





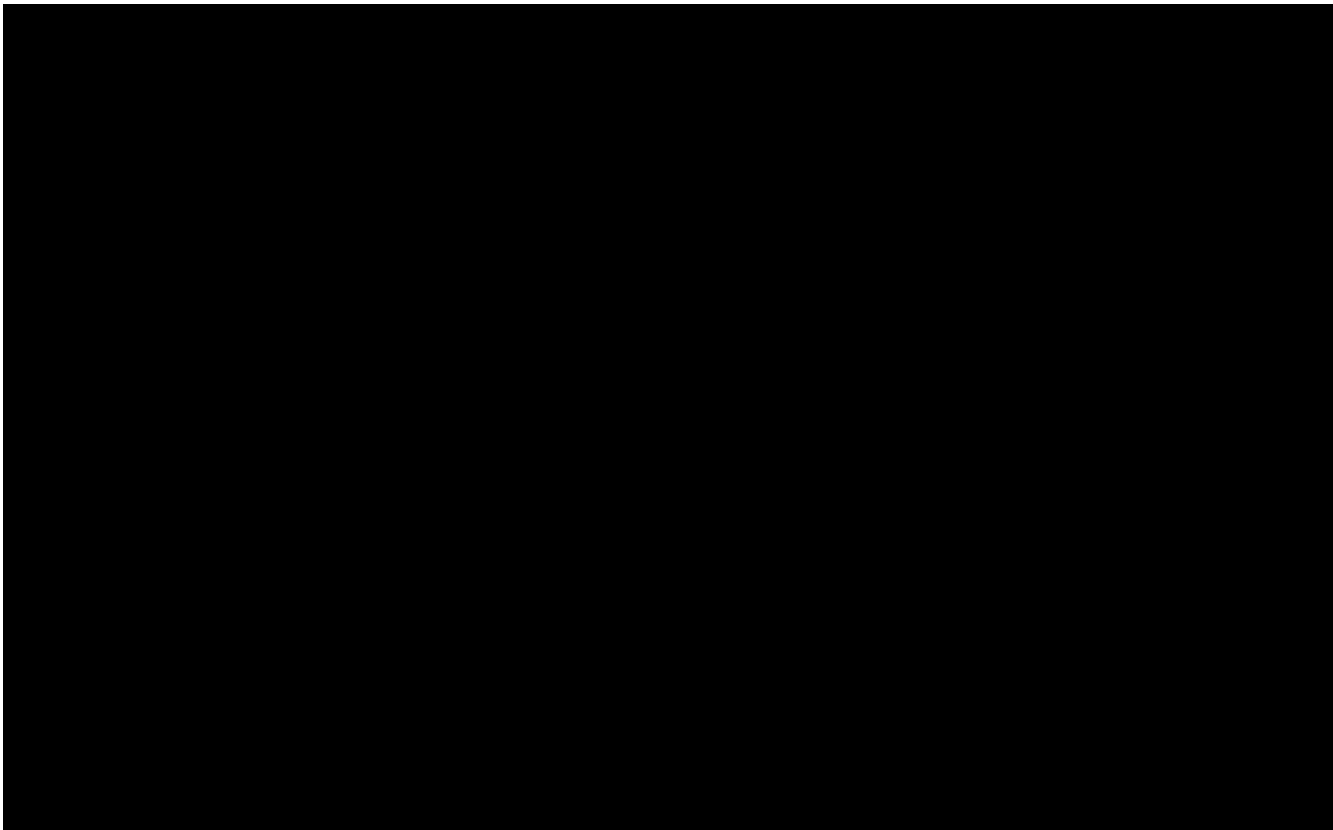
SUOMI
FINLAND

FINLAND – THE COUNTRY OF HAPPINESS

Get to know Finland



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BASIC FACTS



PEOPLE

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5.5 million

population

18.2

inhabitants per km²

- **Life expectancy:** Men 79 years, women 84 years
- **Official languages:** Finnish (spoken by 87.3%) and Swedish (5.2%). Sámi is the mother tongue of about 2,000 indigenous Sámi people.
- **Official religion:** Christianity; 68.7 % Lutheran and 1.1% Orthodox. Society is fairly secularized.



