

**BUSINESS  
FINLAND**

# Business Finland

Thematic focus areas



# LET'S JOIN FORCES FOR A BRIGHTER FUTURE

We, our customers, and all Finns are united by a common mission: we build a brighter future every day.

We believe that Finland has an important role as a solver of global challenges. In addition, we estimate that with the solutions of Finnish companies, it is possible to increase product and service exports by more than 20 billion euros by 2035. Achieving the goal would mean new jobs and the opportunity to improve wellbeing.

We at Business Finland wanted to know how we could do our part even better and help Finland succeed. We brought together a wide range of domestic and international experts as well as representatives of our stakeholders and customers. Together we analyzed global changes and identified the opportunities they created.

We selected five focus areas from the most significant future growth opportunities that best match Finland's capabilities, in which we will invest 1.5 billion euros by the end of 2025.



# BUSINESS FINLAND'S THEMATIC FOCUS AREAS



Digitalization based boost for productivity



Comprehensive health & wellbeing



Carbon neutral & resilient energy system



Zero waste & circular economy



Engaging immersive experiences

# SUCCESS CALLS FOR COURAGE AND CHOICES

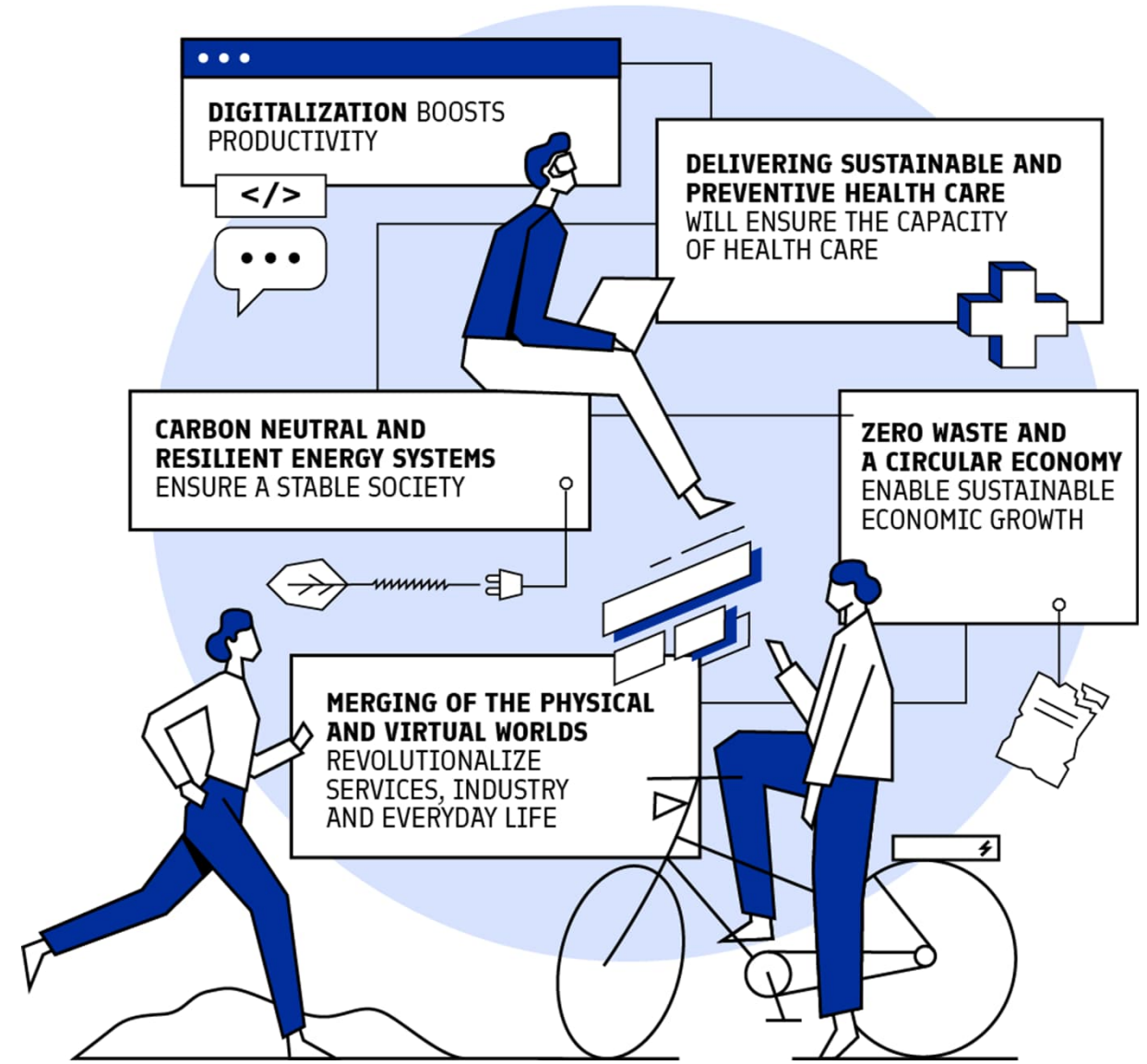
Global challenges create future market opportunities

