WELCOME

to the heart of business
in the Baltic Sea Region

An eight-hour flight from New York and Beijing, we have a highly educated talent pool supported by an easy and advanced business infrastructure in a sustainable environment.
Enterprise Helsinki offers advice for startup businesses and growth companies. It is a service center for entrepreneurs in business, or who hope to enter business. The center provides support, all the way from developing a business idea to finding the right contacts.

www.yrityshelsinki.fi/on

Take a closer look:
Helsinki Think Company www.helsinkithinkcompany.fi
Enterprise Helsinki NewCo Factory www.newcofactory.fi

Otaniemi Technology Hub
Otaniemi is the largest technology, innovation and business hub in Finland and in Northern Europe according to the number of companies and R&D centers located within its vicinity. www.otaniemihub.com

Take a closer look at: 
Airport Cluster Finland, a neutral private and public funded cluster program executed by Vantaa Innovation Institute Ltd. aimed at promoting Finnish airport related knowhow. airportcluster.fi
RFID Lab Finland, a neutral non-profit association, whose mission is to improve the operational efficiency of companies with identification technology. www.rfidlab.fi

University of Helsinki
The University of Helsinki is one of the best multidisciplinary research universities in the world. The high-quality research carried out by the university creates new knowledge for educating diverse specialists in various fields, and for utilization in social decision-making and the business sector. www.helsinki.fi

Take a closer look at: 
The Neuroscience Center, an independent research and teaching institute www.helsinki.fi/nsc
Kumpula, the science campus in Finland www.helsinki.fi/kumpula/english/index.htm
Meilahti campus, the Helsinki Academic Medical Center www.helsinki.fi/en/helcampus/meilahti

Aalto University
Aalto University is a multidisciplinary scientific and arts community, working in the fields of technology, business and art. It was founded in 2010, when Helsinki University of Technology, the Helsinki School of Economics and the University of Art and Design Helsinki were merged.

Take a closer look: 
Aalto Design Factory, www.aaltodesignfactory.fi
Open Innovation House, a new premise that houses the operations of Nokia Research Center, Wärtsilä Innovation Node, the HiIT research centre, the Aalto Science Institute, the AppCampus mobile application development programme (a joint project of Nokia, Microsoft and Aalto University), and a number of start-up companies.
StartUp Sauna where for example Slush conference was invented. startupsauna.com

Vantaa Innovation Institute Ltd
Vantaa Innovation Institute Ltd is a non-profit development company, striving to increase the appeal of the Vantaa region and to develop business environments as well as the growth and internationalization of local companies. vantaa.innovation

Take a closer look at:
Metropoli, the fastest growing business center in Finland, www.metropoli.fi
Haaga-Helia University of Applied Sciences www.hau.fi
Laurea University of Applied Sciences www.laurea.fi
Inno Omnia - a pioneering regional development and entrepreneurial hub promoting cooperation between working life and education, www.innoomnia.fi
Institute for Molecular Medicine Finland (FIMM) www.fimm.fi/en
VTT Technical Research Centre of Finland www.vtt.fi
Micronova. Finland’s National Research Infrastructure for micro- and nanotechnology. www.micronova.fi
Helsinki-Vantaa International Airport www.helsinki-vantaa.fi/home
Port of Helsinki www.portofhelsinki.fi
FinlandRail Line. The most important transverse rail line in the Helsinki Region, expected to be ready in 2015
Länsimetro. Extension of the current metro line www.hbsp.net
Helsinki Business and Science Park www.bhp.net
Technopolis www.technopolis.fi
Spektri Business Park www.spektri.fi
Spinno Business Development Centre www.spinno.fi
The Hietala Science Centre www.hieta.fi
Haltia – the Finnish Nature Centre www.haltia.fi

When we say Helsinki...
Greater Helsinki consists of Helsinki, the capital of Finland, the neighboring cities Espoo, Vantaa and Kauniainen as well as the surrounding municipalities.
The region has 1.4 million inhabitants of which 6.0% of foreign nationality and 6.3% have a mother tongue other than Finnish and Swedish.
There are 750,000 jobs and the employment rate is as high as 73.9%, GDP per capita is 46 517 € (2010).
The business ecosystem is varied and holds strengths in the areas of CleanTech, ICT, Life Sciences, Design & Creativity, Knowledge Intensive Business Services (KIBS) and Logistics.

