FINLAND – TECHNOLOGY SUPERPOWER
FINLAND – GATEWAY BETWEEN EAST AND WEST

AVG. FLIGHT TIMES TO HELSINKI

<table>
<thead>
<tr>
<th>City</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>8 h 45 min</td>
</tr>
<tr>
<td>London</td>
<td>3 h</td>
</tr>
<tr>
<td>Brussels</td>
<td>2 h 40 min</td>
</tr>
<tr>
<td>Frankfurt</td>
<td>2 h 35 min</td>
</tr>
<tr>
<td>Copenhagen</td>
<td>1 h 40 min</td>
</tr>
<tr>
<td>Berlin</td>
<td>2 h</td>
</tr>
<tr>
<td>Stockholm</td>
<td>55 min</td>
</tr>
<tr>
<td>Moscow</td>
<td>1 h 30 min</td>
</tr>
<tr>
<td>Delhi</td>
<td>6 h 30 min</td>
</tr>
<tr>
<td>Seoul</td>
<td>8 h 50 min</td>
</tr>
<tr>
<td>Tokyo</td>
<td>9 h 40 min</td>
</tr>
<tr>
<td>Singapore</td>
<td>11 h 45 min</td>
</tr>
<tr>
<td>Beijing</td>
<td>7 h 40 min</td>
</tr>
<tr>
<td>Shanghai</td>
<td>9 h 45 min</td>
</tr>
</tbody>
</table>
BUSINESS OPPORTUNITIES IN HIGH TECH AND SERVICES

Bioeconomy
Kick start your bio-based business.

Cleantech
Greenest country in the world.

Health
A living lab for global cures.

ICT and Digitalization
Brainpower for your next big thing.

Travel & Tourism
Fast growing, safe and sustainable business environment
FINLAND ACCELERATES BUSINESS DIGITALIZATION

Global giants look innovative solutions for their complex high tech needs in Finland.

1. Huawei’s R&D center has grown by tenfold in eight years

2. GE Health’s global wireless device centre of excellence is located in Finland.

3. Operating already six carrier-neutral data centres within the metropolitan area.

4. Online fashion retailer transforms into a mobile powerhouse by opening its tech office in Finland.
FACTS ABOUT FINLAND

POPULATION
5.5 million

CAPITAL
Helsinki

NEIGHBOURING COUNTRIES
Sweden, Norway, Russia, Estonia

INDEPENDENCY
1917

CREDIT RATINGS
AA+ Fitch
Aa1 Moody's
AA+ Standard & Poor's

Multi-party democracy

Member of the European Union since 1995

CURRENCY
Euro

CORPORATE TAX
20%

BUSINESS LANGUAGES
Finnish, English, Swedish
500 MILLION CONSUMERS WITHIN EASY REACH

Copenhagen 1.5
Helsinki 1.0
Moscow 18.0
Riga 1.0
St. Petersburg 7.5
Stockholm 1.5
Tallinn 0.5
Vilnius 0.5
European Union 500.0
WHY FINLAND

- TOP QUALITY BUSINESS ENVIRONMENT
- FAST START FOR BUSINESS OPERATIONS
- LOW OPERATIONAL COSTS WITH HIGHLY RELIABLE INFRA
- FASTEST EUROPE-ASIA CONNECTIONS
- COMPETENT PROFESSIONALS
- CREATIVE SOLUTIONS
- THE MOST STABLE COUNTRY IN THE WORLD
- HIGH QUALITY OF LIFE FOR EXPATS
WHY FINLAND

THE BEST business environment in the world

THE BEST primary education in the world

THE BEST destination in EU for international business expansion

THE MOST stable country in the world

THE HAPPIEST country in the world

THE BEST university – industry research collaboration in the world

3RD BEST economic environment for business growth in the world

3RD MOST professionals working in research and development, relative to the population

5TH BEST english skills among the adults in the world

FINLAND IS A GLOBAL LEADER IN INNOVATION TALENT

#1 MOST INNOVATIVE COUNTRIES**

#1 IN AVAILABILITY OF SCIENTISTS AND ENGINEERS*

#1 IN AVAILABILITY OF LATEST TECHNOLOGIES*

#2 HIGHER EDUCATION AND TRAINING*

Professionals Working in R&D per 1 Million

7,482 FINLAND

3,979 U.S.