For a small, open economy, the ability to make informed and conscious choices is extremely important. Success on the international markets requires a forward-looking, boldly market-shaping attitude from Finland. With the same attitude, Business Finland wants to support companies on their path to international growth. More effectively than ever.

The identified opportunities to accelerate sustainable growth, which can be used together to build the future cornerstones of the Finnish economy, include:

- Digitalization based boost for productivity
- Comprehensive health & wellbeing
- Carbon neutral & resilient energy system
- Zero waste & circular economy
- Engaging & immersive experiences

These are also the five thematic focus areas of Business Finland, which specifically guide our programmatic activities, campaigns and the targeting of funding.

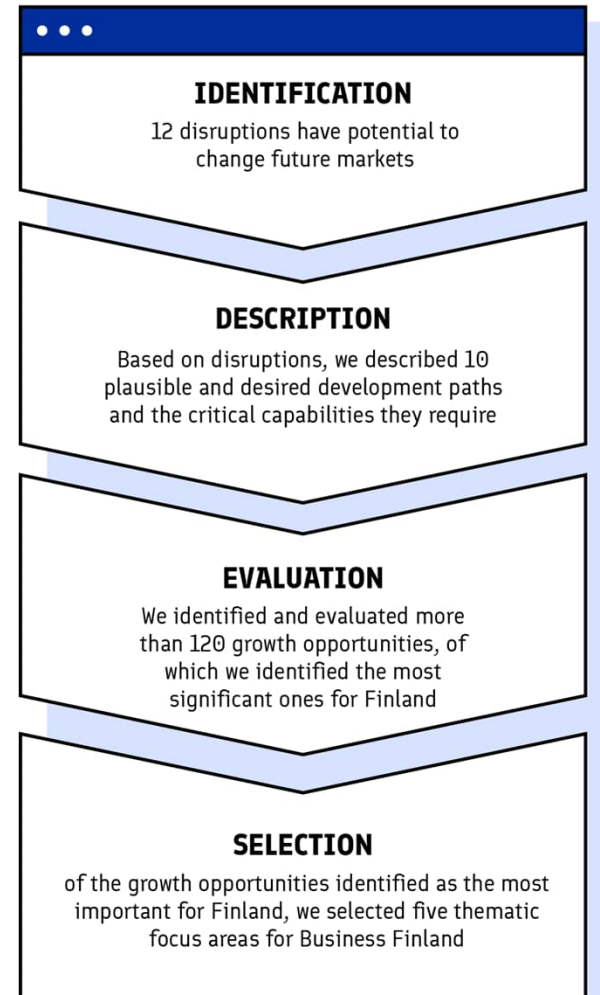


# TOWARDS FUTURE GROWTH OPPORTUNITIES

We identified the most significant future growth opportunities for Finland and related potential and desired developments together with Business Finland's stakeholders and a broad group of Finnish and international experts.

