



# Team Finland France : Services for Finnish companies

Paris, October 20, 2017

Nicola Lindertz, Minister-Counsellor

*Team*  
**FINLAND**

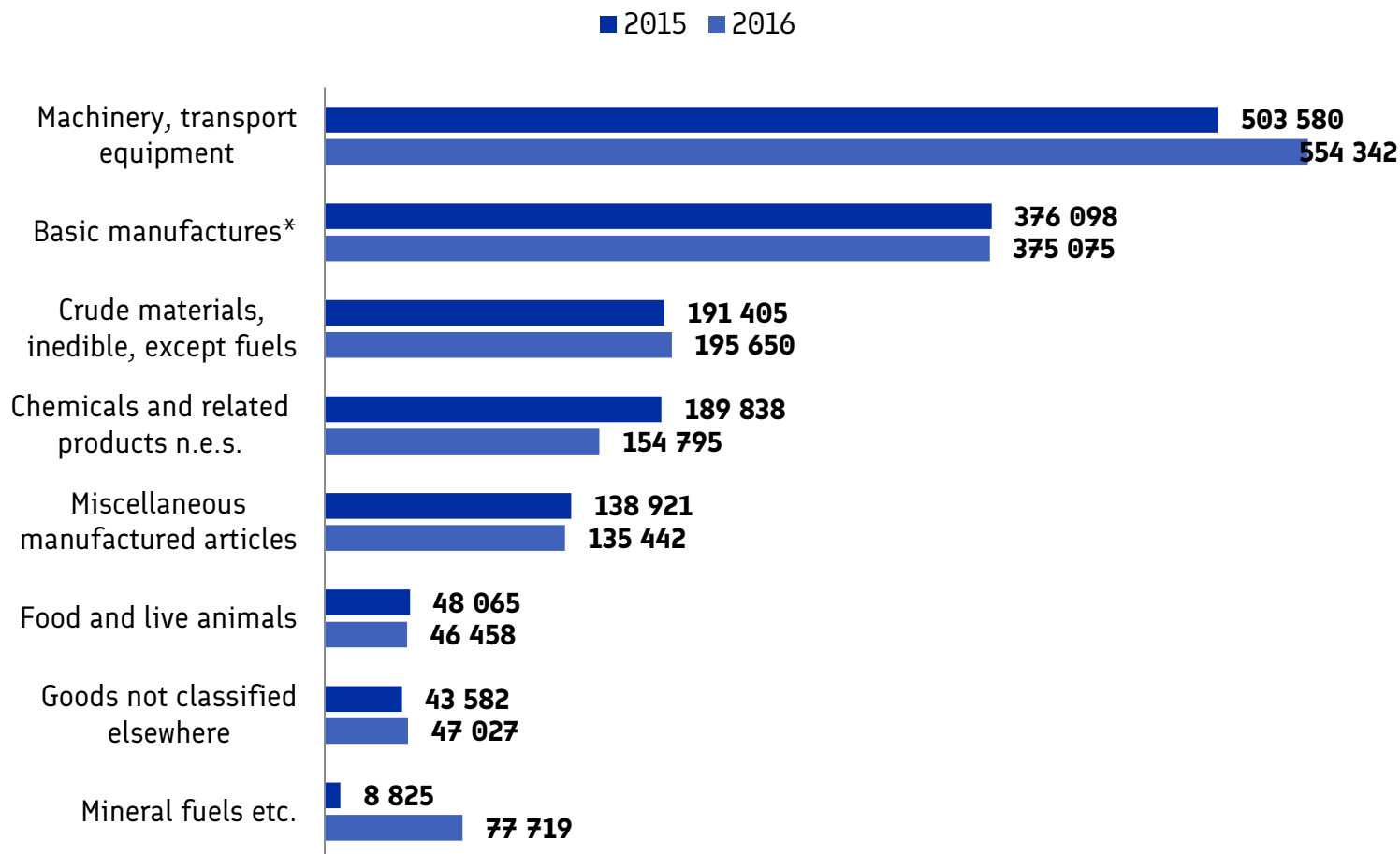
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## Context:

