

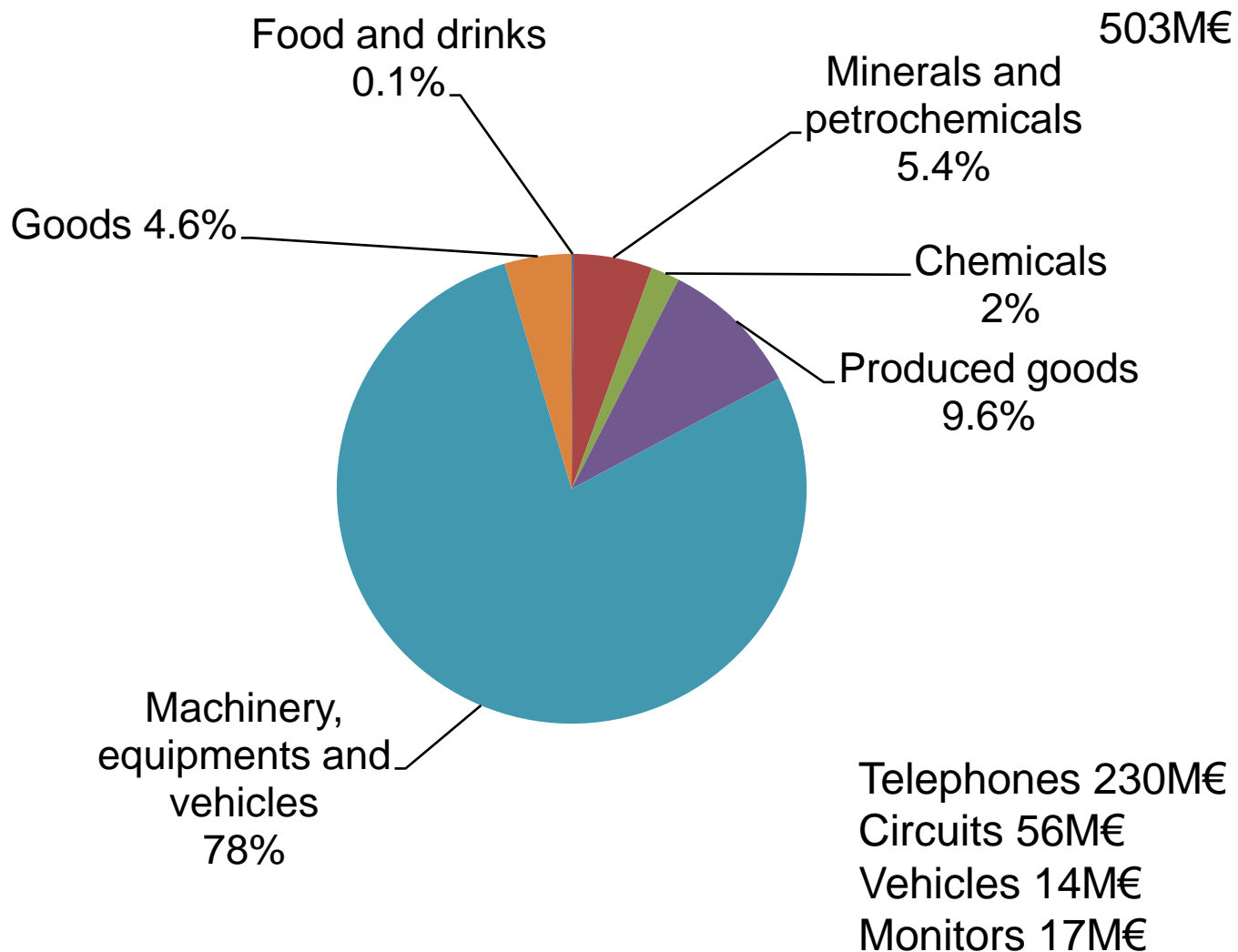
Finland – Korea trade

Future opportunities

General meeting, Korean Finnish Business Council Seoul March 11, 2010

Ari Virtanen, Head of Korea trade center

Korea Export to Finland



Finnish exports of goods in 2008 totalled 66 billion euros
and total exports including services 81 billion euros.