We also identified the capabilities needed on the development paths. In the background, we analyzed the market disruptions caused by global megatrends that cause market transitions which open up opportunities. When assessing the most significant growth opportunities for Finland, we paid attention to the economic potential of the opportunities, the social impact (to what extent growth opportunities address global challenges) and the ability of the Finnish business and research sector to seize growth opportunities.

Of the nine growth areas identified as the most important for Finland, we selected five thematic focus areas for Business Finland that it should especially focus on in the future.



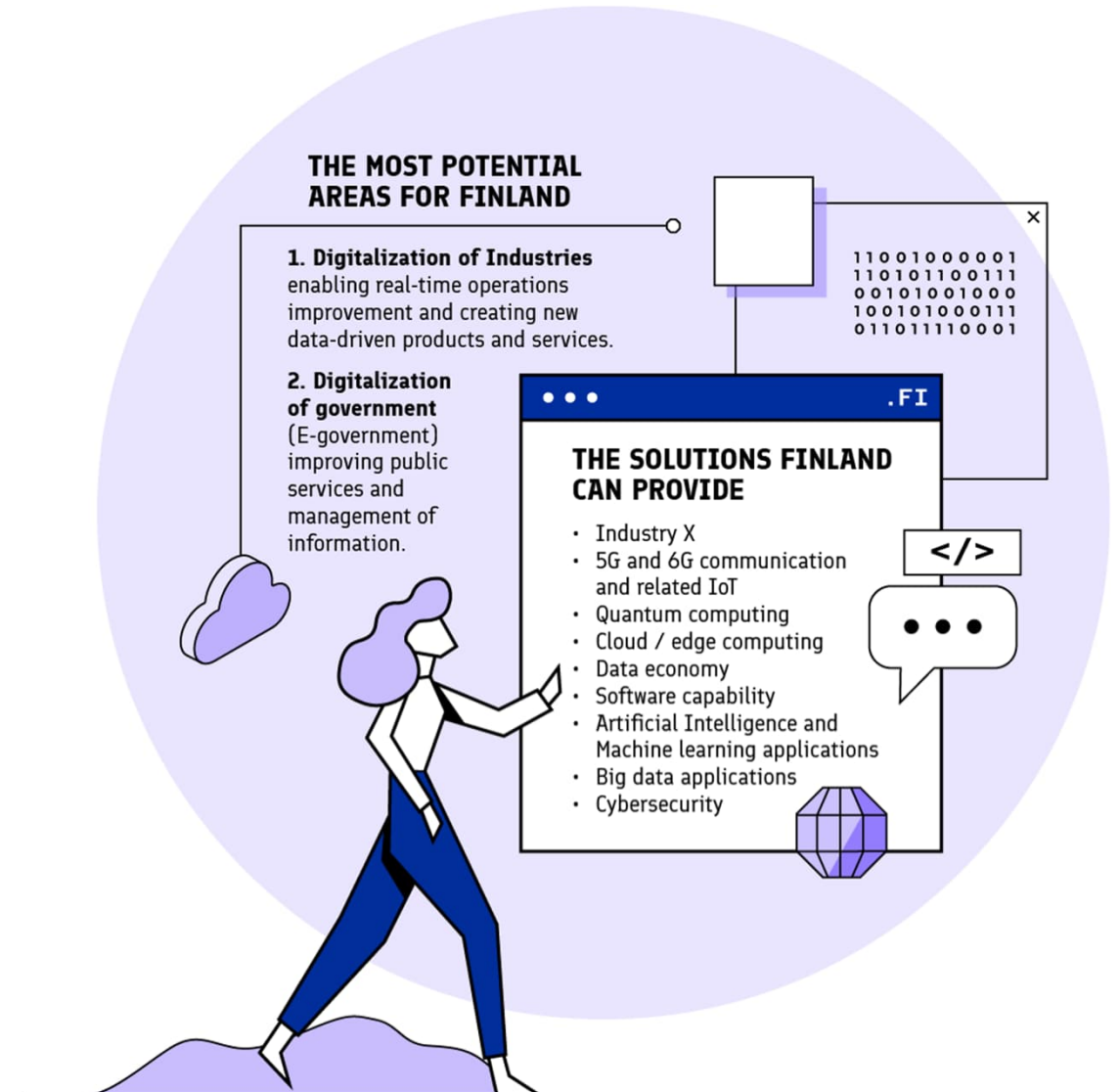


# DIGITALIZATION BOOSTS PRODUCTIVITY

Digitalization changes the world we live in.