FACTS
FACTS ABOUT FINLAND
Population: 5.4 million
GDP per capita: €35,200 (2011, at current prices)
Official languages: Finnish (90%) and Swedish (5.4%)
Currency: Euro
Member of the European Union since 1995
Project runway run: 12 minutes, the freshly paved runway 3 at Helsinki-Vantaa International Airport, 40 Finnair and Finavia personnel, Finnair’s pledge to donate one Finnair Plus point for each meter run. Friends of the University Children’s Hospitals got 94,772 Finnair Plus points. This is charity done the Finnish way.

The shortest route between Asia and Europe goes via HELSINKI-VANTAA INTERNATIONAL AIRPORT.
International companies benefit from our location at the crossroads between East and West. It offers easy access to the fast growing markets of Russia, the Baltic Sea Region and Asia, as well as a host of bubbling Scandinavian and European cities. If Russia and the EU markets are key to your company, this is the ideal location for regional headquarters.

**The Baltic Sea Region**
Greater Helsinki is located at the heart of the Baltic Sea region, a market of over 100 million inhabitants and with a GDP growth that is above the EU average. Finland, Sweden, Denmark, Norway, Estonia, Latvia, Lithuania, northern parts of Germany and Poland and northwestern Russia cover almost half of the EU area. It is also the fastest growing economic area in Europe.

**Shortest routes to Asia**
Only one hour to Stockholm and St. Petersburg, a few hours to Europe’s capitals and less than 9 hours to Beijing, New York or Mumbai. The award-winning Helsinki International Airport offers easy connections to a host of crucial destinations. The port of Helsinki is Finland’s main port. Its strength lies in regular and frequent ship traffic combined with efficient stevedoring operations. Helsinki is also the busiest passenger port in Finland. During summer time international cruise ships make almost 300 visits and bring over 360,000 tourists to Helsinki.

**So close to Russia!**
The proximity of Russia, St. Petersburg in particular, creates attractive opportunities for businesses. The stable business environment makes for a perfect base for operations, while tapping into the growth opportunities in Russian markets. Travelling between Helsinki and St. Petersburg is fast and convenient. The high speed train Allegro takes 3.5 hours from city center to city center, operating four times a day.

**Prime location**
International companies benefit from our location at the crossroads between East and West. It offers easy access to the fast growing markets of Russia, the Baltic Sea Region and Asia, as well as a host of bubbling Scandinavian and European cities. If Russia and the EU markets are key to your company, this is the ideal location for regional headquarters.

**The high-speed train Allegro takes you from Helsinki to St. Petersburg in 3.5 hours, 4 times a day.**

**Easy access to Russia — and from all directions**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Time</th>
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<tbody>
<tr>
<td>New York</td>
<td>9 h 25 min</td>
</tr>
<tr>
<td>Chicago</td>
<td>9 h 20 min</td>
</tr>
<tr>
<td>Tokyo</td>
<td>8 h 30 min</td>
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<tr>
<td>Seoul</td>
<td>8 h 30 min</td>
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<tr>
<td>Beijing</td>
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<td>Bangkok</td>
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<tr>
<td>Mumbai</td>
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**NUMBER OF WEEKLY DIRECT SCHEDULED FLIGHTS FROM HELSINKI**

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<tr>
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<tr>
<td>Moscow</td>
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<td>Tokyo</td>
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<td>New York</td>
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<td>Madrid</td>
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<td>Beijing</td>
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<td>Hong Kong</td>
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<td>Shanghai</td>
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<td>Delhi</td>
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<tr>
<td>Bangkok</td>
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*(Source: Finnair, Source: Port of Helsinki)*

**140 weekly departures from the Port of Helsinki**

<table>
<thead>
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<th>Destination</th>
<th>Flights</th>
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<tbody>
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<td>Delhi</td>
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<td>Bangkok</td>
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*(Source: Port of Helsinki)*
Robin Zhang has lived and worked in Europe for almost 10 years, the last five of which he has spent in Finland. He feels happy to be living in a place he really likes, where the way of doing business is straightforward and the mindset is future-oriented.