Billion euros

Wood and wood products
Pulp, paper and
paper products
Basic metals and
metal products

Machines,
machinery and vehicles

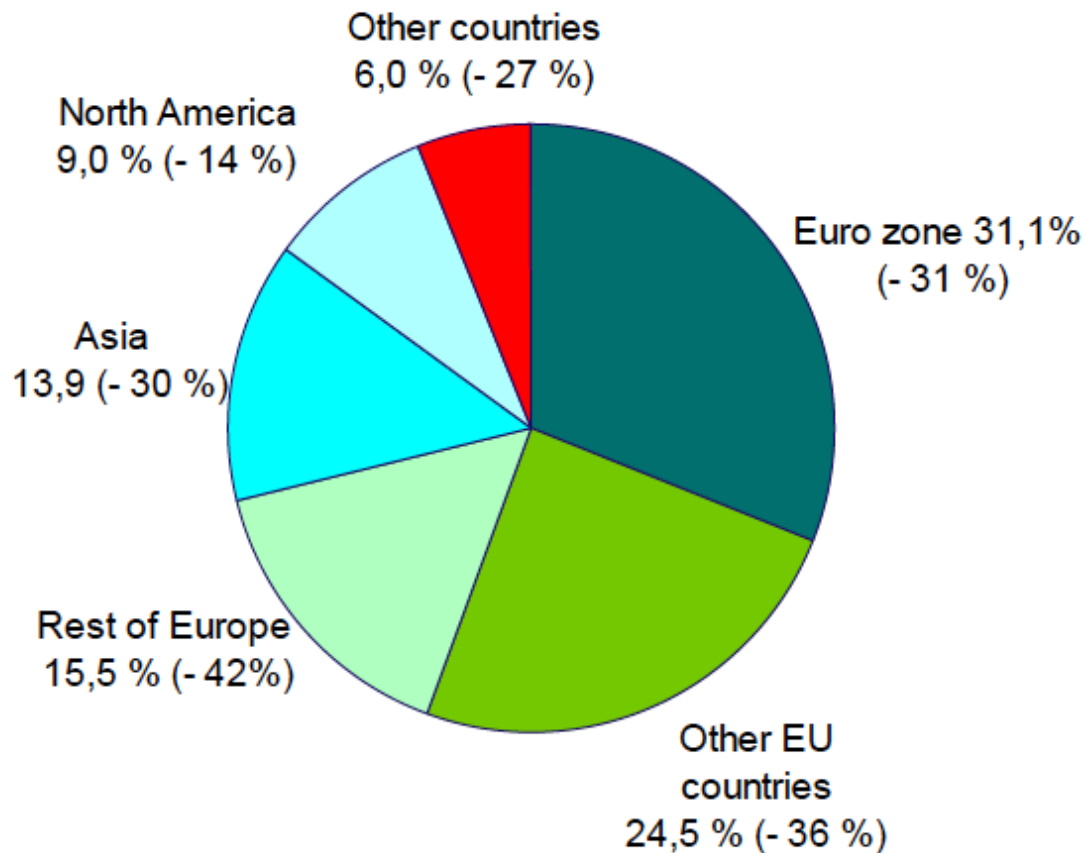
Electronics and
electro technical (Nokia)

