（ Business Finland）
- 芬兰国家促进外国直接投资的政府机构
- 芬兰投资署有中国团队在中国为中国投资者提供贴心服务。

芬兰投资署为外国公司提供的服务 Our Tailored Services



数据收集与分析 Data Collection and Analysis



机会分析 Opportunity Analysis



入市方案 Entry alternatives



关系网拓展 Matchmaking



选址管理 Location management



企业设立 Setting up a business

高度保密且免费！ **Our comprehensive services are confidential and complimentary !**

Focus Industries



Bio-economy

- Biofuels & chemicals
- Advanced biomaterials
- Wood construction

"Kick start your bio-based business."



Cleantech

- Smart grid
- Energy storage
- Renewable energy

"Greenest country in the world."



Health

- Pharma
- Health tech
- Diagnostics
- Digital health

"A living lab for global cures."



ICT / Digi

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

"Brainpower for your next Big Thing."



Travel

- Tourism operators
- Tourism related real estate investors

"World's 3rd best travel destination by Lonely Planet"

芬兰的优势行业



ICT&数字化
智能制造
人工智能
5G, 6G
游戏
可穿戴设备
网络安全
数据中心



清洁技术
空气净化
储能
可再生能源
智能电网



医疗&健康
医疗器械
新药研发
诊断
数字医疗



生物质经济
生物燃料
先进生物材料
木业
可循环技术



旅游
酒店
度假村



BUSINESS FINLAND Digital Landscape

BUSINESS VERTICALS AND DIGITAL PLATFORMS



ARTIFICIAL
INTELLIGENCE

IOT &
INDUSTRIAL
INTERNET

CONNECTIVIT
Y & 5G

AR & VR

LOCATION
TECHNOLOGY

HEALTH TECH

GAMING
TECHNOLOGY

E-COMMERCE
&
BLOCKCHAIN

CYBER-
SECURITY

FINTECH

WEARABLE &
SPORTS TECH

PRODUCT
CREATION &
INNOVATION

UNIQUE PLATFORM FOR BIO-BASED BUSINESS

芬兰拥有生物基领域独具特色的平台



**ABUNDANT
FEEDSTOCK**
充足的原料



**RENEWING,
STRONG INDUSTRY
CLUSTER**
可持续强有力的
行业集群



**WORLD CLASS
COMPETENCE**
世界一流的
竞争力



**GOVERNMENTAL
FACILITATION**
政府促进



**GROWTH &
PARTNERING
POTENTIAL**
成长与合作的潜力

Investment from China to Finland

- Finnish innovation and technology advances recognized by Chinese investors
- Local market is limited; China is the biggest potential market
- Finnish SMEs have limited capabilities entering China market alone
- China investment and their resources behind are catalysts
- Innovation driven investment is the absolute main stream
- The valuations of Finnish high-tech companies are reasonable
- Finland is stable and has transparent and friendly business environment

为什么中国企业投资芬兰

- 芬兰在多个优势行业与国内仍有显著技术优势
- 芬兰的市场非常有限，中国市场是倍增器
- 多数芬兰中小企业没有能力独自进入中国市场
- 中国投资及带来的资源是催化剂
- 技术驱动的股权投资为主流，偏重资产和财务的投资较少
- 项目估值合理
- 芬兰国家稳定，拥有透明和友好的营商环境





Thank you!

**Do you know where
Santa Claus lives?**