

**BUSINESS
FINLAND**

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**Heidi Virta
Senior Director
Head of Region Latin America
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BUSINESS FINLAND

- Business Finland is an accelerator of global growth.
- As a part of the Team Finland Network (working together with the Finnish Embassies), we create new growth by helping Finnish businesses go global and by supporting and funding innovations.
- Business Finland covers also invest in Finland as well as visit Finland.
- Offices in more than 40 countries, in Latin America, offices in Mexico, Chile, Peru and Brazil
- We seek to generate win-win partnerships and projects that are environmentally sound and result in economic growth, education, safety and wellbeing of the citizens
- Main sectors in Latin America: healthcare, telecommunication, cybersecurity, energy, smart mobility/transportation, pulp and paper and forestry

TEAM FINLAND SERVICE OFFERING

1. Advisory services for internationalisation
2. Services supporting international networking and establishing of contacts
3. Services improving internationalisation capabilities and competence
4. Funding services facilitating internationalization
5. Information and advisory services on markets and the operating environment in target countries and on opportunities on international markets
6. Guidance on barriers to trade
7. Services to promote tourism to Finland from abroad
8. Services for foreign capital investors and enterprises investing in Finland



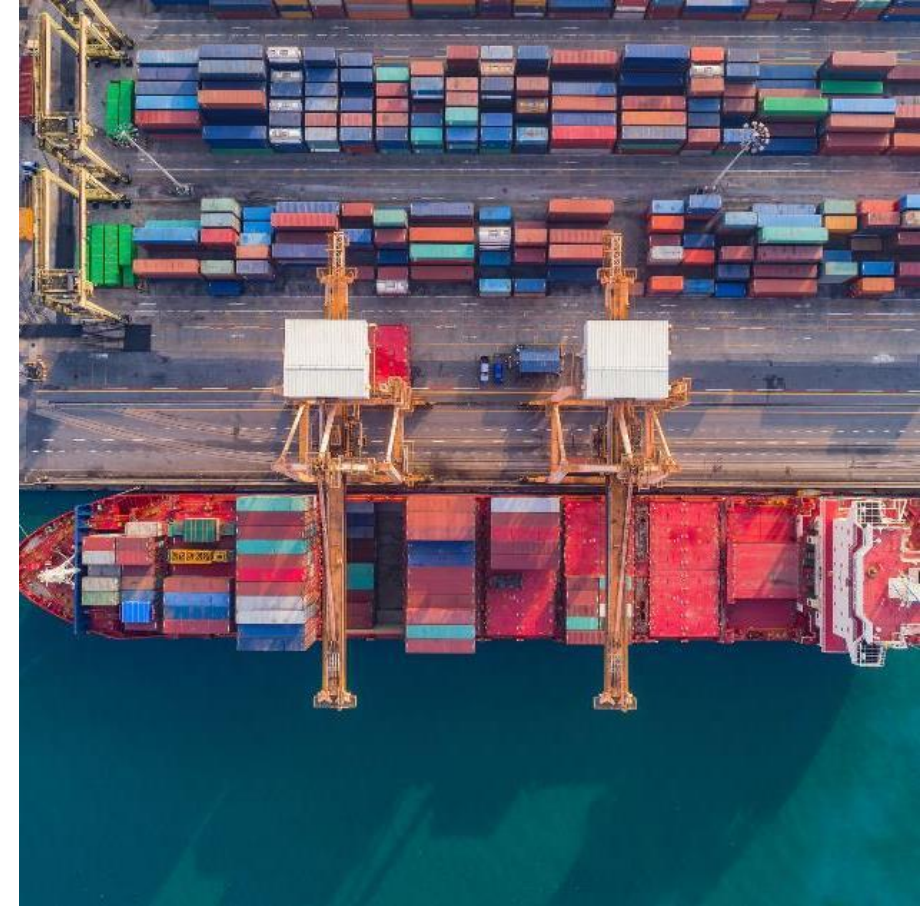
HOW TO DO BUSINESS IN LATIN AMERICA

Must have's:

- Products & services that suit the end customer's needs
- Sales and maintenance service in Spanish/Portuguese through own office or representant
- Reference cases
- Proof-of-concepts can be a good way to start

Business culture:

- Relationship and trust building
- Formality
- Bureaucracy
- Time perception / patience



TEAM FINLAND LATIN AMERICA

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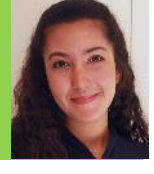
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