FINLAND
— A GATEWAY TO RUSSIA
AND THE BALTIC SEA REGION
Dear Friends,

Are you considering doing business with Russia, but unsure how to get started?

Let me tell you five reasons why Finland should be of interest to you:

**PERFECT LOCATION.**
Take a look at the front page and you will see how we are located right on the doorstep of the booming Russian market – and the dynamic Baltic Sea region. The rapidly growing demand for consumer goods and services in these regions offers remarkable potential for American companies and investors. Finland, which has the European Union’s longest border with Russia at 833 miles – has a lot of expertise to offer.

As an extra bonus, from Helsinki you can easily reach a market of 80 million people living in close proximity in the Baltic Sea region, including the Nordic and Baltic countries.

**EXCELLENT LOGISTICS.**
Over thirty percent of all goods in transit to Russia pass through Finland. Our logistics services, including excellent storage facilities, have specialized to meet this growing demand. We offer fast and reliable transport via air, rail, road and sea. Baltic Sea shipping routes are kept open by Finnish icebreakers all year round. By the way, sixty percent of the world’s icebreakers have either been built or designed by Finnish companies. In Finland we take pride in our practical snow-how!

Newsweek ranked Finland as the best country in the world, based on consistently high scores on health and quality of life.
A COMPETITIVE AND INNOVATIVE ENVIRONMENT.
Finland keeps topping world rankings on issues from innovation and competitiveness to the availability of science and technology researchers—not to mention having one of the best education systems in the world. Newsweek went as far as to rank us as the best country in the world, based on consistently high scores on health and quality of life.

Finland loves innovation, especially when it comes to the digital gaming industry. Many Americans know that the mobile phone giant Nokia is Finnish. But did you know that also the Angry Birds come from Finland?

A TRANSPARENT POLITICAL SYSTEM.
We offer one of the most stable operating environments in the world. Finland is one of the world’s least corrupt countries. Our political life is transparent and the Finnish public sector is famous for working smoothly and correctly. Our safe and well functioning business environment may well be another reason why many Russians choose to move their businesses to Finland.

EXPERTISE ON HOW TO OPERATE IN RUSSIA.
For centuries Finland has built up knowledge on our neighbor to the east: on the history, culture, society and trading practices of this vast and unique country. We can offer you top class people, business services and expertise on how to export to Russia and establish operations in the Russian market.

Over the following pages people from our Finnish Gateway to Russia team will explain what they can offer you. I am sure this will be of great interest to you.

Alexander Stubb
Minister for European Affairs and Foreign Trade
Talking to journalists during the Innovation Center’s February 2013 opening, Ambassador Oreck stressed that beyond the technology in the building, the Innovation Center offers a venue for meetings and collaboration between Americans, Finns and regional representatives.
Innovation Center: Ambassador Oreck

The 21st Century. Even though it is already well underway, just the sound of it still excites. The 21st Century will be a time of astonishingly rapid change and for me change is about a world of new and different challenges. As I look around from the vantage point of these past four years as the U.S. Ambassador, I have become attuned to the fact that geopolitical, geophysical and economic factors have aligned to give rise to the “New High North” – where the impacts of climate change, a unique combination of sea, air and rail transport plus growing prosperity in Russia and Asia present a set of unrivalled new business opportunities. Moreover, I believe that Finland is the epicentre of this “New North” – a unique intersection of geography, infrastructure, education, good governance and business spirit.

Some three years ago, when we first conceived of the Innovation Center here at the U.S. Embassy in Helsinki (on Twitter: @USEmbassyIC), we believed that this one-of-a-kind facility would offer an opportunity for the United States to work and partner in a different way in the region.

The Innovation Center has fully put into practice the diplomacy of the 21st century: Economic Statecraft. Its location and design provide an extraordinary venue. Its utilization of high performance technologies together with a reinvigorated focus on accelerating business is already paying dividends through its successful use by U.S. companies, investors, and entrepreneurs to reach not just into the Nordic marketplace but beyond to the east and the far east.

