



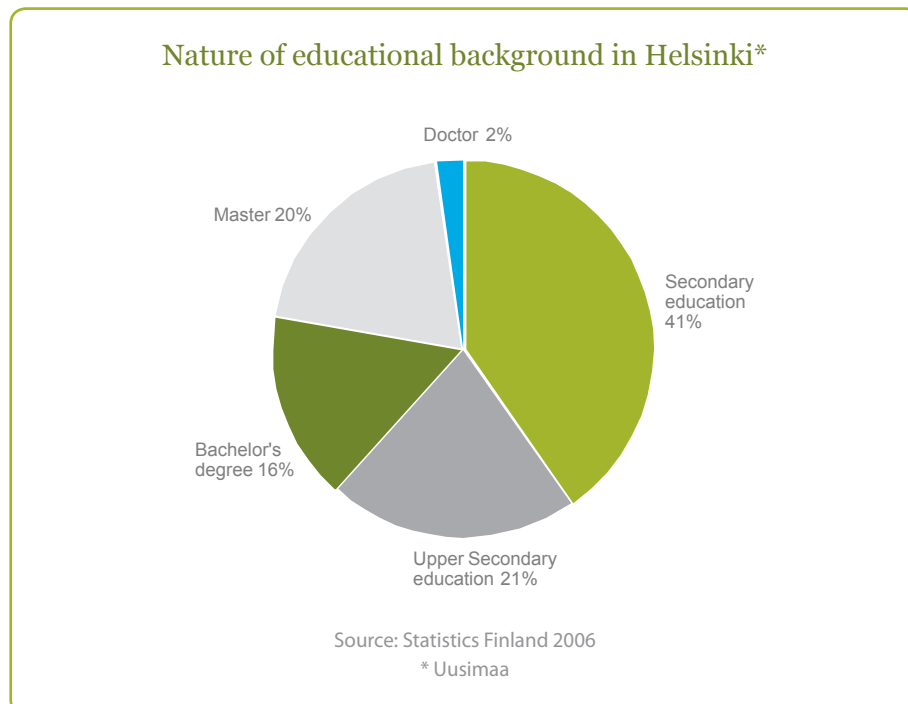
Workforce

The Finns are known as a hard-working people, and Helsinki is consistently in the Top 10 for productivity in Europe. Education and training are strongly emphasised in Finland, and the investment pays off: Finnish professionals are well educated and boast excellent language proficiency. English as a business language causes no problems for Finnish workers as they are required to take English at all levels of their studies. The availability of a highly educated workforce in knowledge intensive business areas is high. The labour costs are relatively low compared to many other Western countries.

Level of education

Finland is well-known for its excellence in education: Finnish students have repeatedly ranked first in OECD's PISA study. The compulsory education continues until the age of 16 and after that most continue to vocational schools and high schools, and further on to higher education in universities and universities of applied sciences.

The number of engineers in Helsinki is high: about 30,000 in a total population of 1.3 million. There are five schools that offer both bachelor and higher level education in engineering. (Statistics Finland)

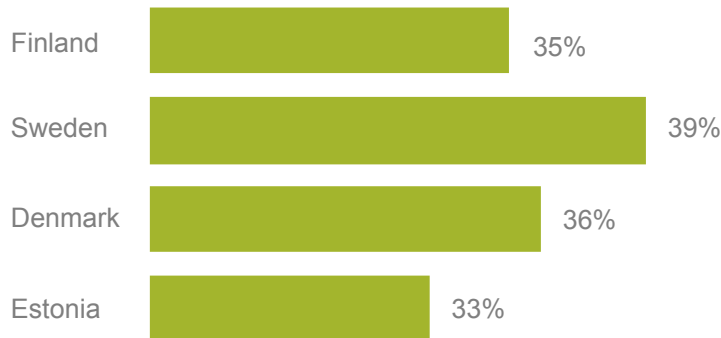




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Share of adults with tertiary education (bachelor or higher)

