

# Presenting Finland as a Partner

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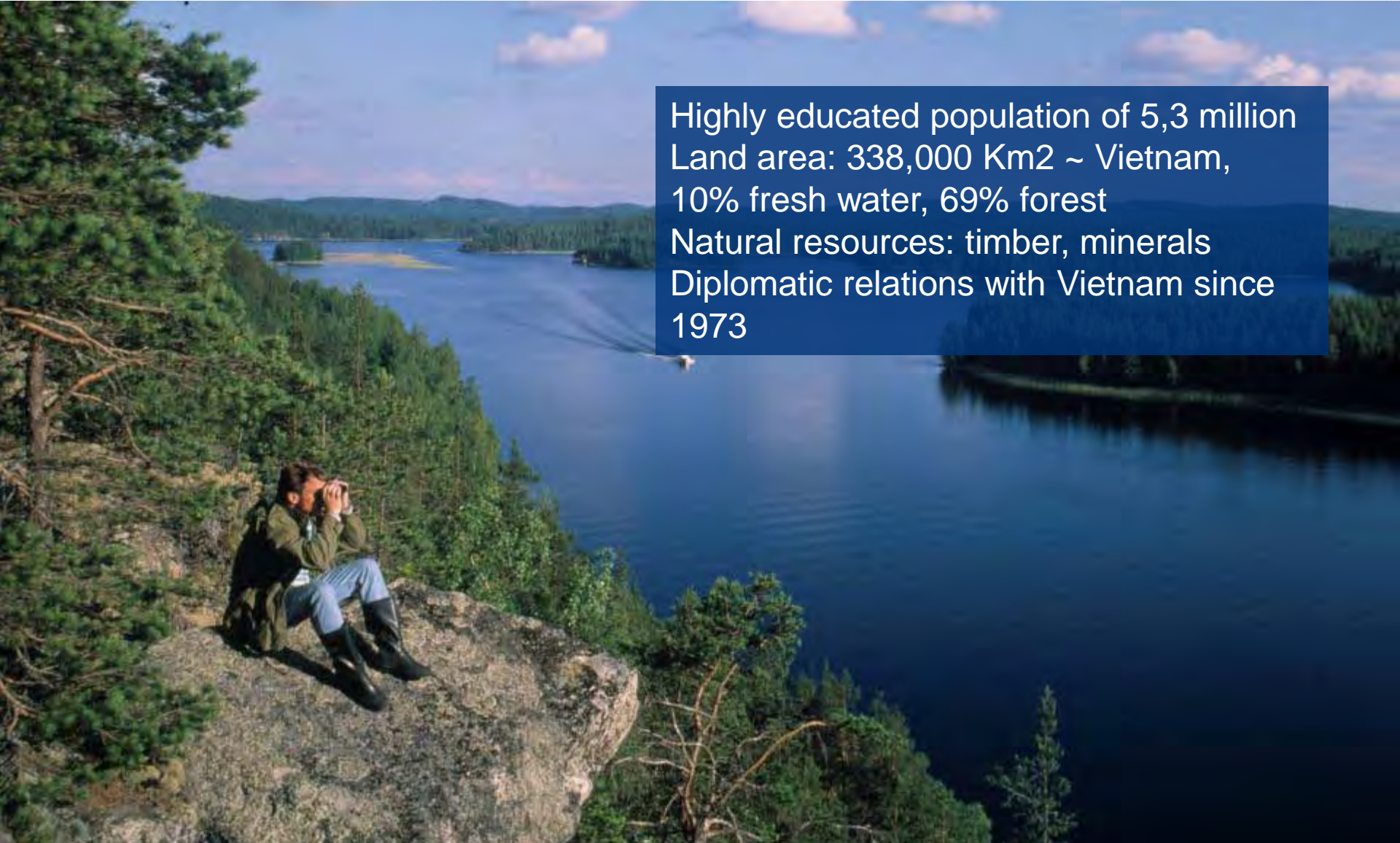
Deputy Head of Mission

Embassy of Finland



# Finland – Basic Facts

Highly educated population of 5,3 million  
Land area: 338,000 Km<sup>2</sup> ~ Vietnam,  
10% fresh water, 69% forest  
Natural resources: timber, minerals  
Diplomatic relations with Vietnam since  
1973



# Finland as a Target Market – Why Finland?

- Finland is the most northern country of the European Union with high standard of living.
- Finland is an advanced industrial economy, with GDP per capita 33 608 euros in 2010
- Value of imports from developing countries 15%, and it continues to grow.
- Finnish markets can also act as a stepping stone to other markets in Europe



# Finland –Vietnam: Bilateral Trade

- ❖ Trade volume 2010: 179 million euros, surplus to the benefit of Vietnam
- ❖ Finnish Exports to Vietnam: machines and appliances, forestry-related products
- ❖ Finnish Imports from Vietnam: footwear, furniture, textile & clothing items, office and ICT-equipment
- ❖ Potential future sectors: ICT, Clean Technologies, Wellness, high technology, education business, investments
- Export to Finland – brochure through Embassy website [www.finland.org.vn](http://www.finland.org.vn)



# Development Cooperation – Foundation for Business Partnerships?

- First development cooperation project , Pha Rung Repair Shipyard Project started in 1979, now economically active
- The three main sectors Finland is currently supporting through its development cooperation are water supply and sanitation, forestry and knowledge society
- In the future Finland will also strengthen the cooperation in the areas of environment and climate change.
- Total of 250 million Euros since 1979, 17 million Euros for year 2011
- Trade has development impacts, development cooperation resources can be used to facilitate business partnerships



# Embassy of Finland in Hanoi– Your Partner

- Trade promotion activities a clear priority at the Embassy
- We stand ready to facilitate partnerships between Finnish and Vietnamese companies, and open doors where need be
- Embassy also contributes to improving the business environment and market access issues in Vietnam
- Funding, matchmaking, traditional trade promotion and other advisory services
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**THANK YOU!**