STATE & GOVERNMENT

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**December 6,
1917**

independency

1995

member of European Union

- **Independence:** Declared on December 6, 1917. Previously a grand duchy in the Russian empire for 108 years, and a part of Sweden for 600 years
- **Form of government:** Republic, parliamentary democracy
- **International cooperation:** Member of United Nations since 1955 and European Union since 1995



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Photo: Jani Seppänen/Vastavalo/Visit Finland



STATE & GOVERNMENT

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Sauli Niinistö

President of the Republic

Sanna Marin

Prime Minister

- **Parliament:** 200 members in one chamber, elected every 4 years in a direct vote (next election in 2023)
- **Government:** Multiparty coalition cabinet. Currently run by Prime Minister Sanna Marin
- **Head of State:** President of the Republic, elected every 6 years, two-term maximum. Currently Mr Sauli Niinistö, elected in 2012 and re-elected in 2018



SOCIETY & ECONOMY

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43,485 euros

GDP per capita (2019)

Euro

Currency unit

- **Key features:** Highly equal society with high standard of education, social security and healthcare, financed by state taxes
- **Main exports:** Electrotechnical goods, metal products, machinery, transport equipment, wood and paper products, chemicals
- **Main imports:** Raw materials, investment goods, energy, consumer goods



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Photo: Visit Finland



GEOGRAPHY & CLIMATE

SUOMI
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338,440 km²

area (131,991 square miles)

Helsinki

Capital of Finland

- **Greatest length from north to south:** 1,157 km (717 miles)
- **Greatest width from east to west:** 542 km (336 miles)
- **Climate:** Great contrasts – cold winters and fairly warm summers (2019 extremes: coldest day in Utsjoki -39.1 C/-38.4 F, warmest day in Porvoo 33.7 C/92.7 F)





HISTORY

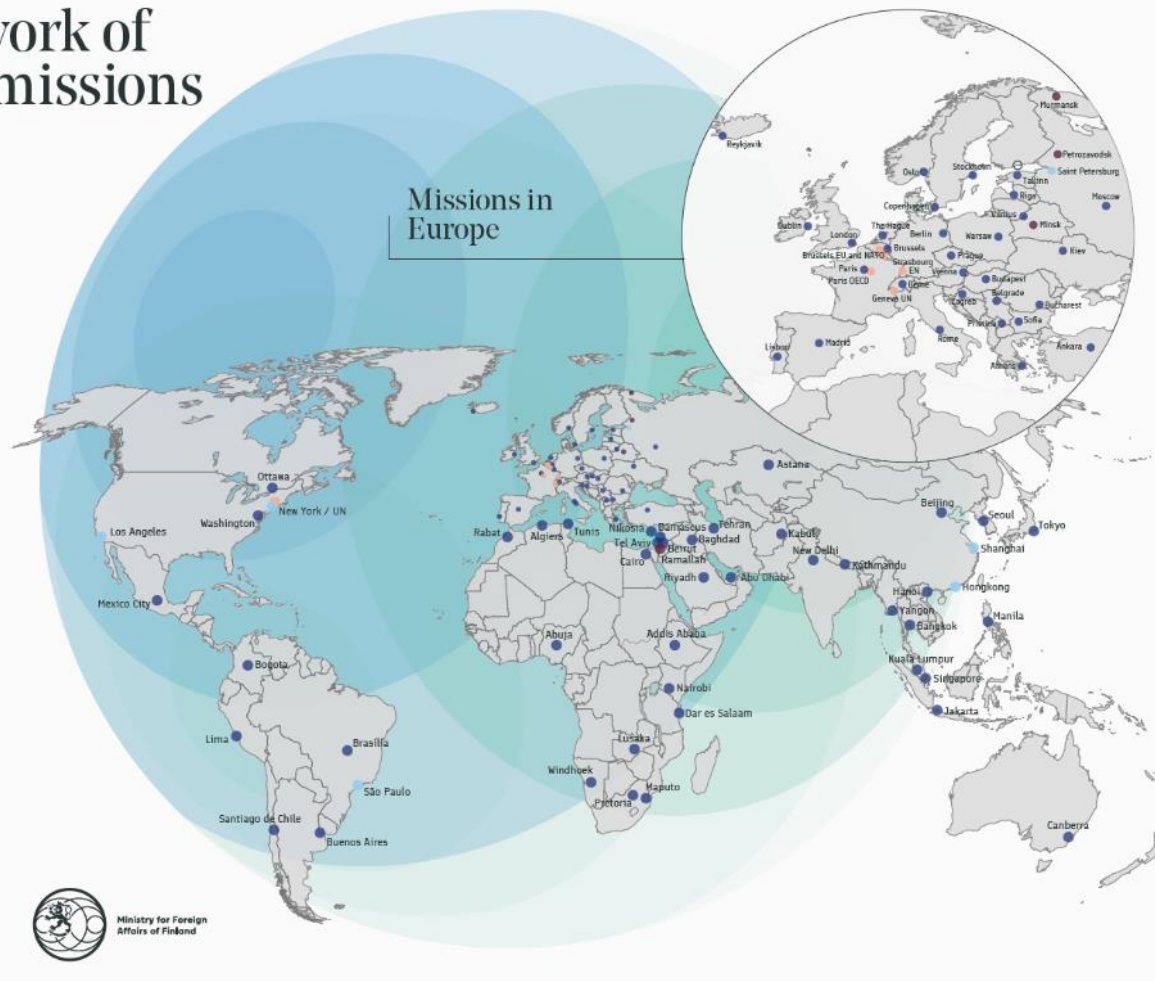
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- **1906** Equal rights to vote and to run for election regardless of gender or class
- **1917** Finland becomes independent
- **1918** Civil War between the Reds and Whites
- **1921** School attendance becomes mandatory for everyone
- **1922** First “neuvola” child health clinic is established
- **1939–1940** Winter War breaks between Finland and the Soviet Union (WW II)
- **1941–1944** Continuation War between Finland and the Soviet Union (WW II)
- **1952** Summer olympic Games in Helsinki
- **1972** Comprehensive school system offers equal access to education
- **1995** Finland joins the European Union



