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 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:

**Approach**

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

**Functionality and Wellbeing**

**Nature and Sustainable Development**

**Education and Know-How**

**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)
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 the world.

The Finnish handshake is the most reliable in the world. Finland is the most functional country in the world. We look for practical solutions and deliver innovations to both industries and everyday life. Solutions, to find creative and sustainable

Our Nordic nature inspires us, clean energy, water, green forests, clean air, pure Nordic Nature. Finland is the greenest country in the world.

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.

Solutions. Education & Knowledge

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

SOMI FINLAND MESSAGE MAP