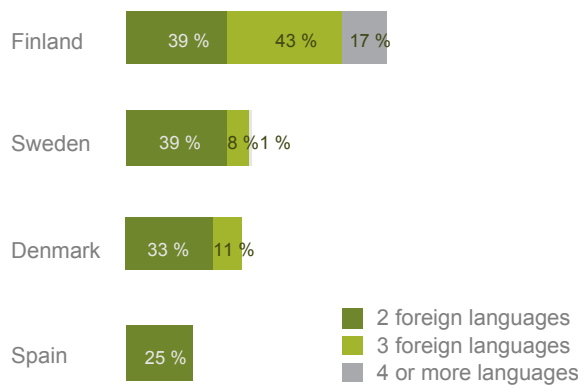


Source: Education at Glance 2008 / OECD Indicators

Language skills

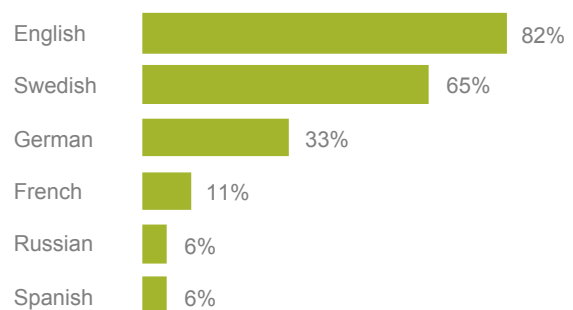
Finland is a bilingual country; its two official languages are Finnish and Swedish. Foreign languages are studied from the age of 9 and every student studies at least two languages by the age of 16.

Number of foreign languages spoken by students in upper secondary level



Source: Eurostat 2005

Languages spoken by Finnish workforce (18-64 years)



Source: Statistics Finland 2006



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Employment

The key ecosystems employ 260,235 persons in Helsinki. The size of the total workforce (16-64 years old) is 921,000 persons. (Statistics Finland)

Employment by ecosystem, Helsinki*

Ecosystem	Employment
ICT	79,020
KIBS**	75,600
Logistics	53,936
Design & creativity	29,728
Life sciences	19,697
Clean tech	2,253

Source: Statistics Finland 2007

* Greater Helsinki

** Knowledge intensive business services

Employment by occupation, Helsinki*

Occupation	Employment
Corporate managers	78,100
Physical, mathematical and engineering science professionals	61,200
Architects and engineering science professionals	28,000
Sales and marketing managers	25,500
Business professionals	19,700
Production and operations managers	14,000
Electronics and telecommunications engineers	7,700
Legal professionals	7,700
Artistic, entertainment and sports associate professionals	7,300
Mechanical engineers	4,700
Research and development managers	4,700
Electrical engineers	4,200
Physicists, chemists and related professionals	2,600

