



**SUOMI
FINLAND**

FINLAND'S COUNTRY BRANDING STRATEGY



THE RESULTS OF COUNTRY BRANDING

Successful country branding results in Finland being an appealing society and especially in our political success and economic prosperity.

OUR VISION OF THE FUTURE

Global problems are resolved through high expertise with an open-minded, experiential attitude. Sustainable development is considered self-evident.

OBJECTIVE OF FINLAND

Finland is known for embracing demanding challenges; when the situation looks impossible, we are at our best.

In Finland, everyday life is the best in the world.

Finland is an open, inventive, caring and well-functioning society, where competitiveness is built on high proficiency, sustainable development, open-mindedness and collaboration.

VALUES AND IDENTITY

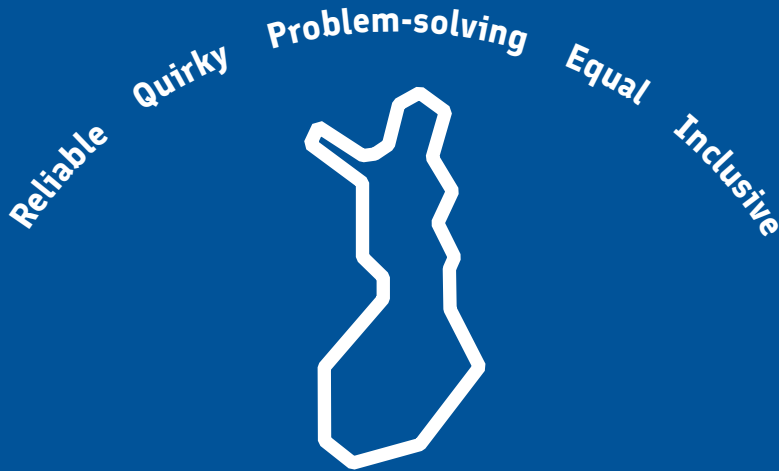
Reliable

Quirky

**Problem-
solving**

Equal

Inclusive



Finland's key strengths (unchanged from year to year)

FUNCTIONALITY AND WELLBEING
NATURE AND SUSTAINABLE DEVELOPMENT
EDUCATION AND KNOW-HOW



APPROACH

Finland engages in international dialogue and seeks solutions through cooperation. Finnish people, companies and organisations like to talk about Finland, always with an open and honest attitude:

Things you should and shouldn't know.



TOOLS

Finland's country branding work addresses current phenomena at home and abroad. Information and materials related to the visual identity of Finland and plenty of ready-for-use tools are available at:

toolbox.finland.fi

The official window Finland:
thisisfinland.fi (finland.fi)

SUOMI FINLAND MESSAGE MAP

Finland believes in equality, democracy and taking good care of each other. Good education is the cornerstone of our society. These are the reasons why we are among the best countries in different rankings from clean air to quality of life.

The Finnish handshake is the most reliable in the world.



EDUCATION & KNOWLEDGE

Finland has one of the best **education** systems in the world. All Finns have equal opportunities to learn and study. Thanks to our world-class education system, we find joyful solutions to both local and global challenges.

NORDIC NATURE

Finland is the **greenest** country in the world. We have fresh air, pure water, green forests, clean energy and clean technology. Our Nordic nature inspires us to find creative and sustainable solutions.

SOLUTION-ORIENTED

Finland is the most **functional** country in the world. We look for practical solutions and deliver innovations to both industries and everyday life of people.

Let's partner, learn and do business together. Our expertise is your advantage.