Digitalization affects all industries and enables major changes between and within them. New digital solutions are a prerequisite for the necessary productivity leaps in almost all industries and play an important role in creating sustainable growth. In addition, with the development of digital skills, digitalization has become a key factor in addressing many global social challenges. The global market for digital solutions is expected to continue to grow in the coming years.

Finland is one of the leading countries in development and competence related to digitalization. For decades, Finland has been introducing internationally significant innovations and technologies onto the market. The expertise and capabilities of Finnish companies and research organizations, combined with advanced technologies and digital solutions, are what the growing global market and the increasing demands of productivity development need.







# NEW WAYS OF DELIVERING SUSTAINABLE AND PREVENTIVE HEALTH CARE WILL ENSURE THE CAPACITY OF HEALTH CARE

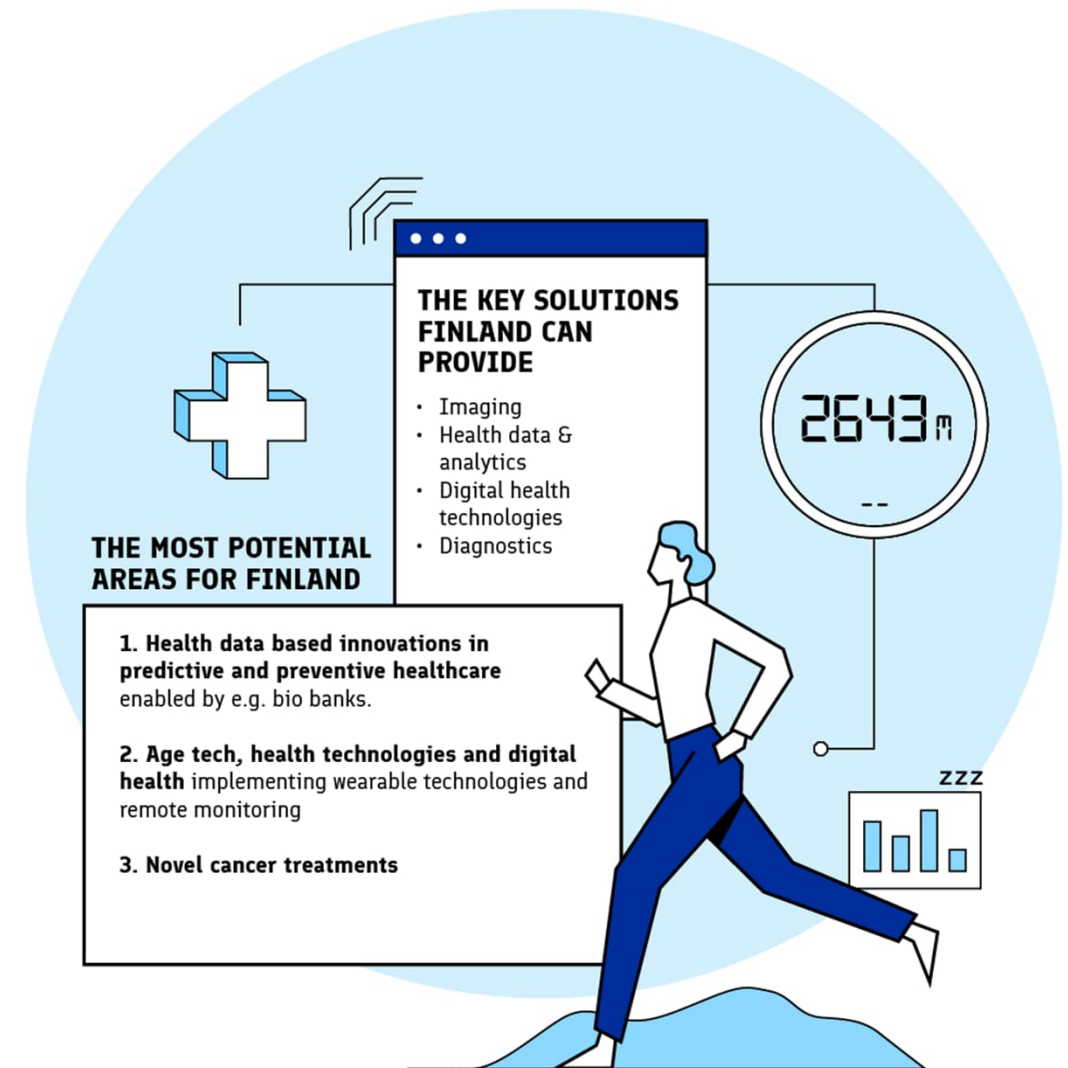
The health care sector is overburdened around the world.

