




# VIEXPO

EXPORT AND INTERNATIONALIZATION

Team  
FINLAND

viexpo

The background of the slide features a dark blue, semi-transparent overlay over a photograph of a renewable energy site. In the foreground, there are rows of solar panels. In the background, several wind turbines are visible against a sky with light clouds. The overall aesthetic is clean and modern, emphasizing clean energy.

Why is there an unprecedented  
**wave of investment**  
currently taking place in  
the West?

# The operating environment of Finnish industry is undergoing a transformation



**Geopolitical environment**



**Green transformation of industry**



**Changes in population and workforce**



**Changes in supply chain**



**Use of natural resources and circular economy**



**Technological development in transport**



Investments in  
renewable energy

*Energy investments are only the  
top of an iceberg – pay attention  
to the whole*

H<sub>2</sub>

Investments in  
hydrogen industry

High value-added  
investments

*For example:*

- *Production of steel and concrete*
- *Fertilizers*
- *Production of synthetic fuels*
- *Textile industry*
- *Food industry*

SECURITY OF SUPPLY  
ELECTRIFICATION OF  
SOCIETY  
SELF-  
SUFFICIENCY  
BIO AND CIRCULAR  
ECONOMY

# VIEXPO

Viexpo was established 1970 as the first regional non-profit organisation for promoting export in Finland

Our main function is to advise companies from different fields with their questions regarding export and internalization both regionally and nationally

Funding from Ministry of Economic Affairs and Employment of Finland

Pietarsaari, Kokkola, Vaasa, Kurikka, Seinäjoki



NORDICHUB

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NORDICHUB

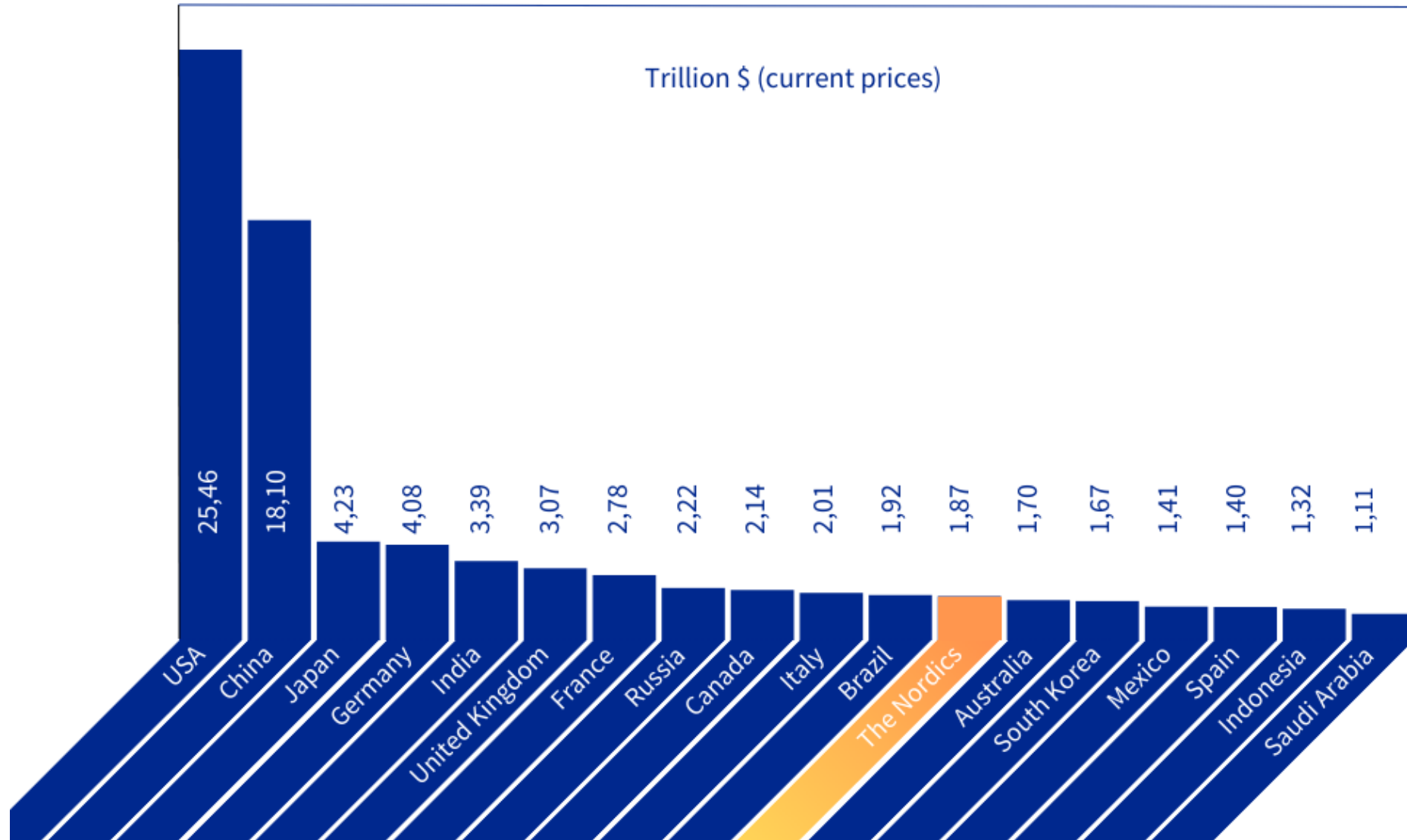
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FINLAND

Natural **link** from the  
Nordics to the world.

## The Nordic region is the world's 12th largest economic zone

Source: IMF, WEO Database, April 2023 Edition. (Data from 2021–2022)



# Nordic strengths

## Technology and welfare



Energy and Cleantech



Metal and plastic industry



Education



Food industry



Agriculture and forestry



Infrastructure and construction



Gaming and ICT



Battery and chemical industry



Healthtech





# Viexpo's operational context





NORDICHUB



TCI NETWORK



Nordic Innovation



Innovation Norway



ÍSLENSKI FERÐAKLASINN  
Iceland Tourism Cluster

ENERGY  
VAASA



Prizztech



MINE FOR BUSINESS  
CALLIO  
PYHÄJÄRVI, FINLAND



KUOPIO WATER CLUSTER



KOKKOLA INDUSTRIAL PARK

ROBOCOAST



AGRI-FOOD CLUSTER  
NORTH SAVO - POHJOIS-SAVO



DIMECC



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# Viexpo's services



Complimentary  
advice in export



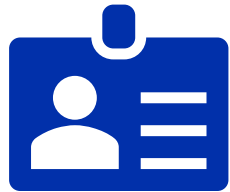
Events and  
webinars



Export trainings  
and workshops



Export projects for  
groups of companies



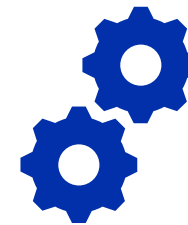
Market research  
trips



International  
fairs



Export analysis  
and plan



Market analysis

SMART City Solutions Cluster Leader

SMART Energy Cluster Leader

SMART Water Cluster Leader

SMART Education Exports Cluster Leader

Hydrogen Project Leader

5G/6G Project Leader

Advanced R&D Research Leader

Nordic Import and Export

# Thank you!

Kristian Schrey  
CEO

+358 50 572 8253

[kristian.schrey@viexpo.fi](mailto:kristian.schrey@viexpo.fi)

Pietarsaari – Vaasa - Kokkola – Seinäjoki - Kurikka

[viexpo.fi](http://viexpo.fi)