# Trade between Finland and France

- France is a Top10 trade partner for Finland: #11 for exports and #8 for imports, 8th most important trade partner in total
- Exports 2016: EUR 1.585 bn (+6%)
- Imports 2016: EUR 2.225 bn (+8%)
- Appr. 100 Finnish companies have a presence in France
- The French are the 6th most important tourist group in Finland (+8 % in 2016)

# Context: Top 8 export sectors in France

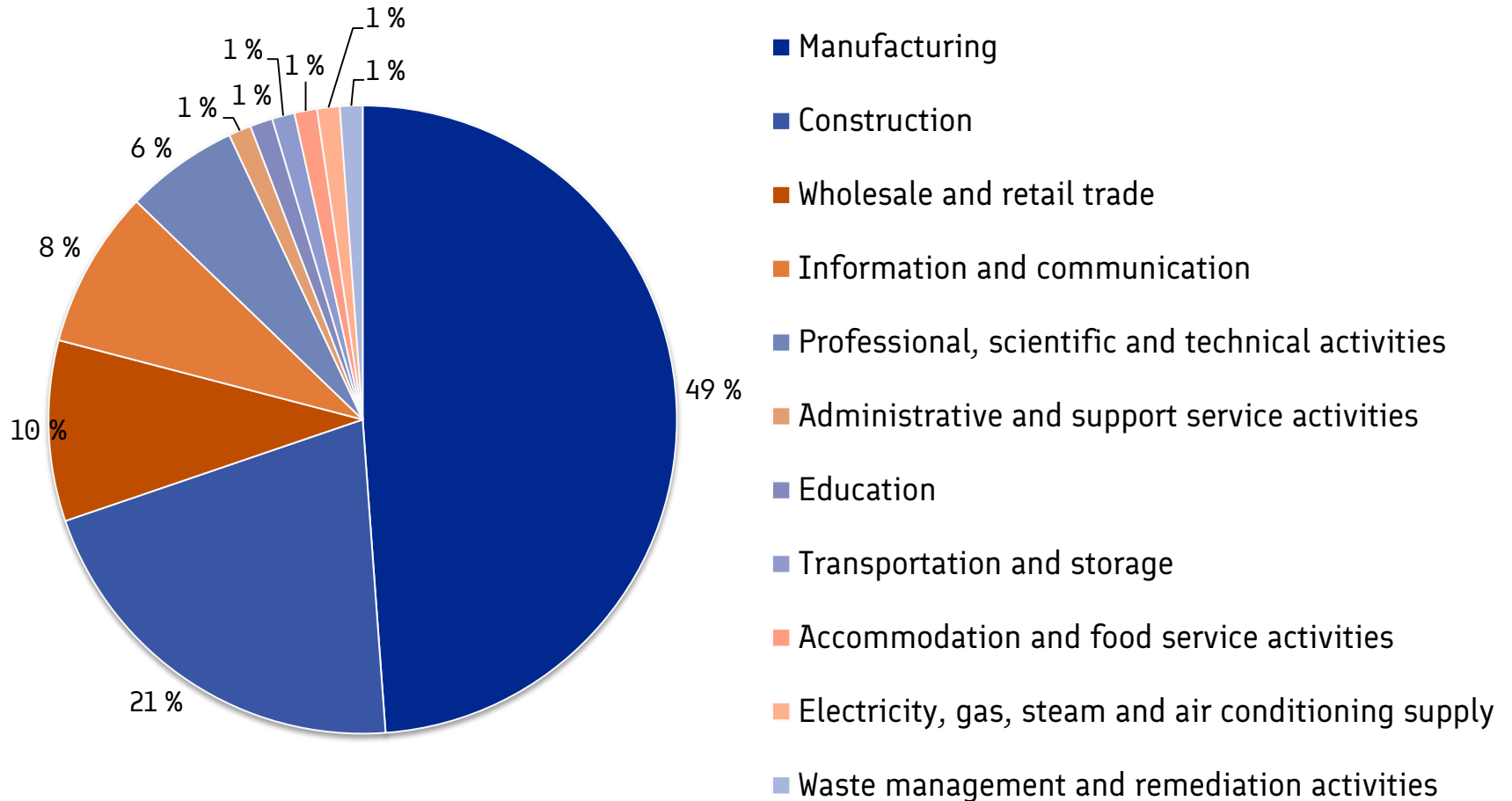


\*Most notable sub-categories in 2016: paper, paperboard and articles thereof (46,59 %), non-ferrous metals (18,44 %), iron and steel (11,47 %)

Source: Finnish Customs

# Context: Finnish companies in France

## Finnish companies in France by industrial classification



# **Team Finland – a network for promoting Finnish business abroad**

- Team Finland promotes the internationalization of Finnish companies and the international attractiveness of Finland
- The network is composed of public agencies involved in the internationalization of companies, the promotion of Finland as an investment destination and the promotion of the Finland country brand
- In 2018, the network will evolve further when Finpro and Tekes will form Business Finland.