The global health care sector is facing unprecedented challenges. The demand for care and the burden imposed on chronic care are increasing as the labor shortage increases and resources become even more limited. These major challenges call for new innovations and technologies to move towards more personalized, preventive and individual health care.

Finland has a strong knowledge base in

- world-class research
- sensor technologies
- medical technology
- emerging digital technologies; and
- the use of health data.

Long-term investments in the research and development of health care and health technologies have enabled growth, especially in solutions for cutting-edge research, care and special fields, such as cancer, genetic research and neurological diseases. Finnish expertise and the innovations of our companies can provide solutions to the international challenges of health care. We can be a model country for sustainable and personalized health care.





# CARBON NEUTRAL AND CRISIS-RESISTANT ENERGY SOLUTIONS ENSURE A STABLE SOCIETY

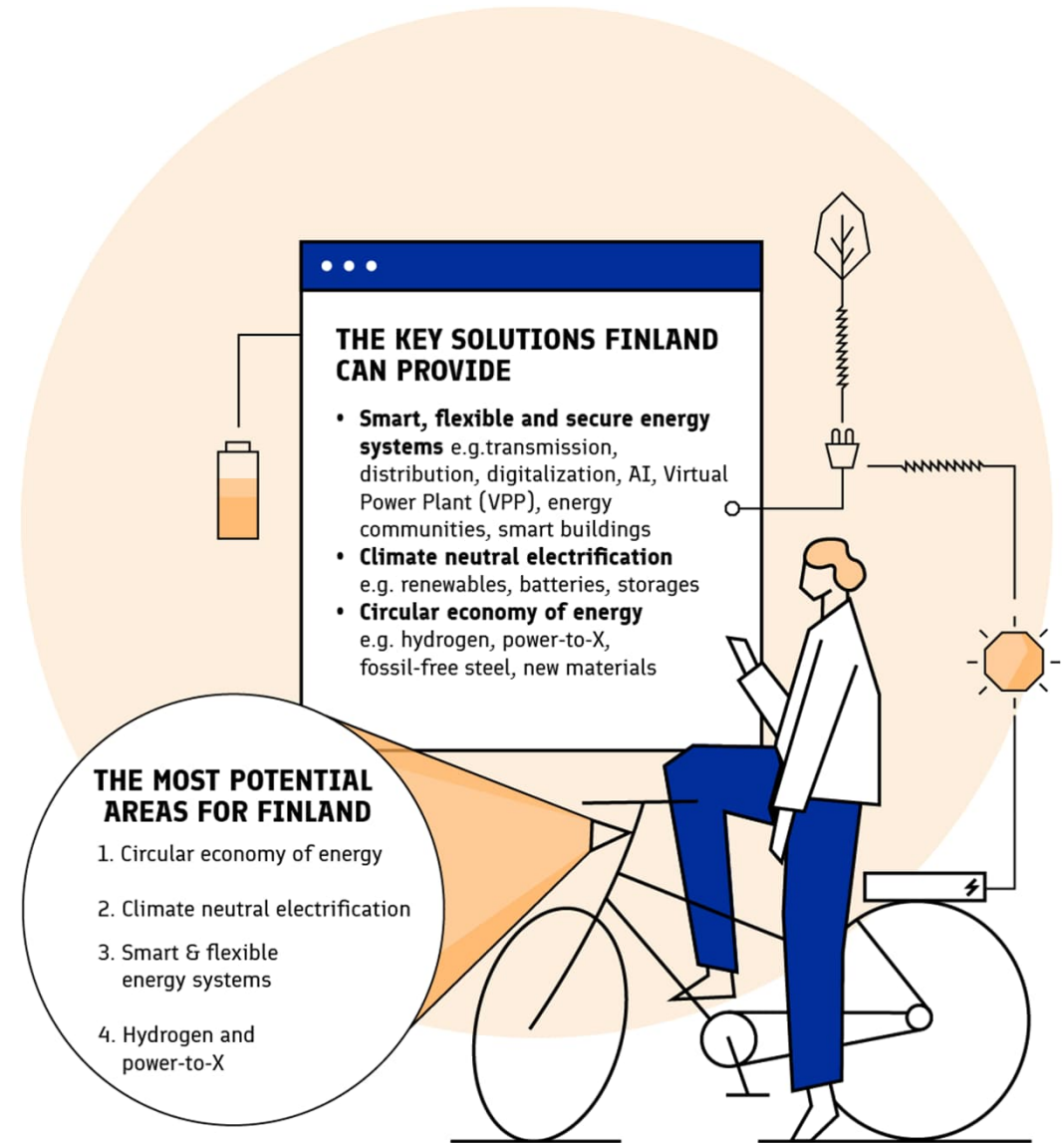
The world is desperately in need of new generation energy solutions