Source: Statistics Finland 2008

* Greater Helsinki

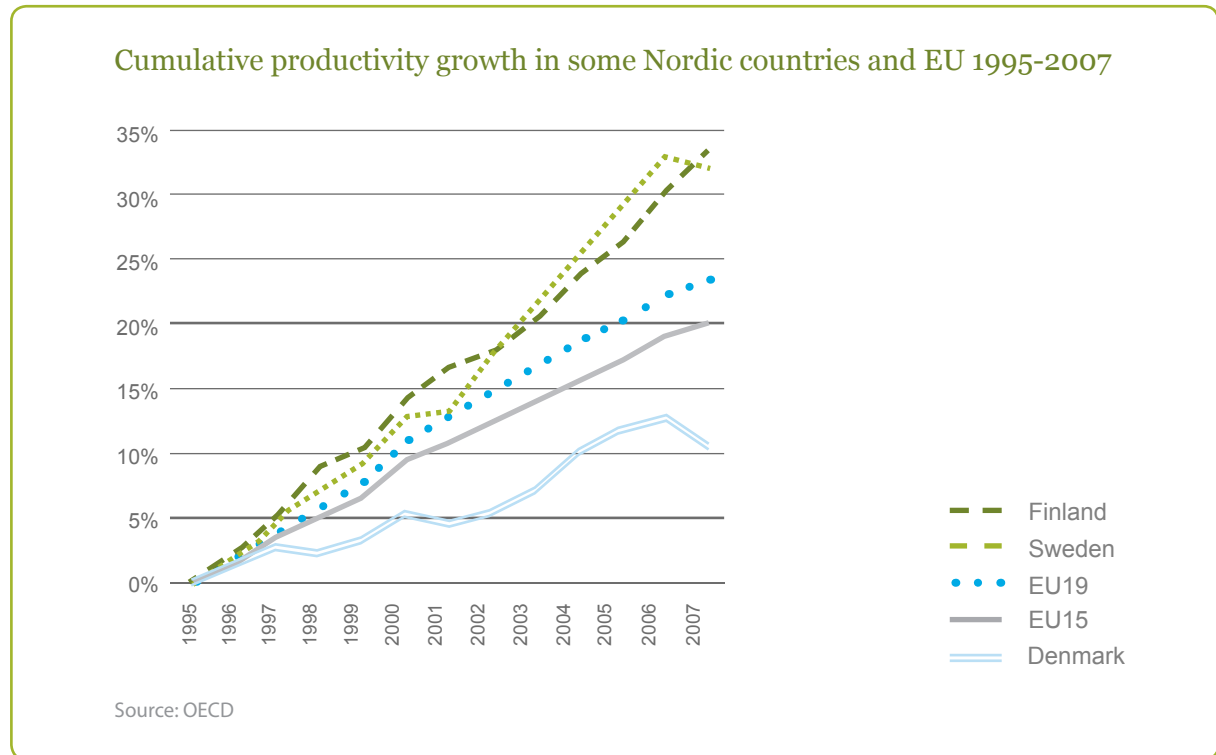


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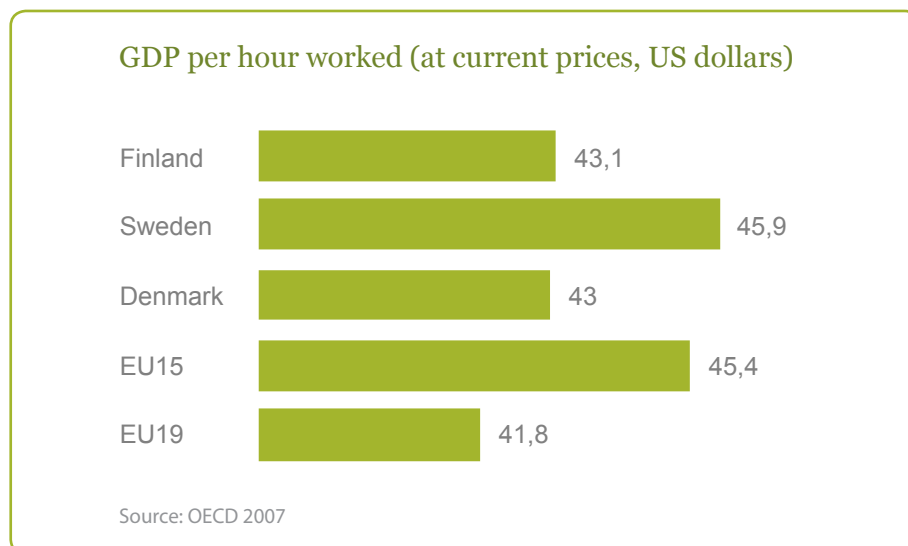
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Productivity

The productivity of Finland has grown year by year since 1995. The growth has been significantly faster than Europe's on average.



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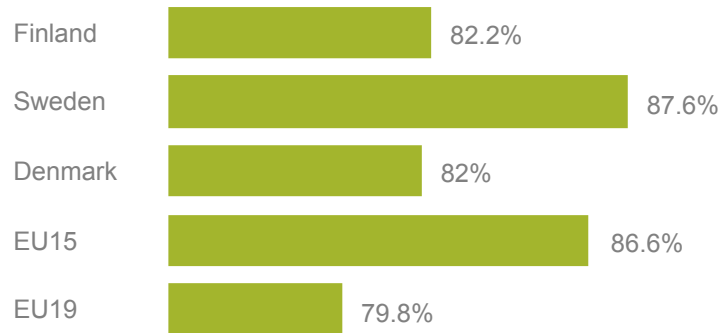




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GDP per hour worked as percentage of USA*



Source: OECD 2007
* USA = 100

Case story

Career Services for International Students

The KVOTA project develops traineeship possibilities for international degree students in Finland. It is a cooperation project between the career and recruitment services in higher education institutions, cities and companies in Greater Helsinki. KVOTA is a part of the Helsinki Education and Research Area (HERA) project that develops the international activities of higher education institutions.

During the summer of 2008, the KVOTA project approached over one hundred companies by phone. Half of the companies had a positive attitude towards the idea of hiring an international student as a trainee.

KVOTA was a pilot project that initiated marketing international students to employers. It is followed by the VALOA project that, like KVOTA, concentrates on promoting international students to employers and seeking and securing traineeship opportunities for them.

Source: www.hera.fi