The network of Finnish missions

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HAPPINESS AND EQUALITY



THE STORY OF HAPPINESS

Finland ranks as the happiest country in the world in the UN World Happiness Report (2020, 2019, 2018)

Finns are satisfied with everyday life. Environment is one of the reasons: Finland has the cleanest air and most fresh water. Stable society helps too: Finland has one of the freest and most reliable elections and third least corruption, as well as best protection of property rights in the world. We are third in personal freedom and choice and the second in press freedom.





EDUCATION

All education from preschool to vocational colleges and universities is **free of charge** for both Finnish and EU citizens to ensure equal opportunities.

In basic education, the average class size is 20 students, and a student-centred approach lies at the heart of learning.

An important result of this egalitarian approach to education is that regional and socioeconomic differences in learning outcomes are very modest.



FREE SCHOOL MEALS

In Finland, free-of-charge school meals have been provided since the 1940s, with the aim of supporting children's learning, nutrition, and health.



SOCIAL INNOVATION

Finland is considered one of the world's most socially innovative countries: It's the most **stable country** in the world, and boasts the **best governance**. We also have the third-best **quality of life** in the world.

Finland's standing as a socially innovative country is based on a history of correcting social ills. Take the maternity package, for example: introduced in 1937, it brought all mothers into the social security system.





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MATERNITY PACKAGE

The maternity package – or “baby box” – was introduced in 1938. It provides mothers with products and items making it easier to look after their baby. More than 95% of the mothers choose the baby box instead of an equivalent cash grant.





GOOD GOVERNANCE

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Finland consistently ranks at or near the top in international surveys comparing levels of trust in different societies: trust in such public institutions as the police and the legal system, trust in media, trust in politicians, trust in taxation and trust in one's fellow citizens.

In **1906**, Finland became the first country in the world to give all its citizens equal rights to vote and to run for parliamentary election regardless of gender or class.

Since **2012**, Finns have also had a chance to directly participate in proposing legislation by submitting a citizens' initiative in an online service, and have that initiative considered by Parliament if it collects enough support.



TRUST IS SOCIETY

Finns can trust the system and each other. Finland is one of the least corrupt countries in the world, and 85% of Finns agree or strongly agree that they can trust most of their fellow citizens.

Trust in politics and public officials is possible due to a free market economy, an independent judicial system and a system of checks and balances that ensure a low level of corruption.





FREEDOM

Finns truly have the **freedom** to make decisions.

Finland ranks first among countries with the most **political and civil freedom**. Finns are also in the global top three when it comes to opportunities available to a nation's citizens.

Finland also has the **second-freest press** in the world (2020). With a 100% literacy rate, Finns are also among the world's most active news media readers.





TRANSPARENCY

In addition to the quality of governance and stability, Finland also ranks high in **transparency of government practices**, and has **well-distributed political power**.

Finland is the 3rd most transparent country in the world, with open business and government practices and well-distributed political power.





WORK-LIFE BALANCE

Helsinki, Finland is the best place for **work-life balance** when comparing data on work intensity, institutional support, legislation, and livability.

The 8-hour work day leaves plenty of time for family, friends and hobbies. Finnish working hours are the most employee friendly.





SOCIALLY JUST

Healthcare and income security are guaranteed for everyone in Finland.

Finland ranks as the 3rd most socially just country in the EU, measured according to poverty prevention, equitable education, labour market access, health and other factors.

This means a better chance at happiness for all. It is no coincidence that Finland ranks as one of the most socially just countries in the world.





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SANTA CLAUS LIVES IN LAPLAND, FINLAND

The real Santa comes from Finland. He has always lived in Korvatunturi, Lapland. Not the North Pole!



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NATURE



FINNISH NATURE

With more than **70%** of its area covered by trees, Finland is Europe's most forested country.

Finland is also a country of water. To the south and west Finland is bordered by the Baltic Sea while much of Central Finland is covered by lakes.

All in all, there are **188,000** lakes in Finland, earning us the name "Land of a Thousand Lakes".





