

**BUSINESS  
FINLAND**

# **Kokonaiskonsortiot ja yhteistarjoomat ratkaisuna globaaleihin asiakastarpeisiin**

Mailiina Turanlahti, Senior Director, Business Ecosystems

Hanna Marttinen-Deakins, Global Head, International Business Innovations

# Ecosystem thinking as a driver towards competitiveness and economic growth



**Innovation funding – single companies and ecosystems**

**Joint offerings – to respond to market opportunities**

**International business innovations – developing new to emerging large market opportunities**



# INTERNATIONAL BUSINESS INNOVATIONS



**Innovative Opportunity development** for large projects with a strong **induction and business innovation** creation role, aiming for 1BEUR impact.



**Finnish ecosystemic competence** consisting of **globally renowned end-to-end solutions and services**, led by Finnish **Lead Companies**



Delivery on **Sustainable Development Goals** reflecting socioeconomic and geo-political needs.



Strategic **stakeholder** identification, engagement and collaboration with relevant actors.



**Additional financial solutions** over and above business-as-usual including IFIs.

# Joint offerings – creating new growth by responding to global market opportunities



# Current portfolio of joint offerings (March 3, 2022)

Joint offering name (lead market)	Related Finnish Offering
Smart forestry for Latin America (Brazil)	Smart Forestry
Nuclear Waste & decommissioning (Japan)	Nuclear Waste & decommissioning
Smart & Sustainable Cities for China / Asia (China, Indonesia)	Smart & Sustainable Cities
Plastic waste solutions (Malaysia, India, Nigeria, Ghana)	Global plastic waste solutions from Finland
Textile green transition (Germany, Sweden, Portugal)	Textile green transition
Sustainable hospitals (Czechia Republic)	Sustainable hospitals
Circular economy foodtech (Singapore)	Foodtech
Plant based products (food) (1. France, 2. Korea, 3. Japan, 4. USA)	Plant based products (food)
Premium distribution channels: yachts (food) (1. France; 2. USA)	Premium distribution channels: yachts (food)
Premium distribution channels: tax free (Global)	Premium distribution channels: tax free (food, wellbeing, beauty, consumer)
Wellbeing and saunas (Japan)	-
E-invoicing (France)	Fintech from Finland
Cyber security for automotive (Germany tbd)	Cybersecurity from Finland, Smart Mobility
Industrial cyber security (Germany, France)	Cybersecurity from Finland
Finland-China energy demonstration projects (China)	Smart Energy
Food and beverage technologies/solutions (France, Netherlands)	Food and beverage technologies/solutions
Automotive industry (for Czechia)	Smart Mobility

# Next steps

1. Continue development of joint offerings to large market opportunities identified by Team Finland network globally (both Business Finland and Ministry of Foreign Affairs)
2. Explore and strengthen link to different funding instruments and institutions
3. Further strengthen lead company and integrator model to build end-to-end value