# **Team Finland France: Who we are and what we do**

## **Objectives**

- Promote the economic and commercial ties between Finland and France
- Support Finnish companies in the market
- Strengthen the Finland country brand in France

## **Team Finland France network**

- Embassy of Finland
- Permanent delegation of Finland to the OECD
- The Finnish Institute in Paris
- VisitFinland country representative

## **Privileged partners**

- Finnish Honorary Consuls in France
- French-Finnish Chamber of Commerce in Paris (CCFF)

# Themes 2017–2018

- **Bioeconomy and clean solutions**
  - Energy
  - Cleantech et circular economy
  - Innovative bioproducts
  - Food sector
  - Arctic
- **Smart City and digitalisation**
  - Industrial IoT
  - Intelligent mobility
  - Health&Wellbeing
- **Creative industries and culture**
- **Tourism**

# Main thematic activities in 2017

## Bioeconomy and clean solutions

- Energy efficiency focus: High Performance Green Buildings event at the Embassy in May
- District heating and cooling focus: Nordic Efficiency event in Paris in June
- Circular economy focus: Promoting the national Circular Economy Roadmap, presence at Assises de l'économie circulaire in June
- Wood construction focus: participation in WoodRise2017 (Bordeaux, September )

## Creative industries and culture, gastronomy

- Mobile Home project at the Institute (Spring 2017)
- Planète du Goût event at the Embassy in June
- Support for creative industry actors key events (Paris Fashion Week, SeriesMania)

## Innovation and startups

- Finnish startup delegation at VivaTechnology in Paris in June (with Tekes)
- Finnish presence at Artificial Intelligence event at the OECD in October

# Services for Finnish companies

## 1. Information services

- General information on the French market environment (discussions, public reports, [marketopportunities.fi](http://marketopportunities.fi) )

## 2. Networking

- Official contacts, contacts to companies, contacts to service providers, [service catalogue](#)
- Media contacts, communication support (social media, TF newsletter)
- Access to networking events

## 3. Problem solving

- Trade barriers or other issues related to governmental action

# Services for Finnish companies

## **4. Prestige services**

- Rental of the Embassy or Institute premises for corporate events
- Presence of Embassy representatives at corporate events

## **5. Partnerships**

- Project or event visibility

# Information sources

- Team Finland newsletter
- Twitter: @AmbFinlandePAR
- Site web: [www.finlande.fr](http://www.finlande.fr), see Team Finland section
- Facebook: @AmbassadeFinlandeParis
  
- Contact list!