NATURE RELATIONSHIP

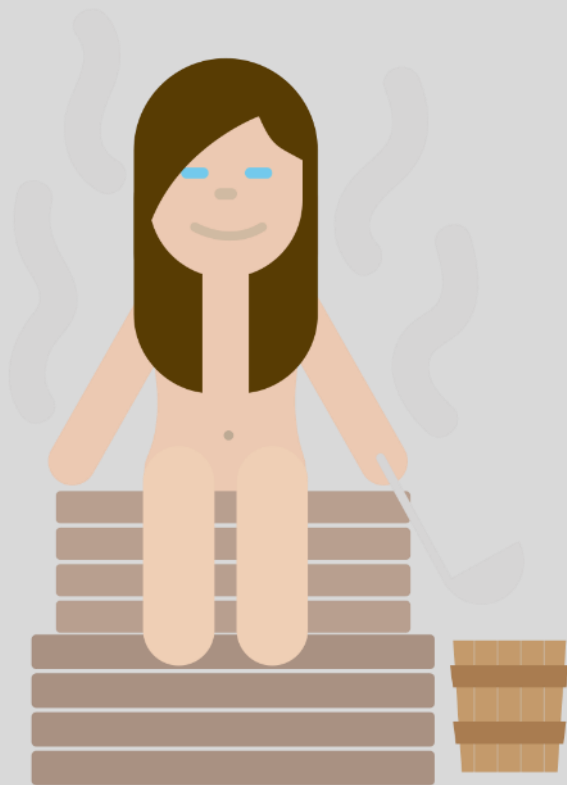
Every Finn truly has an individual connection to forests; **more than 80% of Finnish people say the forest is important to them.**

Finns feel safe in the forest. They go there to relax and to feel a connection with nature. A desire to preserve nature also figures strongly in Finnish people's relationship to the forest. They associate the woods with serenity, energy, joy, security, closeness and togetherness.





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THERE ARE MORE SAUNAS THAN CARS IN FINLAND

This is a country with 3,2 million saunas and 5,5 million people. Finns go to the sauna naked – and often together with family or friends. Every Finn has their own sauna traditions but one's mind and body will always be cleaned. It's a sauna state of mind.



CLIMATE SOLUTIONS

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We believe that **technological** and **social innovations** are the key to finding solutions that work everywhere. We want to do our share and share our solutions.

Finnns want to participate in **protecting the environment together**. Four in five Finnish people think urgent action is needed to mitigate climate change. **Climate education** is part of Finnish curriculum from kindergarten to university.

Roadmaps have been prepared for many industries and sectors aiming at significant reductions in greenhouse gas emissions by **2035**. These roadmaps are a cornerstone of the government's climate policy.



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EVERY PERSON'S RIGHT

What really democratizes access to nature is the unique Finnish concept of Every Person's Right. It states that everyone may hike, camp and gather mushrooms and berries in any forest or uninhabited area, regardless of who owns it.

Photo: Mikko Nikkinen / Visit Finland



FORESTRY

Two-thirds of Finnish forests are owned by ordinary families. This means **one in five Finnish citizens owns forest land**, accounting for over 80% of the wood used by the forest industry.

Finland is a world leader in sustainable forest management. Commercial forestry must take into account forest biodiversity and carbon sinks.

Around **12%** (2.7 million hectares) of Finnish forest is protected.





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ECONOMY



FINNISH ECONOMY

Measured by many significant economic and wellbeing indicators, Finland is among the leading countries of the world.

Finland's gross national product (GNP) is EUR **240 billion** (2019), which equals EUR **43,500** per inhabitant.

In international comparisons, Finland ranks among the 25–30 richest countries in the world. The income gap is narrow in international terms.





FOREIGN TRADE

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Finland leans heavily on foreign trade. The ratio of exports to GNP is approximately **39%** (2019). The value of goods exports is approximately **EUR 65 billion**, while the value of service exports is **EUR 28 billion**.

Around **76%** of Finnish exports are intermediate products, such as parts of machinery and equipment, and chemical industry products that are processed into end products elsewhere.

Exports of Finnish intermediate products are mainly targeted at China and the United States.

+ TECHNOLOGY INDUSTRIES

Technology industries are the biggest export sector in Finland, accounting for approximately **50%** of Finnish goods and service exports (2020).

Many leading smart technology companies in the world, including network equipment manufacturer **Nokia**, elevator and escalator manufacturer **KONE**, marine engine and power plant developer **Wärtsilä**, and several forestry-related technology companies have Finnish roots.





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STARTUPS

Finland offers startups an open and easy business environment with creative entrepreneurs supportive of each other. Helsinki has been viewed as the startup centre of Northern Europe. A startup-investor conference, Slush, is organised in Helsinki every November.