The reason behind Robin’s move to Finland is Nokia: his employer, global Chinese corporation BYD, operates in the IT, automotive and new energy industries. BYD provides display windows and plastic and metal components for Nokia. Setting up an office in Helsinki has ensured a smooth flow of communication with this key customer.

Green solutions are the way forward and BYD has recognized and embraced the trend. It has expanded operations into building electrical busses for the future. Finland is a strong advocate of green growth and fosters both know-how and innovative solutions in green technologies. In addition to this, the Finnish weather makes Finland an ideal location for BYD’s test trials. “If the electrical busses work well in the wintertime in Finland, they are sure going to operate in the warmer climates too,” Robin says.

Robin admires the Finnish way of doing business. He finds it extremely honest and trustworthy: “People keep their promises and do their work, which is good for building long-term relationships. What he finds unusual is how oral agreements are as valid as written ones. “Oral agreements in China are not as binding as they are in Finland. It’s very reassuring to know that people stand behind what they say,” he marvels. Robin’s family lives in Beijing, but thanks to the effortless direct flights to China, he travels back to his native country 3-4 times a year. “The ease of travelling between my two homes is essential. Thinking forward, I can see myself living in both countries and dividing my time between the two also in the future.”

Robin Zhang
Business Development Director, BYD

Robin Zhang is the Business Development Director at Chinese BYD, the world’s biggest supplier of rechargeable batteries. BYD has specialized in the fields of IT, the automotive industry and the green energy sector. The Finnish subsidiary was established in 2008 as a partner for Nokia Corporation. In 2011, BYD expanded its Finnish operations from mobile phone spare parts into green energy solutions. Now the company is testing its electric busses in extreme weather conditions in Finland. These busses will soon be tested in real life conditions as a part of the public transportation system in Greater Helsinki.

“People keep their promises and do their work, which is good for building long-term relationships.”
The metro traffic network in greater Helsinki is becoming more extensive through the west metro, Finland’s largest infrastructure project that provides employment for thousands. The west metro will upon completion serve seven new stations and transport over 100,000 passengers every day. It takes you from Espoo to Helsinki city centre in 16 minutes.

AN EFFECTIVE infrastructure supports business in the city.
Easy business environment

The well functioning business environment in the region is supported by a functional society with effective logistics, ubiquitous telecommunication networks, state of the art research and innovation facilities and high-quality public and private services.

Stable political and legal systems
Due to a high level of respect towards the rule of law, democracy, equality and human rights, Finland is an extremely stable location for doing business. Public services and funding programs are built to support business. With a high work ethic and low levels of bureaucracy, it is not surprising that Finland is recognized internationally as one of the most transparent and non-corrupt countries in the world.

Co-operation is the key to success
The public and private sectors in Finland work together to create unique networks of collaborative businesses. These clusters in specific industries allow for a great deal of synergy and productivity that would be impossible to achieve alone. Businesses and institutions of higher education also work closely together in research and development: the majority of companies with R&D&I activities cooperate with universities and universities of applied sciences.

Reasonable taxes
High-quality public services are financed by a reasonable level of corporate and income taxes. For businesses, normal taxes consist of corporate tax and value added tax. Employers are also required to make a social security contribution, which is relative to the monthly amount of wages paid. Finland levies income taxes on a progressive scale.