Chemicals

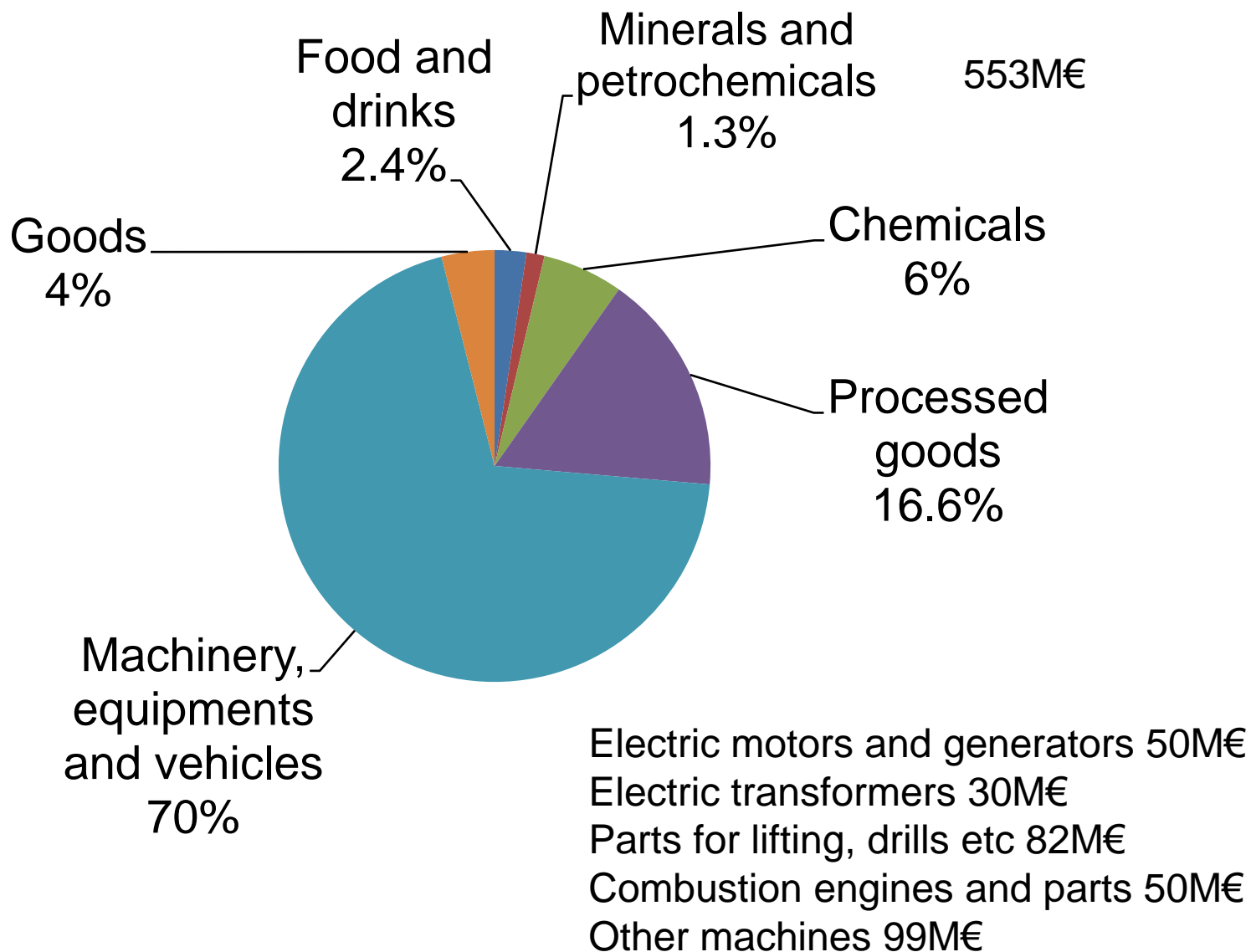
Other goods

Services

The exports of services in 2008 are estimated by the Bank of Finland.
They include transportation, travel, insurance and financial services.