Photo: Mikael Ahlfors/Keksi



MARITIME SECTOR

Finland also boasts state-of-the-art expertise in the maritime sector. Almost **80%** of the world's ice-breakers are designed in Finland, and of those approximately **60%** are manufactured here.

One of the largest shipbuilding subcontractors in the world, with over 1,000 suppliers, supports Finland's strong footing in the maritime sector.

Our internationally known maritime network's expertise ranges from the likes of cruise ships to icebreakers and offshore solutions as well as port technology.





CHEMICAL AND FOREST INDUSTRIES

Approximately **20%** (2019) of Finnish goods exports are products manufactured for the chemical and forest industries.

Neste is the biggest producer of high-quality renewable diesel and an important operator in the international oil refinery sector.

Approximately **75%** (2019) of Finland's surface area is forest, and the country has long been a key global player in the forestry sector.



Photo: Tarja Hoikkala/
Vastavalo/Visit Finland

LIFE SCIENCES

For decades, Finland has invested hundreds of millions of euros per year in health-related education, research, and research infrastructure. This has created cutting-edge Finnish research and treatment in cancer, brain disease, cardiovascular disease and genetics.



PAPER AND CARDBOARD

More than **10%** of all European paper and cardboard is produced in Finland.

A total of **67%** of Finnish paper and cardboard exports are targeted at Europe, approximately **10%** go to Asia and North America.

Approximately half of Finnish pulp exports go to Asia, while a slightly smaller amount is targeted at Europe.





MINING

Mining is another significant industry in Finland.

The sector is engaged in **intensive research activities** and has **top-level industrial expertise**, with Finnish equipment and technology companies operating on the global markets.

Finland is the biggest producer of **gold, platinum, and palladium** among the EU member states. When it comes to steel production, Finland is one of the countries at the forefront in reducing the industry's carbon footprint.



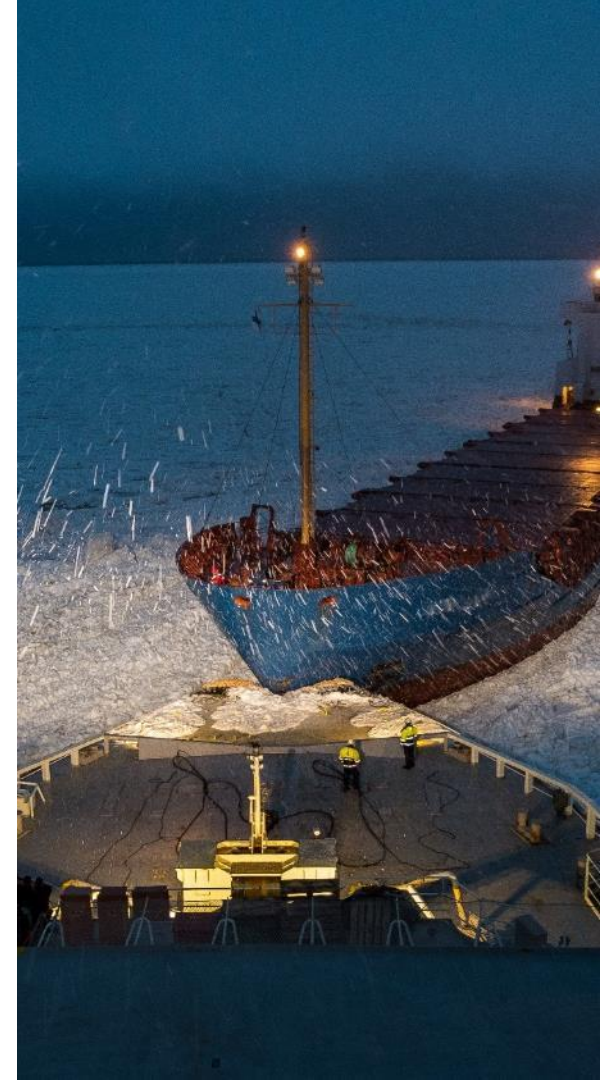
Photo: Juho Kuva/Visit Finland



ARCTIC

Finland is one of the **world's leading experts in arctic shipbuilding, shipping, winter navigation and maritime and offshore technology**. Finland manufactures advanced state-of-the-art arctic ice-breakers and specialised offshore vessels.

Special expertise is also available on winter navigation and logistics, ice-breaking, monitoring and controlling sea transport, as well as weather and ice information services.





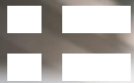
CIRCULAR ECONOMY

Finland created the world's first National Road Map to a Circular Economy (2016–2025).

For Finland, a circular bioeconomy is a tool for achieving sustainable development, combatting climate change, saving natural resources, and improving the state of the environment, all while generating economic growth and jobs.



