International Success with Finpro!

KIEMET Seminar in Bucharest
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Finpro in Brief

- **Finpro is a globally operating** expert organization which helps Finnish companies to international success.

- **Today Finpro has over 350** professionals who work in 66 offices in more than 40 countries.

- **Finpro’s consultants completed 1139** assignments in 2010.

- **Finpro’s service offering is a unique combination** of strong industry sector and target market knowledge, foresight and expertise in the internationalization process.

Finpro was founded by Finnish companies in 1919. Today the Association has 550 members: Finnish companies, the Confederation of Finnish Industries, the Federation of Finnish Enterprises and the Federation of Finnish Technology Industries. Finpro as a public-private partner belongs to the Ministry of Employment and the Economy Group and works closely with other operators in Finnish innovation ecosystem such as ELY-centers, Tekes and Ministry for Foreign Affairs.
Finpro’s Mission and Vision

Mission
• Building successful Finland in global economy

Vision
• Finpro is the trusted partner when seizing global business opportunities
Finpro helps Finnish companies to grow and succeed in international markets
Finpro Navigator

Finpro offers expertise at every stage of internationalization

Preparing Growth  Planning Market Entry  Establishing Presence  Improving Market Position
Finpro Navigator

Planning International Growth
- International Growth Plan
- Test Drive
- Right Markets

Planning Market Entry
- Entry Options
- Sales Channel Development

Establishing a Presence
- Partner Search
- Direct Sales
- Establishing Company
- Supplier Evaluation

Improving Market Position
- Sales Accelerator
- Market Monitor
- Acquisition Candidate Search
- Trend Pulse
- Export Partner Groups
Controlled Market Entry Process

Market selection

Strategy and operation alternatives

MARKET ANALYSIS → STRATEGY ALTERNATIVES

Market entry planning and implementation

IMPLEMENTATION → MARKET ENTRY PLAN

Market follow-up
Business expansion

Focusing – step by step
Finpro’s Industry Expertise

• Finpro has a strong vision on the development, challenges and specific needs of the different industry sectors in Finland and internationally.

• Our experts represent the following industry sectors:
  – Construction
  – Machinery
  – Logistics
  – Energy
  – Environment
  – Forest
  – Life Sciences, Health care
  – Food
  – Services
  – Software and Digital Media
• **Finpro Foresight** is a window to global future opportunities.

• **We observe and analyze** the global operational environment, collect signals from changes happening in the world and refine them into future phenomena.

• **With the help of our experts** Finnish companies are able to use the phenomena in developing their business and product/service strategies for finding new business potential.
Finpro’s International Programs and Projects

Finnish Wellbeing Center
Some of Finpro’s References
Opening doors for Airbus