Finland export to Korea



Biggest 50 Finnish companies

COMPANY	TURNOVER EUR million	FINANCIAL STATEMENT	SECTOR	INDUSTRY
1. Nokia	40984.00	12/09	Information Technology	Communications Equipment
2. Neste Oil	15043.00	12/08	Energy	Oil, Gas & Consumable Fuels
6. UPM-Kymmene	7719.00	12/09	Materials	Paper & Forest Products
7. Metsäliitto	6434.00	12/08	Materials	Paper & Forest Products
8. Metso	6400.00	12/08	Industrials	Machinery
9. Fortum	5636.00	12/08	Utilities	Electric Utilities
11. Outokumpu	5474.00	12/08	Materials	Metals & Mining
12. Wärtsilä	5260.00	12/09	Industrials	Machinery
13. Kone	4743.70	12/09	Industrials	Machinery
14. YIT	3939.69	12/08	Industrials	Construction & Engineering
15. Rautaruukki	3851.00	12/08	Materials	Metals & Mining
16. Elcoteq	3443.20	12/08	Information Technology	Communications Equipment
18. Cargotec	3399.20	12/08	Industrials	Machinery
19. TeliaSonera Finland	3114.28	12/08	Telecommunication	Diversified Telecommunication
21. Kemira	2832.70	12/08	Materials	Chemicals
22. Luvata	2486.90	12/08	Materials	Metals & Mining
23. Lemminkäinen	2481.76	12/08	Industrials	Construction & Engineering
24. ABB	2462.37	12/08	Industrials	Machinery
25. HKScan	2294.60	12/08	Consumer Staples	Food Products

Biggest 50 Finnish companies

26.	Finnair	2262.60	12/08	Industrials	Airlines
27.	Huhtamäki	2260.00	12/08	Materials	Containers & Packaging
28.	Konecranes	2102.50	12/08	Industrials	Machinery
29.	Onvest	1971.21	12/08	Industrials	HPAC Equipment Wholesale
31.	Itella	1952.90	12/08	Postal & Logistic Services	Postal & Logistic Services
33.	Sandvik	1865.88	12/08	Industrials	Mining and Construction
34.	Tieto	1865.70	12/08	Information Technology	IT Services
35.	Valio	1843.55	12/08	Consumer Staples	Food Products
36.	Ahlstrom	1802.40	12/08	Materials	Paper & Forest Products
37.	Oriola-KD	1580.80	12/08	Health Care	Health Care Providers & Services
38.	Amer Sports	1576.60	12/08	Consumer Discretionary	Leisure Equipment & Products
39.	VR-Yhtymä	1530.42	12/08	Industrials	Transport & Logistics
41.	Elisa	1485.00	12/08	Telecommunication	Diversified Telecommunication Serv
44.	Myllykoski	1471.02	12/08	Industrials	Paper & Forest Products
46.	Yara Suomi	1395.90	12/08	Materials	Chemicals
47.	Atria	1356.94	12/08	Consumer Staples	Food Products
48.	STX Finland Cruise	1239.28	12/08	Industrials	Ship Construction
50.	Outotec	1217.90	12/08	Industrials	Construction & Engineering

2008

Machines

Transport equipment

Steel products

Metal goods

Instruments

Non-ferrous
metals

Electro machinery
and equipment

Telecommunication
equipment

39 billion euros

Source: Technology Industries of Finland



Utopia by Samsung SHI



Measuring 971 feet long (296 meters) and over 105,000 gross tons, Utopia will have 200 luxury residences ranging in size from 1,400 to 6,600 square feet (130 to 613 square meters). The ocean liner Utopia will also have a 204 room boutique luxury hotel, casino, spa, theater, night club, swimming pools, marina, signature restaurants and private residents club.