**At your service!**

*Team*  
**FINLAND**

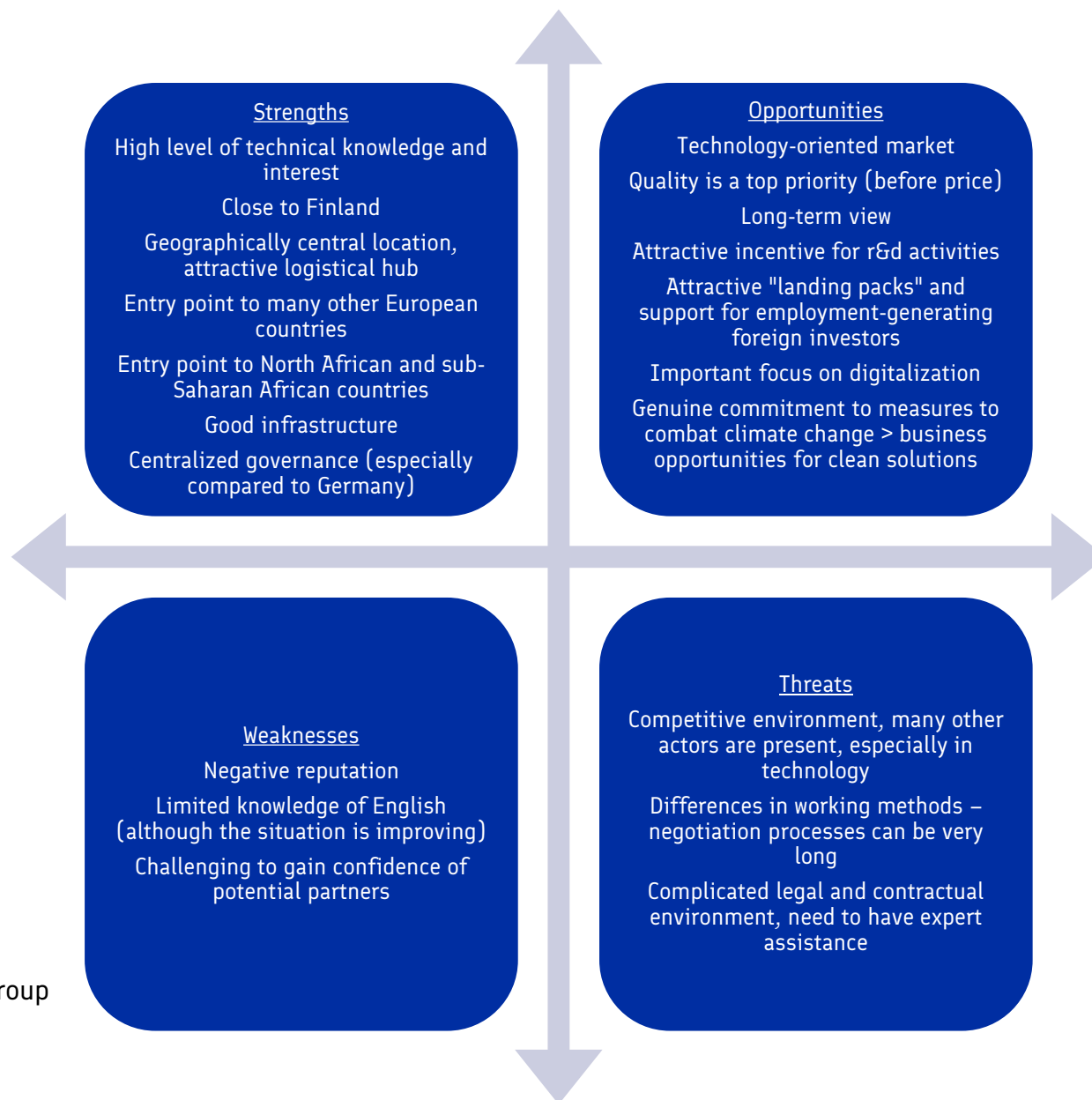
# Experience sharing

Team Finland France meeting  
Paris, October 20, 2017

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# France for Finnish companies: SWOT



# Partage d'expériences – Experience sharing

- Les éléments clé pour aborder le marché français et quel soutien peut apporter Team Finland ?
- Comment favoriser la mutualisation des expériences entre les entreprises finlandaises en France ?
- Key elements for accessing the French market and how can Team Finland support Finnish companies in the market?
- How to encourage information and experience sharing between Finnish companies?

## **Conclusions of group discussions: Key elements for accessing the French market?**

1. Finland country brand = quality products, reputation of Slush etc.
2. Price?
3. Flexibility
4. Local presence
5. Understanding of French culture and customer relationships
6. Knowledge of French language
7. Identification of suitable projects and tenders
8. Collaboration between Finnish and French companies
9. Contacts with regional networks, chambers of commerce
10. Ways to access the market: own company, agents, distributors

## **Conclusions of group discussions: How can Team Finland support Finnish companies?**

1. Events for networking and experience sharing
2. Information about French bureaucracy, how to establish a company in France, etc.
3. Market information & market intelligence
4. Relay between companies and other actors: branch federations, regional networks
5. Contacts to clients
6. Visibility for events
7. Business trips
8. Help to find talents

## **Conclusions of group discussions: How to encourage information and experience sharing between Finnish companies?**

1. Events for networking and experience sharing
2. Face-to-face meetings = digital is not enough