Photo: Business Finland



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ARTIFICIAL INTELLIGENCE

Finland has contributed to the development of AI technologies and expertise from the very start. Finland has progressive legislation when it comes to promoting data access and sharing, so the necessary data access for AI is available.



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CULTURE



DESIGN

Finland is one of the world's leading countries in design. Finnish design combines practicality and functionality, a solution-focused approach, and equality.

Furniture, glass and ceramics have been traditionally strong areas of Finnish design. Industrial design grew in the 70s and Finland was one of its forerunners.

In **2012**, Helsinki was the World Design Capital, and in **2014** it was named UNESCO's City of Design.



Photo: Jussi Hellstén/Visit Finland



ART

Finland's contemporary art scene embraces everything from experimental artist-run initiatives and commercial galleries to flagship art institutions.

There are over **3,000** professional visual artists, more than **60** art museums and numerous galleries in Finland.

Internationally, media art and photography are the most prominent fields of Finnish contemporary art.

Well-known Finnish artists include, for example, Helene Schjerfbeck, Eija-Liisa Ahtila and Elina Brotherus.



Photo: Serlachius Museums



LITERATURE

Every year, **300–400** Finnish literature translations are published abroad in about 40 different languages.

Finland is also known for its **comprehensive library network**, high user and lending rates and effective use of technology and information networks in libraries.

Some well-known Finnish authors: Mika Waltari, Sofi Oksanen and Tove Jansson.



Photo: Olli Ollinki/Visit Finland



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FINLAND IS HOME TO THE MOOMINS

Swedish-speaking Finn Tove Jansson is known as the creator of the Moomin books and the lovable, round characters of the same name. Moomin stories have been translated into about 50 different languages.



MUSIC

Musical traditions are woven into the very fabric of Finland's society. Finnish classical music first achieved international acclaim with Jean Sibelius.

Investment in a **world-class educational system**, from kindergarten to university, ensures that quality music is produced, listened to and appreciated, regardless of genre.



Photo: Soila Puurtinen/
Savonlinna Opera Festival



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**With 52.3 bands per
100,000 people, Finland
has the highest number of
metal bands per capita.**





FASHION

Modern Finnish fashion was born during the heyday of Finnish design and architecture in the 1950s.

Finnish brands are **designer driven** – quality, sustainability and strong artistic vision are at the core of Finnish fashion.

Today Finland is looking to the future with the fast development of **new material innovations**, **award winning young designers** and **successful sustainable brands**.



Photo: Marimekko/Visit Finland



FOOD CULTURE

Finnish food culture springs from the **northern nature** but east and west have also had their influence on it.

Thanks to extreme variations in light and temperature, Finnish flavors are **clear**, **strong** and **sufficient** in themselves.

Enjoying Finnish food forms part of a rounded experience which is good for your health and pampers your taste buds.





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FINNS ARE THE WORLD'S BIGGEST COFFEE DRINKERS

Finns drink an average of 2.6 cups/day.
Coffee is consumed all day, every day, and
coffee breaks are required by most unions.



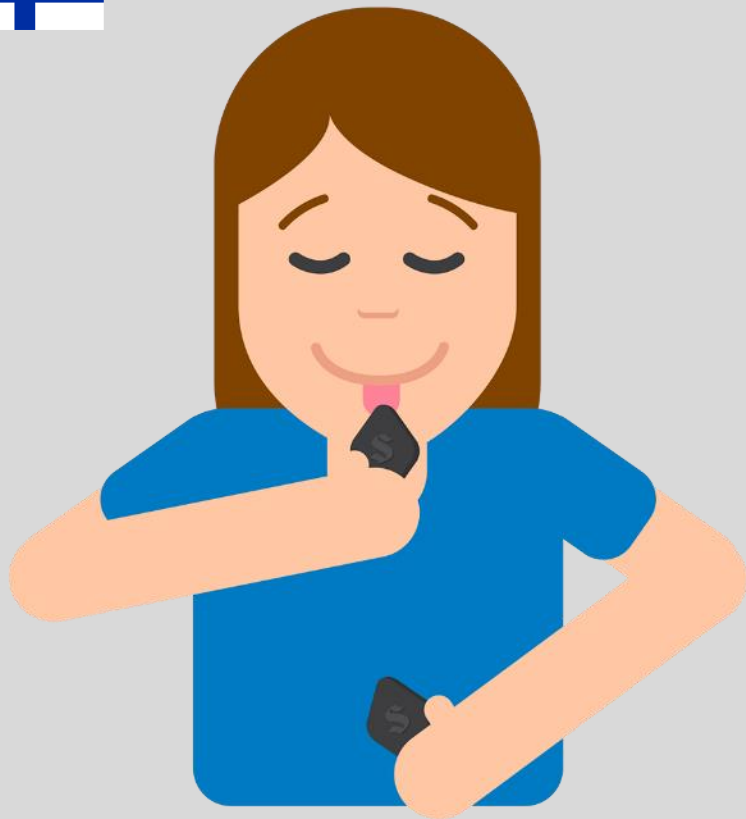
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Photo: Vastavalo/Soili Jussila/Visit Finland



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FINNS LOVE BLACK LICORICE (SALMIAKKI)

Finnish sweet 'salmiakki' is liquorice spiced up with Ammonium chloride. It is something Finns can't live without. It is sold also in pharmacies as the original use of salmiakki was to cure diseases.