The transition to new forms of energy is a global challenge. Combatting climate change requires the development and use of carbon-neutral energy solutions globally.

New technologies and solutions are needed in the production, storage, transmission, distribution and use of energy. In order to overcome the challenges, it is important to link the energy sources of different sectors to each other and to end users, such as mobility, transport, the built environment and industry.

Companies play a decisive role in the transition. Finland has several world-class companies that are committed to enabling a carbon neutral Finland by 2035. They are constantly investing to create international solutions together with their partners.

Finland's strengths, such as digitalization and circular economy know-how, are the key to stable, flexible and safe carbon-neutral energy solutions. A solution-oriented attitude and the ability to provide holistic solutions distinguishes us from other countries.





# ZERO WASTE AND A CIRCULAR ECONOMY ENABLE SUSTAINABLE ECONOMIC GROWTH

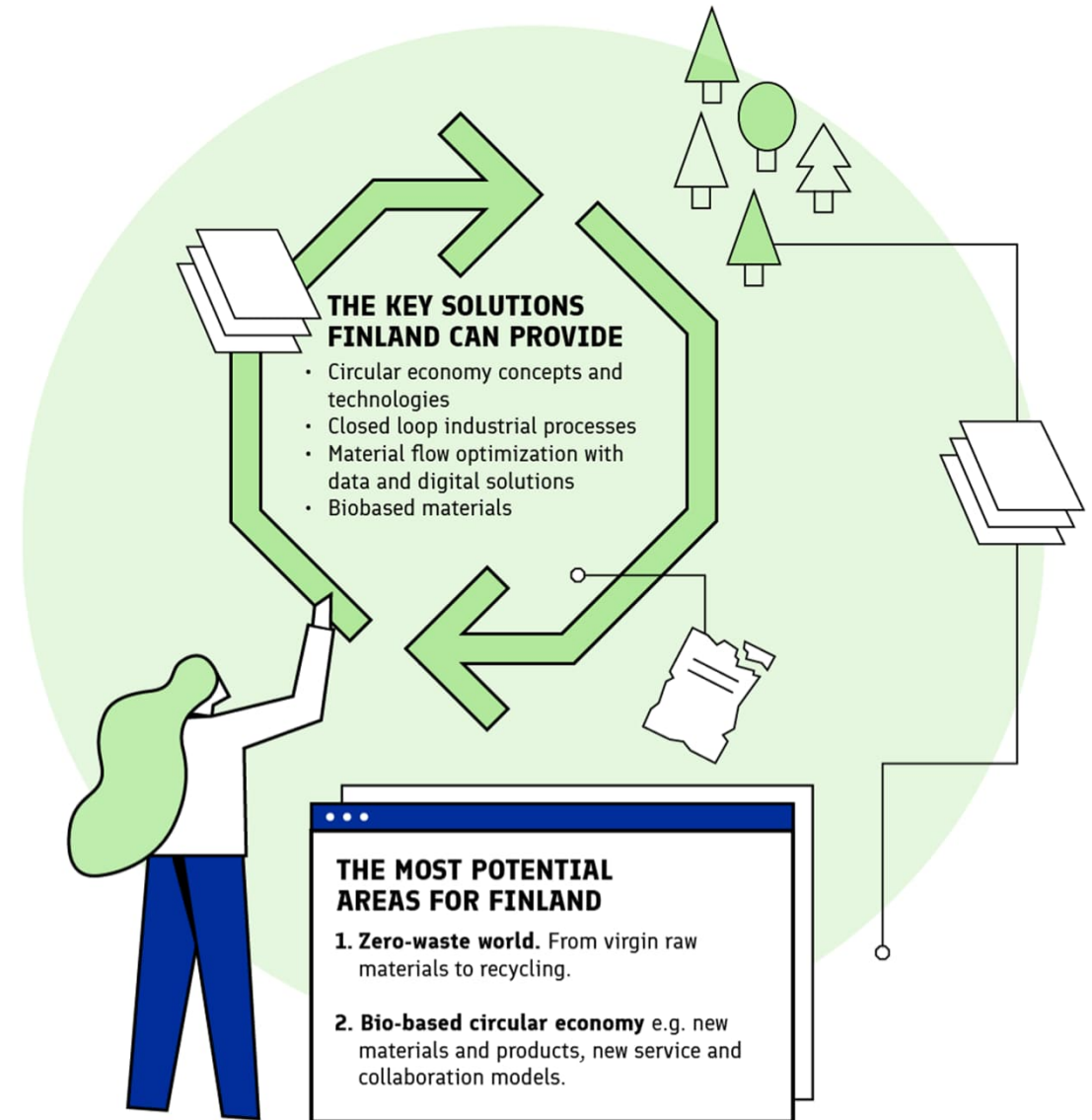
The transition to a circular economy and resource efficiency are essential

In order to ensure continued access to natural and material resources, we must be able to improve our resource efficiency. The public sector has taken bold steps towards a circular economy. The increasingly strict regulations it has set have increased global demand for circular economy solutions.

International markets need innovations and solutions for the reuse and recycling of waste and for the material circulation.

Finland has leading expertise in the development of innovative bio-based products and circular economy technologies. Together with other Nordic countries, we will create a significant concentration for the circular economy.

Finland's capabilities and innovative solutions have the potential to significantly contribute to overcoming environmental challenges and climate change and preserving biodiversity.





# MERGING THE PHYSICAL AND VIRTUAL WORLDS WILL REVOLUTIONALIZE SERVICES, INDUSTRY AND EVERYDAY LIFE

A new, digital life and experience in augmented reality will be created by next generation technologies

The fusion of physical and virtual reality provides new interfaces for services, industry, games, entertainment and everyday experience. Therefore, many major multinational companies are heavily investing in immersive technologies, innovations and solutions.

Finland's expertise gives us excellent capabilities to become a significant player in new virtual environments. Our expertise covers all aspects of the value chain of augmented reality. We are one of the best in the world in software applications, online technology and game development. All of these have many similarities to immersive technologies.