TALENT AT REASONABLE COST

Labour costs (salary + additional costs) of a 100-employee software development centre

All costs shown in EUR. Source: fDi Benchmark from Financial Times Ltd 2017.
FINLAND OFFERS VERY FAVORABLE

Corporate tax rates 2018

<table>
<thead>
<tr>
<th>Country</th>
<th>Tax Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>20</td>
</tr>
<tr>
<td>Sweden</td>
<td>22</td>
</tr>
<tr>
<td>Denmark</td>
<td>22</td>
</tr>
<tr>
<td>Norway</td>
<td>24</td>
</tr>
<tr>
<td>China</td>
<td>25</td>
</tr>
<tr>
<td>Netherlands</td>
<td>25</td>
</tr>
<tr>
<td>Germany</td>
<td>30</td>
</tr>
<tr>
<td>France</td>
<td>33</td>
</tr>
</tbody>
</table>

Source: Deloitte 2018
INCENTIVES AND FUNDING SOURCES

**R&D&I INCENTIVES**
by Business Finland
[link](businessfinland.fi/en)

**BUSINESS AID**
from ELY Centres
[link](ely-keskus.fi/en)

**LOANS AND GUARANTEES**
by Finnvera
[link](finnvera.fi/en)

**DEVELOPMENT RESEARCH FUNDING**
Academy of Finland
[link](aka.fi/en)

**CAPITAL INVESTMENTS**
from Finnish Industry Investment
[link](industryinvestment.com)

**EU-funded SUPPORT**
from various sources

**COMPLIMENTARY ADVISOR SERVICES FOR COMPANY EXPANSIONS TO AND FROM FINLAND**
by Business Finland
[link](businessfinland.fi/en)

**TRAINING & EMPLOYMENT INCENTIVES**
from ELY Centres
[link](ely-keskus.fi/en)
## BUSINESS FINLAND RESEARCH AND DEVELOPMENT FUNDING FOR COMPANIES

Business Finland funds companies’ projects that seek to increase their competitive advantage internationally.

<table>
<thead>
<tr>
<th>PROJECT TYPES AND FUNDING LEVELS FOR COMPANIES</th>
<th>COMPANIES’ RESEARCH PROJECTS</th>
<th>DEVELOPMENT AND PILOTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>SME’s Targeted competitive advantage at a selected international level.</td>
<td>Grant max. 50 %</td>
<td>Loan 50 % / 70 %</td>
</tr>
<tr>
<td>MIDCAP COMPANIES turnover max. 300 M€ Targeted competitive advantage at a selected international level.</td>
<td>Grant max. 40 %</td>
<td>Loan 50 %</td>
</tr>
<tr>
<td>LARGE CORPORATIONS Targeted competitive advantage at a global level.</td>
<td>Grant max. 40 %*</td>
<td>Loan 50 %**</td>
</tr>
</tbody>
</table>

BF requires that large companies buy services from SME’s and / or research organisations or implement the project as a joint project with them.

*The share of the bought services has to be at least 40 % of the project’s overall costs.

**The share of the bought services has to be at least 15 % of the project’s overall costs.
WHY BAYER CHOSE FINLAND FOR THEIR R&D AND MANUFACTURING SITE?

“We were impressed by the high level of talent we found in Finland. There was a lot of talent for Bayer to choose from.”

”Finns say they are open to foreign investment and they really mean it, and things can happen really quickly in Finland.”

”Doors to the decision-makers opened equally wide for Bayer as for local companies”

“The largest R&D unit is located in Germany, the second largest in the US, and the third in China. Finland has the fourth largest unit, which is pretty remarkable, considering its size compared to other countries.”