SPORTS

Almost **two thirds** of all children and young people have a sport as a hobby. The most popular sports are football, floorball and ice hockey.

About **75,000** ice hockey players are licensed to compete, but there are almost **200,000** young people who have ice hockey as a hobby. Ice hockey is also the most attended spectator sport in Finland.

Well-known Finnish athletes include, for example, Kimi Räikkönen, Lauri Markkanen and Eva Wahlström.



Photo: Harri Tarvainen/Visit Finland



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WHAT FINLAND OFFERS?



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FOR
STUDENTS



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SOME OF THE BEST UNIVERSITIES IN THE WORLD

Finland's universities are among the highest performing in the world when countries' levels of economic development are taken into account, according to Universitas 21 Ranking of National Higher Education Systems.

Source: [Universitas 21](#), 2020



FINLAND FOR STUDENTS

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A STRONG FOCUS ON RESEARCH AND INNOVATION:

Problem-based learning is at the core of the tuition offered by most of the Finnish universities and universities of applied sciences. Learning is based on discussion, student participation and working together.

STUDENT SATISFACTION:

Finland stands out in student satisfaction surveys as one of Europe's best places for international students. Finland has an average satisfaction rating of 9.1 out of 10.

([StudyPortals 2016](#))

14 & 24

Higher education provided by 14 universities and 24 universities of applied sciences.

HIGHLY EDUCATED WORKFORCE

Almost **90** percent of Finnish people between the ages of 25 and 64 hold at least an upper secondary education certificate, while more than **40** percent hold higher education degrees.



FINLAND FOR STUDENTS

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A GOOD SELECTION OF WORLD-CLASS UNIVERSITIES:

Finland's universities are among the highest performing in the world when countries' levels of economic development are taken into account. ([Universitas 21](#), 2020)

EXCELLENT FACILITIES FOR WORK AND FUN:

Finland has well-equipped facilities with libraries and study spaces, IT services and support services. Students are guided through their studies by professional student services and offered student health care.

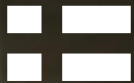
450+

Over 450 degree and non-degree programmes in English.



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FOR
FAMILIES



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BEST FAMILY-LIFE FOR EXPATS

Finland is the best country in the world for family-life abroad. Finland ranks at the top in family well-being as well as options, quality and affordability of childcare and education. **93%** of expats are satisfied with their family-life in Finland.

Source: [InterNations Expat Insider](#), 2019

Photo: Emilia Hoisko/Visit Finland



FINLAND FOR FAMILIES

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SOCIAL INNOVATIONS:

Finland has long embraced social innovations. Perhaps the best-known examples are the innovative ways Finland has worked to improve mothers' and children's health with child health clinics and the baby box.

WORLD CLASS EDUCATION:

Today, Finland's education system is world famous, and Finland consistently ranks at or near the top in international comparisons of students' scholastic results.

93%

93% of expats are satisfied with their family life in Finland compared to the global average of 79%

(InterNations Expat Insider, 2019)



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CHILDREN'S RIGHTS

In Finland no one is left behind. Finland ranks third on how children's rights are respected worldwide and to what extent countries are committed to improving the rights of children.

Source: [The KidsRights Index 2020](#)

Photo: Jukka Rapo/Keksi



FINLAND FOR FAMILIES

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WORK-LIFE BALANCE:

Helsinki, Finland, is the best place for work-life balance. The 8-hour work day leaves plenty of time for family, friends and hobbies. (Kisi Work-Life Balance Index 2019).

STABLE COUNTRY:

For the eighth year in a row, Finland ranks as the least fragile – in other words the most stable – country out of all 178 nations listed in the 2020 Fragile States Index.

#1

According to the European Working Conditions Survey, Finns have the best opportunities in Europe to develop their skills at work.