2008

Electrical power technology

Office machinery
and computers

Medical electronics

Measuring equipment
and instruments

Radio, TV and
communications equipment

14.3 billion euros

Source: Technology Industries of Finland



2008

Oil products

Other chemical products

Medicinal products

Rubber and plastics products

Paint, varnish and ink

Basic chemicals

10.5 billion euros

Source: National Board of Customs

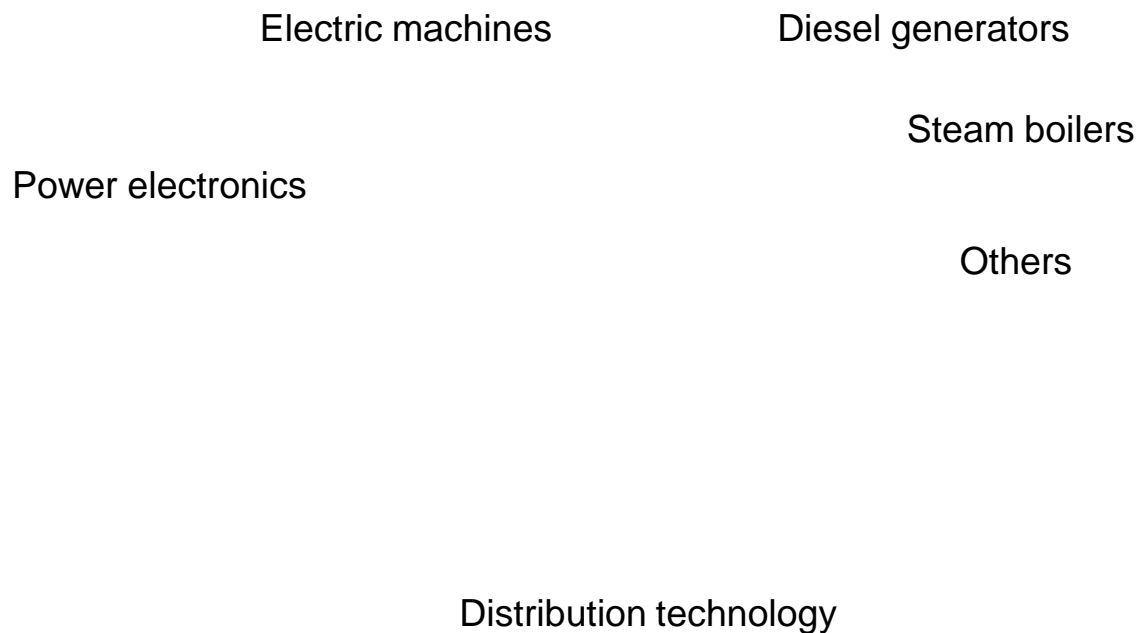


2007



Source: The construction industry RT

2006



3.9 billion euros

Source: Etlatieto Oy



- **Mining technology**

- Outotec
- Metso Minerals
- Outokumpu steels, Ovako special steels, Ruukki metals

- **Functional foods**

- Valio “Probiotic and Zero lactose products”
- Raisio “Benecol cholesterol lowering stanols”
- Blueberry, lingon berry, high fibre

- **Bio-boilers**

- Metso energy
- Foster Wheeler
- Andritz
- MW - boiler

2007

Post and tele-communication services
 Royalties and licence fees
 Construction services
 Information technology and information services
 Personal, cultural and recreational services

Other business services

11.8 billion euros

The exports of services by Statistics Finland does not include transportation, travel, insurance and financial services.

Source: Statistics Finland



“Café brings piece of Helsinki design, high tech and food to the Seoul people and presents Helsinki culture with LCD displays and performing art shows throughout the year”

Helsinki Design Café Concept

- Finnish style colorful and wooden interior design
- Live picture to connect two design capitals
- Healthy and simple food selection
- Coffee, tea and cacao in Helsinki style
- Showcase of Finnish solutions such as movies shown at fog screen or table to wirelessly recharge laptop
- Outside deck also to show performing arts

- Finnish wellbeing center Sendai, Japan
- Two other centers built in Japan
- Concept, medical devices, research



End of May 2010 seminar

Finland Pisa-study success

Finland cruise ship building cluster is the best one in the world

PISA leadership



1. The Finnish PISA leadership:

- PISA success – three consecutive top placements in reading, mathematics and science
- Finland is a target of international attention and benchmarking

2. Edu tourism

- PISA leadership has created Edu tourism to Finland, but it has not been commercialized yet

Future of Learning

- **Chalkboards and pointers are things of the past; future learning tools consist of mobile terminals and virtual classrooms**