Oliver Rittgen
Head of Corporate Finance, Bayer AG, CEO of Bayer Nordic SE, 2011-2017
FINLAND TOPS FAMILY LIFE INDEX*

An impressive 72% of respondents living in Finland with their kids think that the education system is excellent, compared to a global average of 26%. Or as one of the respondents put it: “Finland is one of the best places on earth to raise kids”.

Family Life Index 2017

1. Finland
2. Sweden
3. Czech Republic
4. Denmark
5. Norway
6. Costa Rica
7. Singapore
8. Spain
9. Netherlands
10. Bahrain
11. Austria
12. Israel
13. Taiwan
14. New Zealand
15. France

#1 in Availability of Childcare & Education

#2 in Costs of Childcare & Education

#1 in Quality Of Education

#1 in Family Wellbeing

*Expat Insider, Family Life Index 2017
NATURE OR CITIES – WE’VE GOT THEM BOTH.
BUT WE’VE GOT PLENTY OF FESTIVALS TOO, IF THAT’S YOUR THING
BUSINESS 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
KIITOS
THANK YOU
WHAT OUR CLIENTS SAY

“The support we have received from Invest in Finland and Helsinki Business Hub has been essential for us. Their proactiveness, efficiency and thorough knowledge of the market and business environment has helped us seize a great opportunity and tap into an extensive amount of market potential in an incredibly short timeframe.”

Sevastos Kavanozis, Managing Director, Energy2Market

“Every country should have a similar system where foreign investors can get assistance with even the most practical matters. I could say that Invest in Finland had a great influence on our decision to invest in a restaurant in Helsinki.”

Lalle Morberg, CEO, Hard Rock Café

“It helps a lot to have a partner on your side who knows the market and has access to the authorities and necessary key stakeholders.”

Hans Binder, Owner, Binderholz Group

“From day one, we received tremendous support from Helsinki Business Hub and Finpro’s Invest in Finland. They helped us to recruit staff and find a spot-on location, and put us in contact with the relevant people.”

Mark Lamik, Head of Tech Expansion, Zalando

“We would like to express our gratitude to Finpro for having their great support to begin a new business in Finland. They introduced a good Finnish partner to us and we had their kind assistance for concluding the agreement between the Finnish partner company and Fujitsu.”

Shinji Yoshioka, Managing Director, Fujitsu Greenhouse Technology Finland Ltd

“Invest in Finland has been an important partner for us for years. They have helped us set up meetings with the authorities whenever needed, connect and network with the key players in the Finnish tech industry, and find the relevant information in every possible situation.”

Guoping Luo, Head of the Reliability Competence Center at Huawei’s Finnish R&D center
THESE ASIAN COMPANIES ARE ALREADY IN FINLAND

- ARM
- COMC
- FUJITSU
- HUAWEI
- KAIDI
- Lenovo
- LG
- MediaTek
- Muratec
- PowerVision
- ROHM
- Spreadtrum
- Tencent
- ZTE
THESE EUROPEAN COMPANIES ARE ALREADY IN FINLAND
THESE AMERICAN COMPANIES ARE ALREADY IN FINLAND

[Logos of companies such as Accenture, Google, John Deere, Pfizer, AGCO, GE Healthcare, MSD, QualComm, Biogen, IBM, NEOLITICS, Roche, Nuviz, Equinix, and Texas Instruments]
ELECTRICITY

- Energy prices and energy tax rate in Finland are remarkably low. Therefore, e.g. several data centres have chosen Finland for their investments. In addition, data centers benefit of the possibility to sell excess heat to energy network making it over 50 % cheaper to run a data center in the Finland rather than in Central Europe. Businesses profit also from Finland’s political, seismological and economic stability.

- In terms of electricity supply, Finland outshines even the closest competitors. In 2015, the transmission reliability of the national grid was as high as 99,9998 %, and the average duration of forced interruptions was only 2,1 minutes.

*Source: Eurostat - Statistical office of the European Union  
Data extracted 24.10.2017