The latest technologies are a given
New technologies and equipment are something of a passion among Finns. The technology infrastructure is one of the best in Europe and Helsinki has extensive broadband, wireless internet and mobile communications networks. Finland is one of the top European countries in Internet use. Almost 80% of Finns use Internet daily and over 60% several times a day. Internet is commonly used with mobile phones and online shopping is growing fast. Also, one half of Finnish residents followed at least one social network service as registered members.

Soft landing
The process of establishing a business is quick and easy: in 2 to 3 weeks you’ll have your business up and running. There also close to 20 science and technology parks and business incubators supporting the growth of companies. Science and Technology Parks are independent organizations established to take advantage of regional strengths. The availability of internationally experienced business service providers ensures soft landing to the region.

84% of households have an Internet connection (2011).


AVIAPOLIS is Finland’s fastest growing business center. Located next to the award-winning Helsinki International Airport in Vantaa, Aviapolis offers the best traffic connections to and from Finland, modern offices and an innovative atmosphere. It is already the home of 1,100 companies that employ more than 35,000 people - and it keeps growing fast.

OTANIEMI, located just around the corner from Nokia’s global headquarters in Espoo, is the leading technology hub in the Nordic countries. It features a unique mix of top-level research organizations, academic institutions and technology businesses. Otaniemi is a community of over 32,000 people that includes 16,000 students and 16,000 technology professionals.

Finland has a reputation for having a high quality of life, but Finns also work more hours annually than all but two other Western European countries.

Finnish Source: gHP calculations from Statistics Finland; Ministry of Employment and the Economy (TEM)
Matthew Wood
Economic Policy, American Chamber of Commerce in Finland

AMCHAM

Matthew Wood works in the Economic Policy Department of the American Chamber of Commerce in Finland. AmCham Finland, with its 270 member companies, has become an important part of the Finnish national innovation system by supporting the international growth of member companies. This is done by facilitating connections, shaping public policy and producing and delivering critical business information. One program example is ROI Finland, which started in co-operation with Helsinki Business Hub. It is designed to harness the know-how of the best investment experts around: those who manage current investments in Finland.

Paving the way for growth

Canadian Matthew Wood found his way to Helsinki just over two years ago, when he was urged by a friend to apply for a job at the American Chamber of Commerce in Helsinki. “It’s not the Nokia or the Finnish wife story. It’s the interesting job story,” he smiles.

Matthew Wood
Economic Policy, American Chamber of Commerce in Finland

Matthew works in the field of policy advocacy, paving the way for AmCham member companies. He recognizes a positive trend towards foreign direct investments in Finland, both on parliamentary and grass-root levels. “There’s a definite change in the attitudes and the openness towards SME’s and individuals relocating to Finland,” he says. Matthew has a genuine passion for politics and he finds many Finns are alike. “I feel that people here are well-informed. They actually know what’s going on in their country.”

As an English speaker, Matthew finds living in Helsinki almost too easy with just the English language. “The waiter at McDonald’s speaks four languages,” he laughs and praises the linguistic abilities of Finns. As an example, he mentions applying for residency: everything needed for moving to Finland was possible to take care of in English.

Matthew has come to appreciate the size and scale of the city. “You can walk across the whole city center in a half an hour,” he talks enthusiastically. “I cycle and walk everywhere, even in the night time. The city is safe, lit up and clean. Seriously, I could go on and on.” He continues about the upsides of Helsinki: “Probably the nicest thing is that it’s such a well designed city. Everything just works.”

The only thing he misses is street food. “But the fact that that’s my biggest complaint about the city is praise to the city’s leadership and the people here.”

“I feel people here are well-informed. They actually know what’s going on in their country.”
Anemones carpet the forest floor like clusters of white clouds. The white trunks of birch trees are once again reunited with their lush green foliage. The days become longer and warmer thanks to the return of the sun.

The new University of Helsinki library in the Kaisa building is not only beautiful but also designed to especially cater for the everyday demands of sound levels. Portions of the library are color coded according to the ideal level of sound for different activities: green for interaction, yellow for group work and red for silent studying and reading.
A culture of fresh thinking

The willingness to rethink business, entrepreneurship, technology – even society – is a product of high quality education and Finland’s world-renowned $12 billion per annum innovation system. This is one of the reasons why The World Economic Forum ranks Finland third in global competitiveness.

