

An aerial night view of a city, likely Singapore, with a complex network of glowing white lines connecting various points across the skyline. The lines form a web-like structure, suggesting a global or digital network. The city lights are visible in the background, and the overall color palette is dominated by blues and whites.

# BUSINESS FINLAND

## Team Finland France 'Perspectives 2020

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## COVID-19 EFFECTS ON DIFFERENT INDUSTRIES GLOBALLY

### Positively affected sectors

**Health, wellbeing, pharma** – Rapid push to scale-up remote health technologies. Growth in demand for e.g. testing and diagnostics equipment, PPE & infection control and e-health solutions.

**Digitalization** – Online platforms arise due to acute needs. Adaption to new virtual business models and changed customer behavior.

**Consumer sector, food** – Healthy, high quality, safe food has boomed in online sales.

**Pulp & paper, packaging industry** – Higher demands of packaging, sanitary papers and labels.

**ONLINE, REMOTE AND DIGITAL ARE THRIVING**

### Slightly affected sectors

**Mining** – Stable, long-term client relationships and focus on services to existing projects. Some clients delay investments.

**BioCircular, cleantech & energy** – Most ongoing projects continue but new investments are delayed. Raw materials supplies and logistic challenges have partially affected BCC sector.

### Severely affected sectors

**Manufacturing, construction** – Supplies to construction and building sector and manufacturing industries are delayed, postponed or even cancelled.

**Travel and hospitality sector** – Most heavily affected. Severe temporary layoffs.

**Consumer sector, non-food, culture** – If no online channel in place, sales has dropped. New consumer behaviour for a long time?

**Maritime** – Big cruise ship orders postponed. Severe consequences to Finnish maritime industry.

**SERVICES TAKEN THE HARDEST HIT**

## DEMAND MATCHING WITH FINNISH OFFERING – SOME STRONGHOLDS

Growth of **cross industry opportunities**. Digital transformation boost in all sectors.

- **Digital solutions as enabler for remote / online / electrified.** Remote solutions, including e-commerce, remote working and services, cyber security, E-mobility, AI and VR/AR in training are increasingly implemented in all sectors. National programs supporting Electric vehicles and greener cities, like in France.
- **Remote health and controlling epidemics.** Solutions for remote health care and digitalization of healthcare system, booming telemedicine, virtual doctors, e-pharmacies and remote patient monitoring. A good opportunity for Finnish companies to open new doors to large health service providers. E.g. Finnish diagnostics company Mobidiag has got its Covid-19 test approved by the French healthcare authorities.
- **Healthy and sustainable food products. More ecological lifestyle.** Growing demand for naturally healthy food and beverages, products with sustainable & clean brand image. E.g. Parisian food hall La Maison Plisson has hosted a promotion event of Finnish food products.
- **Safe and clean ships and ports.** Combining Finland's ship building expertise with modern solutions for safer and cleaner vessels and ports. Finnish companies are targeting cruise operators and related ports who must regain passenger trust in sea travel. Finnish companies' visit to France agreed for winter 2020/2021.
- **Safe and sustainable travel to sparsely populated areas.** People are looking for safe and clean travel destinations in sparsely populated areas where social distancing is possible. Lapland quite well booked for the winter.

## POST-COVID LEARNINGS AND FOCUS

**Fast learning** from different sources and disseminating our new information.

### Post-Covid focus

- Proactive follow-up with customers we have advised under the crisis
- Closely monitoring the hardest hit sectors, e.g. consumer business and travel. Strong rebound expected in these sectors.
- Looking for and reporting on new post-Covid business opportunities BUT not forgetting the strong, longer term focus area.
- Post-Covid market information sharing such as different thematic webinars
- Face to Face events as soon as possible, in the meantime virtual match-making and workshops.
- In general, expecting an extremely busy coming fall and winter. We are prepared and ready for that!

### France

We currently work on several areas, where technology and sustainability meet :

- Smart energy and e-mobility
- Industry 4.0
- E-health
- E-commerce
- Healthy and Immunity boosting food products
- Travel industry

# THANK YOU!