In this globalized world, diplomats and businesses realize that today’s challenges are different than in the past. So while our friendship is built on strong, old foundations, solutions must be energized by new approaches and ideas. Today’s achievers are both active and adaptive. Finns are doing the work to succeed in today’s markets, and I invite U.S. companies to participate in the vast opportunities of the New North. The doors of the Innovation Center are open for business.

Ambassador Oreck, U.S. Embassy in Helsinki

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We Can Offer a Perfect Location

REACH YOUR MARKET QUICKLY AND CONVENIENTLY – AMERICA AND RUSSIA VIA HELSINKI

As an airline Finnair thrives on its home market’s unique position straddling east and west. You can fly conveniently from New York to Helsinki with us. Finnair flies several times daily from Helsinki to Moscow and St. Petersburg, and also operates a service to Yekaterinburg four times per week.

Besides daily connections between Helsinki and New York, Finnair also offers daily services to Chicago and Miami operated by codeshare partner American Airlines. Finnair’s imminent participation in the Atlantic Joint Business with American Airlines, British Airways, and Iberia will soon also facilitate daily connections between Helsinki and dozens more American cities from San Francisco to Washington with simple, competitively priced and flexible ticketing.

But Finnair’s value as a gateway to Russia is not limited to air services: Helsinki Airport is located just three hours from the Russian border by car. Helsinki airport is a popular point of entry for passengers who arrive by air and continue to Russia by car, train or ferry.

www.finnair.com

FINLAND – A STRATEGIC LOCATION FOR INTERNATIONAL BUSINESS

Finland lies in a central and highly accessible location within the expanding markets of Northern Europe. This region is itself home to 80 million consumers, and it also provides an ideal entry to markets to the east.
Itella Logistics provides a logistics platform in Russia that extends from St. Petersburg to Vladivostok, and offers comprehensive warehousing, consulting, customs and regulatory services.

**AN IDEAL PARTNER FOR YOU WITH A WEALTH OF EXPERIENCE IN RUSSIA**

If you feel it is time to enhance your Russian operations, but you are worried about red tape, safety, and infrastructure, it is better to work with an experienced partner who knows how to succeed in Russia.

Since 1998, Itella has partnered with various companies. Your business can benefit from our customs and regulatory services and localized consulting. Our helpful team is equipped to answer questions, solve problems, and bring you peace of mind.

Itella Logistics is quality and safety certified, and we require our supplier network to adhere to the same standards.

**A MARKET LEADER IN RUSSIA**

- 19 warehouses throughout Russia
- A network of road, rail, and air routes connecting 160 Russian cities
- City distribution services within Moscow, St. Petersburg, Rostov, Yekaterinburg, Novosibirsk, Samara, and Vladivostok
- Inbound volumes via St. Petersburg, the Black Sea and the Russian Far East region

Make the smart move. Visit itella.com/logistics

Expand into Russia with the help of an experienced partner. We make it our business to improve your Russian operations through our logistics services.

Watch our video on the way we co-operate on international logistics with the building and home improvement retail chain Rautakesko.
Allegro – by Rail from Helsinki to St. Petersburg in Just 3.5 Hours

THE HIGH-SPEED TRAIN ALLEGRO

is the most convenient and eco-friendly connection between Helsinki and St. Petersburg. The travel time from city center to city center is just 3.5 hours: border formalities are conducted onboard the moving train. Four daily departures run in each direction. Since Allegro’s inauguration in December 2010 passenger numbers have been growing rapidly.

When travelling by train you can make good use of your travel time by working, or instead just relax, socialize and enjoy good food. The Allegro train features a wide range of services, such as wireless internet in 1st and 2nd class compartments, a six-person group compartment for business travelers, and a restaurant. The staff speak English, Finnish and Russian.

www.vrgroup.fi
Establishing a presence in Russia via Finland is a favorable option for SMEs. Cities located along the E18 motorway offer international companies business and industrial parks with excellent gateway services.