Highly educated professionals

Greater Helsinki can proudly boast one of the most highly educated and well-trained workforces in the world. More than one third of the inhabitants have a higher education qualification, guaranteeing the availability of a workforce with excellent capabilities in areas such as Ict and languages.

There are seven universities and seven universities of applied sciences, teaching more than 95,000 students, a growing proportion of which come from abroad.

The world’s best educational system

The Finnish public school system provides world-leading basic education, which has proven time and again by Pisa studies.* Finnish secondary school students have excelled academically on a global level for the past decade. This top performance is remarkable across schools. Finnish schools seem to serve all students well, regardless of family background, socio-economic status or former academic ability.

Helsinki was the World Design Capital in 2012.

Home to the world’s most successful games:

Angry Birds (Rovio), Max Payne (Remedy), Clash of Clans (Supercell), Shadow Cities (Grey Area), over 100 other game development companies and 4 out of the top 10 grossing iOS App Store games (11/2012)

Outstanding research opportunities

It comes as no surprise that global R&D-intensive companies are taking advantage of Helsinki as an innovation hub.

A combination of national funding and extensive private sector investment in research and innovation maintains Finland’s competitive advantage at a high level. As much as 3.87% of GDP per capita is invested in R&D, which is more than in any other country. Finland’s world-renowned innovation system owes its success to the researchers and other professionals working in the country. The atmosphere of innovation is intensified by active co-operation between universities and companies, in which Finland also ranks as the best in the world.

Open society boosts productivity

The GDP per working person, or productivity, is higher in Finland than in many other favored European locations. Helsinki ranks consistently in the European Top 10 for productivity. There are more than 50,000 enterprises that benefit from the synergy of innovation between research, knowledge and high technology applications.

Active public-private co-operation has translated into an active and open innovation ecosystem.

There are around 80,000 R&D personnel in Finland of which about half work in the private sector. In 2012, Greater Helsinki itself accounted for 41% of all R&D personnel in Finland and 64% of public sector R&D personnel in Finland.

* The Programme for International Student Assessment (PISA) is a worldwide study by the Organisation for Economic Co-operation and Development (OECD) in member and non-member nations, of 15 year-old school pupils’ scholastic performance on mathematics, science, and reading.
SuperCell

SuperCell, founded in June 2010, is one of Finland’s most successful gaming start-ups. Brazilian Drussila Hollanda works as Product Lead of HayDay, the second megahit for Supercell. Both HayDay and Clash of Clans have been at the top of the list of top-grossing games at App Store. Supercell raised 12 million dollars in 2011 from Accell Partners, aimed at fostering further growth. After just two years of operations, Supercell is already estimated to be worth over 600 million.

Drussila Hollanda
Product Lead at Supercell

Drussila has a strong educational and occupational background in game design. Her motivation for moving away from home was purely the desire to work for a game developer that strongly focuses on both innovation and the quality of games. She found this in Finland. Drussila thinks that Finland has great talent and skillful people working for the ICT industry but there is always room for fresh thinking. “Gaming is a growing market and new talent is always needed in this field,” she points out.

Drussila currently works as Product Lead of the Hay Day game at Supercell, one of the bright stars of the Finnish game-developing ecosystem. She has also worked for two other Finnish gaming companies: Digital Chocolate and Rovio. “Finland’s game industry is relatively young and still it has taken a giant leap forward in a very short time,” she says. Investors have recognized the same: the numerous growth capital investments into the Finnish gaming industry have received media attention internationally.

In addition to the high quality of the games developed in Finland, Drussila enjoys and appreciates the flexible working hours and the way companies trust their employees. She believes that the flat structure of leadership in Finnish companies nourishes creativity. “There are fewer social rules, which gives you the freedom to speak your mind. At the same time, there’s a mutual trust and respect towards your colleagues.” Finland’s e-infrastructure supports a flexible work environment, enabling remote work and this is something that Drussila applauds. “There’s wi-fi available even in public transportation!” she praises.

