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!