

A world map composed of small grey squares and plus signs, serving as a background for the text.

Trade vs Investment Promotion - are they alternatives ?

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Out of Finpro mission statement...

”Help SME’s to succeed in international markets”

THINK BIG:

What brings welfare to Finnish companies and jobs to Finland?

Four Main Ways To Go International

- Export
- Mergers and Acquisitions
- Managing a global network
- Invest In Finland



Finpro Competences

- Knowledge of the internationalization process
- Industry expertise
 - ICT
 - Environment and Energy Technology
 - Healthcare & Wellbeing
 - Food Chain
 - Forest Cluster
 - Infrastructure & Logistics
- Knowledge of the markets
 - Global network of Trade Centers (53)
 - Experience and knowledge of local markets (43)
 - Local partners



Case:

US "Digital Chocolate" buys Finnish "Sumea"

Finpro and Invest In Finland

Frame agreement, according to which:

Certain Finproners in the network form the Invest In Finland network abroad concentrating in contacting potential investors in finland



The Answer

NO, They compliment each other!