With the desire to work for the best game development companies, Brazilian Drussila Hollanda flew to the other side of the world for an interview with a Helsinki-based company. She landed the job and is now planning to stay put.

Quality gaming with a Brazilian twist

Drussila Hollanda
Product Lead at Supercell

“There are fewer social rules, which gives you the freedom to speak your mind. At the same time there’s a mutual trust and respect towards your colleagues.”
We love nature. Even in the center of town it is present and close by and used for sports, relaxation, family outings and other outdoor activities. There are over 100 public beaches and almost 50 places for winter swimming in the region.
Real quality of life

Greater Helsinki is not just a great place for business, but also a wonderful region for working, playing, studying and living. It is clean, stable and secure, with a very high standard of living and welfare.

Consider it solved!

Finns are practical people. Being practical means we keep our promises. We understand that acting ethically is profitable for a small nation in the global market. Our high ranking in global surveys of transparency and competitiveness confirm this. If you value a honest and practical way of life, you will enjoy life in the region.

A compact and clean city

Helsinki offers a very high standard of living in all respects. Thanks to its compact size, structure and status, services are plentiful and easily accessible. The entire city is served by a mass transit network that includes buses, commuter trains and a metro system.

This is a green city with an abundance of natural public spaces, parks, playgrounds and other recreational spaces.

High-quality health and social services

Public health and social services are available to all in Finland. The high standard of health and social services guarantees a high quality of life for all, from new-born babies to the elderly. Day care for children is available for kids under seven years old, the national age for starting school. The Finnish school system provides world leading universal education. This has been confirmed by several PISA studies. Life expectancy is high in Finland: 83 years for women and 76.3 years for men.

An international metropolis

Helsinki is a cosmopolitan region. The number of expats moving to the region has grown substantially and today they numbers around 90,000. A number of schools from basic education to upper secondary school offer education in a foreign languages such as English, French, German and Chinese.

Enjoy all four seasons

The four seasons are evident in greater Helsinki and each brings an interesting addition to life in the region. There is certainly plenty of snow in the winter, but the people and the infrastructure are accustomed to it. Neither life, nor business, stops because of it.

The changing of the seasons sets a natural rhythm to life, and we find ways to enjoy equally the long, bright days of summer and the darker, snow-filled winters and freezing lakes and seas.

Doing well by doing good

In Finland, maximizing shared value has translated into doing well by doing good. Caring for the common good is an important part of being Finnish. Combined with a strong will to get things done, doing well by doing good is ingrained in the culture and history of Finns.

Helsinki itself is a good example. Recently ranked the most livable city in the world – Helsinki is a growing, yet affluent city, because it cares for its residents, its neighbors and the environment.

According to the World Happiness Report, Finns are the second happiest people in the world.

CITY LIFE can be easily combined with activities in nature as greater Helsinki offers a wide variety of recreational outdoor areas throughout its cities. The forests of the central park begin close to the Helsinki city centre. The natural park of Nuuksio is ideal for hiking, admiring the beautiful nature and enjoying fresh air. The unique natural conservation area in Viikki is particularly popular among birdwatchers.
Neurotar is the first commercial service provider that offers high-resolution imaging and data analysis services for the use of pharmaceutical and biotechnology companies. “Our current and potential customers are located all over the world,” Katja says. “But we are and will continue to be located in Helsinki,” she adds. “What I like about Finland is that logistically things work 100%. I’ve started to take for granted that everything it related is accessible and functions well, which is certainly not self-evident everywhere else.” the straightforward manner of communication and the work ethic in Finland also get credit from her. “There is no funky business here. A yes is a yes and a no is a no.”

Katja Karelina moved to Helsinki in 2002, after having spent 10 years studying and working in the United States. Today she is a mother of five-year-old twins and the CEO of a Helsinki-based neurotechnology start up Neurotar. Combining the two roles is easy.