The E18 motorway runs from Norway through Sweden to Finland and eastwards into Russia all the way to St. Petersburg. Cities along the route include Oslo, Stockholm, Turku, Helsinki, Kotka, Hamina and St. Petersburg. According to an old Russian saying, St. Petersburg is Russia’s “window to Europe”, but looking from the west it is also a gateway to Moscow and other Russian cities. The road connection is also classified as a Development Corridor, emphasizing the new opportunities it presents for conquering the Russian markets. Finland is making considerable investments to improve the quality of the E18 route, and to speed up customs and border formalities. YIT offers premises for diverse warehouse, logistics and production facilities for businesses along the E18 corridor (see below, for example, the Greenstate Industrial Park located in the vicinity of St. Petersburg).

We can construct whatever you need efficiently and to the high standards you are accustomed to.

Finnish construction companies are very well established in the Russian construction market. Our advantages include a deep knowledge of Russia’s planning, regulation and permit systems. Success comes with experience and knowhow. Finns also enjoy a good reputation as partners in Russia. Risks in Russia are bigger than in Europe or the U.S., but you can minimize them by working with us.

The market share of Finnish construction companies in St. Petersburg is estimated at 5–10%. Over many years we have built up the necessary connections, trust and expertise. Personal relations are crucial, so it is well worth using them wisely.
entering the Russian market requires careful planning, and it is vital to get expert advice.
Finnish firms have a long tradition of doing business in Russia. Some 600 Finnish companies operate in Russia, and 100 of them have made direct investments in Russia. The companies operate in various sectors within the Russian market – from food-processing to construction and services, and from arctic expertise to environmental technologies.

Entering the Russian market requires careful planning, and it is vital to get expert advice. Finnish companies with their inside knowledge can offer a wide range of top services in Russia from legal and accounting services to market analysis. Using their hard-earned experience can save you time and money.

A greenfield project in Russia can involve lengthy and costly procedures related to land and utilities (water, electricity, gas and roads). Industrial parks with readily available land plots and infrastructure offer a time-saving shortcut. Finnish construction company YIT operates the Greenstate Industrial Park in Gorelovo near St. Petersburg’s international airport. Another Finnish industrial park, the I-Park Lemminkäinen, has attracted many clients to the dynamic city and region of Kaluga, 110 miles southwest of Moscow.

THE FINNISH–RUSSIAN CHAMBER OF COMMERCE

(FRCC) has offices in Helsinki, Moscow, St. Petersburg, and Yekaterinburg. We can provide concrete services for all stages of your business growth in Russia.

START – GETTING READY FOR RUSSIA

If you are thinking of doing business in Russia, we are at your service: we will examine your market opportunities, search for potential customers and business partners, and take you all over Russia to find useful contacts and familiarize you with business options.

GROW – MAKE YOUR BUSINESS BLOOM

With our help you can organize matchmaking events and business promotion tours, find new customers, and identify the right distribution channels. We can assess the market potential and competitive situation, and conduct background checks on your business partners. Why not explore not only St. Petersburg and Moscow, but also other growth centers in Russia together with FRCC.

GO LOCAL – SUCCEED IN RUSSIA

We have a wide range of services to enable you to set up a company in Russia. We are ready to advise you on legal matters, obtain work permits for your staff, manage your HR and bookkeeping, assist in staff recruitment, provide coaching on cross-cultural issues, and help with many other matters.

Ready for Russia?

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THE LONDON-BASED FIRM TELECITY RECENTLY ACQUIRED THE FINNISH COMPANY TENUE.

“There is significant demand from our customers for high quality, connected data centre services with proximity to the growing Russian market. We are recognizing an important growth opportunity by entering this new market through Finland.”

Michael Tobin, CEO of the TelecityGroup, in Helsinki

www.telecitygroup.com
AMCHAM FINLAND

The American Chamber of Commerce in Finland (AmCham Finland) is an international business hub consisting of 300 corporate members. Our members include exporting companies and investors, foreign affiliates, SMEs, and service providers from all industries and of several nationalities.

Everything we do is geared to enhance the businesses of our members. AmCham Finland is where international investors land and companies looking to go global take off.

