





FINLAND – THE DIGITAL HUB OF NORTHERN EUROPE

Finland has reinvented itself in just one short century – and we're still at it. Our national character and Northern heritage have boosted us to the top of all kinds of country rankings from education to innovation. Finns have always been among the first to adapt new technology – whether bicycles or computers.



WAY MORE THAN JUST GAMES

Finland's game industry has drawn a boatload of well-deserved praise. One of the latest mega hits is the city-building game Cities: Skylines, a million-seller right from the start. But that's only one of the latest games to join the growing list of successes. Despite its tiny population of 5.5 million people, Finland is arguably one of the global hotspots in the game industry.

However, games are far from being the whole picture. Finland is engaged in becoming the digital hub of Northern Europe based on its know-how in digital healthcare, next-generation wireless networks and the industrial internet, let alone the internet of bins. Investing in Finland or deploying R&D and business activities here is often a smart move. Just ask GE, Intel, Samsung and many more.



WHY SHOULD YOU COME HERE?

Although Finland is a smallish country, it has plenty of unique strengths and advantages that are boosting its digital transformation. Finnish strengths include:



GREAT PEOPLE WITH GREAT EDUCATIONS

As there are so few of us, we can't afford to leave anyone behind. That's why a world-class education is available for all. Globally speaking, Finns are exceptionally well educated, so much so that every now and then foreign visitors come to see the Finnish education system in action. Well-educated people are a mighty talent pool – you can't always be sure what they'll come up with, but you always know that, whatever it is, it will be interesting. And as nobody else speaks Finnish, we've all had to learn English.



COOL LOCATION AND GOOD INFRASTRUCTURE

Finland was a forerunner in rolling out 3G networks and still has a strong communications infrastructure. We also have some surprising infrastructure advantages, such as a stable rock foundation and cool weather – ideal when establishing data centres. In general, Finland is a country where things work. Some even consider us the most functional country in the world.



POSITIVE ATTITUDE TOWARDS TECHNOLOGY

Maybe it's the harsh weather conditions in wintertime, but the Finns have always appreciated anything that helps them to get things done more efficiently. Here, people, businesses and society as a whole generally view technology as a possibility, not a threat.



NOKIA LEGACY

The old Nokia may have gone belly up, but the new Nokia is another story and is already doing a great job. In addition, Nokia educated a whole generation of engineers, world-class business people and other professionals who are busy founding a multitude of start-ups.



START-UP ENERGY

And last but not least, Finland has sneaked up on the rails to become the start-up hub of Northern Europe, which is highlighted every year by Slush, one of the leading events for start-ups and growth companies. Here, our national character plays a role as well. We always look for a practical solution – turning setbacks into steps forward. One more cool thing – did you know that we can pitch to investors from an ice hole?



Have a glance: industrial Internet, digital healthcare, next generation networks, and more

Here are some of the hottest growth and development areas in digital Finland right now:

Digital.Finland.GO! – Boosting Business with Digitalisation:

<https://www.youtube.com/watch?v=x0n9FJg9lKc>

Industrial Internet: <https://youtu.be/8W59iF24Xb0>

Digital healthcare: <https://youtu.be/FkSrm6DiZn4>

Fifth generation mobile networks: <https://youtu.be/2IaVQ8HpAMc>