Neurotar is the first commercial service provider that offers high-resolution imaging and data analysis services for the use of pharmaceutical and biotechnology companies. “Our current and potential customers are located all over the world,” Katja says. “But we are and will continue to be located in Helsinki,” she adds. “What I like about Finland is that logistically things work 100%. I’ve started to take for granted that everything it related is accessible and functions well, which is certainly not self-evident everywhere else.” the straightforward manner of communication and the work ethic in Finland also get credit from her. “There is no funky business here. A yes is a yes and a no is a no.”

In her childhood, Katja remembers watching the trains running between Helsinki and St. Petersburg and thinking of them as “trains to the other world.” “From a Russian perspective, Finland is a brand - clean, safe and honest.” she explains. After moving to Helsinki, Katja discovered the many unexpected advantages that the city has to offer: green parks, absence of crowds and yet the abundance of available activities. She especially appreciates the balance between metropolitan life and nature in Helsinki. “For instance, the fact that I can start jogging straight from my front door and be in the woods in three minutes is an everyday luxury to me.”

After ten years in Finland, Katja is confident about the best thing in the country: the day care system, which has been worth gold for Katja and her family. “The fact that I can leave my children in a safe place for the day makes it possible to balance my family life and my professional career,” she says. “My kids get several cooked meals every day, they get to play outside on a regular basis and they have plenty of extra curricular activities organized for them. In most countries, no amount of money can buy such service.”

Katja Karelina is the CEO of Neurotar, the first commercial provider of in vivo two-photon imaging and data analysis services. Founded in 2009, company started with the focus in Central Nervous System disorders (CNS) and since then has expanded to drug delivery and skin imaging, developing service products in oncology, immunology and ophthalmology. Neurotar is one of the organizers of the first international In Vivo Microscopy Symposium organized for the first time in 2012.
Thousands of foreign owned companies excel in the region

There are 2,126 foreign owned companies in Greater Helsinki (2011), controlling 3,772 sites and branch offices across Finland. These companies employed nearly 108,200 full time personnel.

Sweden has been active in establishing companies in Finland but there is a widespread global representation of businesses in Greater Helsinki with Chinese, Russian and Indian companies becoming increasingly active in recent years.

The city is home to 42% of all foreign companies in Finland, accounting for 49% of personnel employed by foreign companies in the whole country.

International companies play a pivotal role in the region. While they account for less than 4% of all companies in the region, they employ 20% of all employees, provide 22% of all revenues and 27% of value added. They are also more likely to be involved in R&D: 15% of Helsinki based companies doing R&D are foreign owned and they account for 36% of both R&D and R&D personnel spend.

Examples of international companies and investors operating in the region

WE ARE IN THE TOP LEAGUE for investment locations in Europe

Helsinki is the 10th most attractive investment location in Europe*. In 2011, Greater Helsinki attracted more foreign investments than the neighbouring capital regions.

*IBM Global Location Trends Report 2011
“Finland is an easy place to live in. A place where you can choose to live the fast life or opt for a slower pace. There is a balance between work and play and that’s what makes it special.”

“Helsinki functions! The city combines nature and city life, and what’s best, everything is within a walking distance.”

“Here people have more freedom and consequently responsibility at work, which means everyone must be self-disciplined and self-oriented.”

“I like the transparency and straightforwardness of business life in Finland. Starting up a business in Finland is easy.”
HELSINKI BUSINESS HUB is the investment promotion agency for Greater Helsinki. We identify business opportunities for international companies and help them thrive in the heart of business in Finland, Russia and the Baltics.

We work in close cooperation with the key private and public sector partners both in national and regional level. Together we strive to make Helsinki a dynamic world-class center for business and innovation.

Helsinki Business Hub receives its funding from public sources – from the cities of Helsinki, Espoo, Vantaa and Kauniainen as well as the Uusimaa Regional Council.

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Come for a visit to explore the business opportunities and experience the Helsinki way of doing business. We are happy to help!
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