Our Welcome Mat services enable us to provide a friendly and business-savvy access point to Finland, Russia, and the greater Northern European market for a growing number of resident and non-resident companies.

A survey by TNS Gallup found that 97% of AmCham Finland’s members would recommend membership to others. Jorma Ollila, Chairman of the Board at Royal Dutch Shell has described AmCham Finland as “a true 21st-century chamber”.

AmCham Finland is 100% member-funded: we receive no external funding. Being member-led and member-driven helps us stay on a value-adding path.

Please see our website for further information (www.amcham.fi). We invite smart companies to become new members and AmChampions. Welcome to our community!

Specialties: networking, critical business information, advocacy, talent, start-up, ecosystem, business hub, global economy, affiliates, foreign investment, Finland, Northern Europe, Scandinavia, Russia
Thinking Logistics?

Finland boasts functional infrastructure as well as modern logistics and communications networks. English is the common language of our highly international business community. Finland’s location and advanced infrastructure can provide your organization with an expedient logistics gateway between east and west.

**STRAIGHTWAY FINLAND – A MARKETING NETWORK FOR LOGISTICS COMPANIES AND PORTS, WITH OVER 50 MEMBERS**
- All transport services: road, rail, sea and air
- Warehousing, forwarding and value-added services
- Advice about starting up a business and settling into the area

**THE MAIN STRENGTHS OF THE FINNISH DEVELOPMENT CORRIDOR:**
- The largest Free Trade Zone in Europe right next to the Russian border
- Safe place to keep large inventories inside EU
- No VAT or taxes involved in Free Trade Zone traffic to Russia / CIS
- Moscow reachable within 48 hours, St. Petersburg within 8 hours
- All major central European ports reachable by daily ferry connections within 60 hours
- Highest quality in port operations, IT-technology usage, road-, rail- and air transportations and equipment

**FREE ZONE FACILITIES CLOSE TO THE RUSSIAN BORDER**

**Indoor space:**
- 7 million square feet – equivalent to 125 football fields

**Outdoor space:**
- 20,500,000 square feet – equivalent to 350 football fields

www.straightway.fi
HELping you to settle in and get started...

If you need an office, warehouse or industrial premises, we can find a solution to meet your needs.
FINLAND – A GATEWAY TO RUSSIA AND THE BALTIC SEA REGION
Technopolis is a NASDAQ OMX Helsinki listed company that develops, owns and operates smart business parks. Technopolis has 19 campuses in 11 cities, and more than 1,400 customers in Finland, Russia, Estonia and Lithuania. We are proud to be an innovative real estate player offering far more than bricks and mortar:

- We add value to space through office-related, business and employee services.
- We work directly with customers with a dedicated account team to help them solve problems, optimize performance and grow their business.
- We offer flexible office and service solutions ranging from hourly workstations to premises of thousands of square meters, and from basic space provision through workspace planning and asset leasing to matchmaking solutions.
- We strive to provide five star service in every aspect of our customer relationships, whether in account management, reception or technical problem solving. We work passionately to exceed customer expectations.
- We offer a stable and reliable business environment in Finland, Russia and the Baltics. Every campus is designed and operated to meet the Technopolis standard of excellence.

Russia has tremendous market growth potential. Using Technopolis campuses as a platform, you can gain safe, cost-effective and easy access to the Russian market. We have business campuses around Finland as well as in St. Petersburg, Tallinn and Vilnius.
Finland’s dynamic business environment offers foreign investors and foreign companies an innovative and transparent basis for doing business.
A Transparent, Competitive and Innovative Environment

Invest in Finland – Business Opportunities and Consulting Services

Invest in Finland offers a full set of professional consulting services. We can tailor our hands-on investment services according to your specific needs. Our services cover every stage of setting up a business in Finland, ranging from initial data collection and opportunity analysis to networking and the actual business launch.