(Source: European Working Conditions 2018)



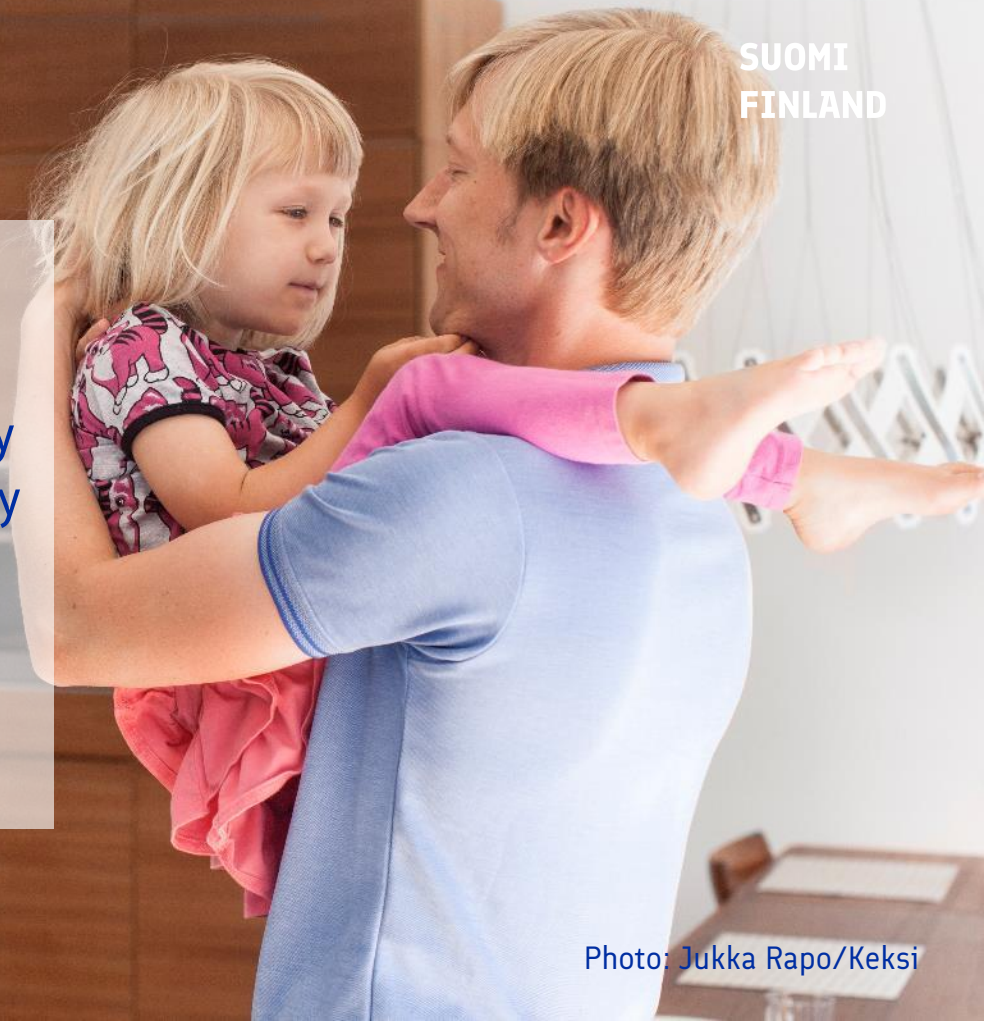
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PAID PARENTAL LEAVE

In Finland, paid maternity, paternity and parental leave are guaranteed by law. 80% of dads go on paternity leave. Finland is the only country where fathers spend more time with kids than mothers.

Source: Kela and [OECD](#)

Photo: Jukka Rapo/Keksi





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FOR
COMPANIES



FINLAND FOR COMPANIES

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THE BEST BUSINESS ENVIRONMENT:

The Finnish economy is stable and predictable, with a low corporate tax rate and strong credit rankings. International companies enjoy the same benefits as Finnish companies.
(Global Innovation Index 2016)

COMPETENT PROFESSIONALS:

Finland has a highly educated workforce and efficient knowledge transfer between business and universities. Finland's adult population is the most literate in the world.
(European Working Conditions Survey; Social Progress Index, 2019)

#1

Best financial system in Europe

(Source: The Global Competitiveness Report 2018)



FINLAND FOR COMPANIES

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SOCIETY SUPPORTS INNOVATION:

High-quality products that attract global attention in the international marketplace do not emerge without investments in innovation. Finland emerges as the seventh most innovative country in the world. Finland is leading the game in plenty of exciting fields including ICT & digitalization, cleantech and bioeconomy, to name a few. (Bloomberg Innovation Index, 2020)

SKILLS DEVELOPMENT AT WORK:

In Finland, employees have the best chances in the world to improve their skills via employer-provided training. This leads to increased job satisfaction and contributes to self-development. (European Working Conditions Survey)



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FINLAND AS A STARTUP HUB

Finland offers startups an open and easy business environment with networked and creative entrepreneurs supportive of each other. Finnish government funds and supports services for startups and there are plenty of incubators and accelerators to cater to startups from different sectors.

Photo: Petri Artturi Asikainen / Team Finland /
Finland Promotion Board

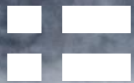




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Thank you!

