

The background of the image is a coastal landscape. In the foreground, there is a dark, rocky shore with some small pools of water. The middle ground shows a calm, greyish-blue sea extending to the horizon. The sky is filled with soft, grey clouds, suggesting an overcast day. The overall tone is muted and atmospheric.

# FINSVE

FINSK-SVENSKA HANDELSKAMMAREN  
SUOMALAISS-RUOTSALAINEN KAUPPAKAMARI

Markku Sirviö

# FINSVE

Finnish-Swedish Chamber of Commerce



- Established 1936
- Staffing: 5
- Office in Stockholm, in Finnish Embassy, Gärdesgatan 11
- Comprehensive contact-network in Sweden (representative council, board of directors, members etc.)
- Part of Team Finland-network

## Our function

To promote business exports to Sweden, when companies make export investments or want to grow and develop their business in Sweden. Our business is divided between membership activities and marketing advisory.

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# Membership activities

Network forum for Finnish and Swedish businesses. Today 580 members.



Contacts



Information



**FINSVE**

# Market advisory



## **Planning of market arrival**

Testing concept

Market analysis

Fact finding trips



## **Establishment on the market**

Partner-/customer search

Create firm/branch

Virtual office services

Help in acquisitions

Help in public purchasing



## **Improvement of market position**

Potential of business

Joint marketing effort

# Finnish businesses in Sweden

- In Sweden there are a total of 816 completely or partly Finnish owned businesses which employ 57 243 people.
- Finnish direct investments to Sweden was 34 % of all direct investments. Metal- and paper industry, service branch.
- Swedish direct investments to Finland was 50 % of all direct investments. Chemistry- and metal industry, service branch.

# The Swedish market

- 10 million inhabitants, thereof 20 % living in the greater Stockholm area;
- Consumers with purchasing power, but price conscious
- Many consumer trends come through Sweden to Finland
- The markets are competitive
- If you make it in Sweden, you can make it in other countries
- There are many Finnish living in Sweden but we're lacking home market advantage



# Sweden as trading partner



Stabile

Small risks

Similar market

Predictable

Easy to learn internationalisation

Cooperative



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**Thank you! Tack! Kiitos!**