Finland’s long experience of doing business with Russia and within Northern Europe, combined with our rich historical and cultural ties to our neighboring countries, give us valuable insights and knowledge. The majority of transit trade from the EU to Russia passes through Finland. Our countries’ rail systems share the same rail gauge, so rail cars do not require modification or reloading when they cross the border.

Foreign-owned companies can benefit from government investment incentives and access to the latest research findings resulting from the extensive cooperation between Finnish universities and the private sector.

www.investinfinland.fi

FINLAND IS THE SMART CHOICE

Russia is Finland’s most important trade partner. If we can do it, so can you! When dealing with Russia, collaborating with Finnish partners will enable you to concentrate on your core business.

Finland is an economically and politically stable society. Our country has been a member of the European Union since 1995. Finland is part of the Eurozone and our currency is the Euro. Our dynamic business environment offers foreign investors and foreign companies an innovative and transparent basis for doing business.

In Finland we see our long border with Russia as an asset. We have reliable transport and warehousing services for American companies looking to establish or expand their presence in Russia.

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Slush is the leading startup conference in Northern Europe and Russia. Once a year it gathers the most promising startups from the region to meet top-tier angel investors, venture capitalists and media from all around the world in Helsinki, Finland.

START UP WITH THE BEST OF THE REGION!

Slush attracts hundreds of startups of which more than half come to Slush from outside of Finland. For example in 2012 more than 100 Russian startups participated and this year we are expecting even more.

Also, Slush makes it possible for starting companies to connect with the established serial entrepreneurs and leading angel investors from Nordic and Baltic countries and Russia. We do not only bring the best investors and companies to the same place but also make sure that the right companies meet the right investors in one-on-one meetings.

In addition, the leading journalists from the field, including every relevant media from the region as well as the top international media will join Slush to search for new companies and phenomena to write about.

More than 3500 visitors, 600 companies and 450 investors and media attended Slush in 2012 and in 2013, on November 13 – 14 Slush will be even bigger, better and more ambitious.

Slush is organized yearly by Startup Sauna, a Helsinki-based seed accelerator for early-stage growth companies that was recently awarded as the top young university business incubator in the world.

Please look for more information at www.slush.fi and www.startupsauna.com
SLUSH 2013

Slush 2013 will take place in November 13 – 14 in Helsinki, Finland.

For more information, please visit www.slush.fi or contact miki.kuusi@slush.fi.
Why Helsinki?

Helsinki Business Hub is the investment promotion agency for the Greater Helsinki area. Helsinki’s strategic location makes it an easily accessible hub for businesses, and a perfect place to locate regional headquarters – especially when access to Russia and the Baltic countries is important.

Helsinki Business Hub is a non-profit organization, established by the cities of the capital region to help attract high impact international investments into the region.

How can we help you create success in Helsinki? An eight-hour flight from New York and Beijing, Helsinki has a highly educated talent pool supported by an advanced infrastructure in a sustainable environment. Whether it’s about choosing the right location for your R&D activities, setting up your Nordic, Baltic or European HQ, or your operations in the east, or product development, innovation exchange or acquisition, our team of experts will strive to make sure that your business thrives in the Finnish business environment and in Greater Helsinki. You know your business and strategy; we know our region and the opportunities it offers!

We will help you to...

- connect with the relevant companies, universities, and R&D and innovation players
- benefit from our world renowned $12 billion per annum innovation system
- get relevant information about the market, costs, and business set-up services
- find the right people, premises and partners you will need to ensure a soft landing
- get your startup up and running in Helsinki

Find out how we can help you establish and build up your business in Helsinki!

www.helsinkibusinesshub.fi

PHOTO: VASTAVALO/Visit Finland
DEAR FRIENDS

Hello again. I hope that by now we have put Finland on the map for you – and that you are ready for business!

A warm welcome to Helsinki,

Alex Stubb
FINLAND – A GATEWAY TO RUSSIA AND THE BALTIC SEA REGION

FOR FURTHER INFORMATION, PLEASE CONTACT:
Embassy of Finland, Washington
Consulate General of Finland, New York
Consulate General of Finland, Los Angeles

www.finland.org

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