

+ INVEST IN FINLAND

2019 CASE STUDY



RESEARCH ON INVESTMENT

THE CHALLENGE

Invest in Finland is the government investment promotion agency for Finland. Finland boasts a vibrant, multilingual, tech-driven workforce and dynamic start-up culture. With access to first-class tech talent, Invest in Finland is focused on FDI from North America. Time differences of up to nine hours pose an in-house prospecting challenge. As a result, the team required on-the-ground support to drive inbound investment opportunities.

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THE SOLUTION

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ROI's tailored, comprehensive market analysis.

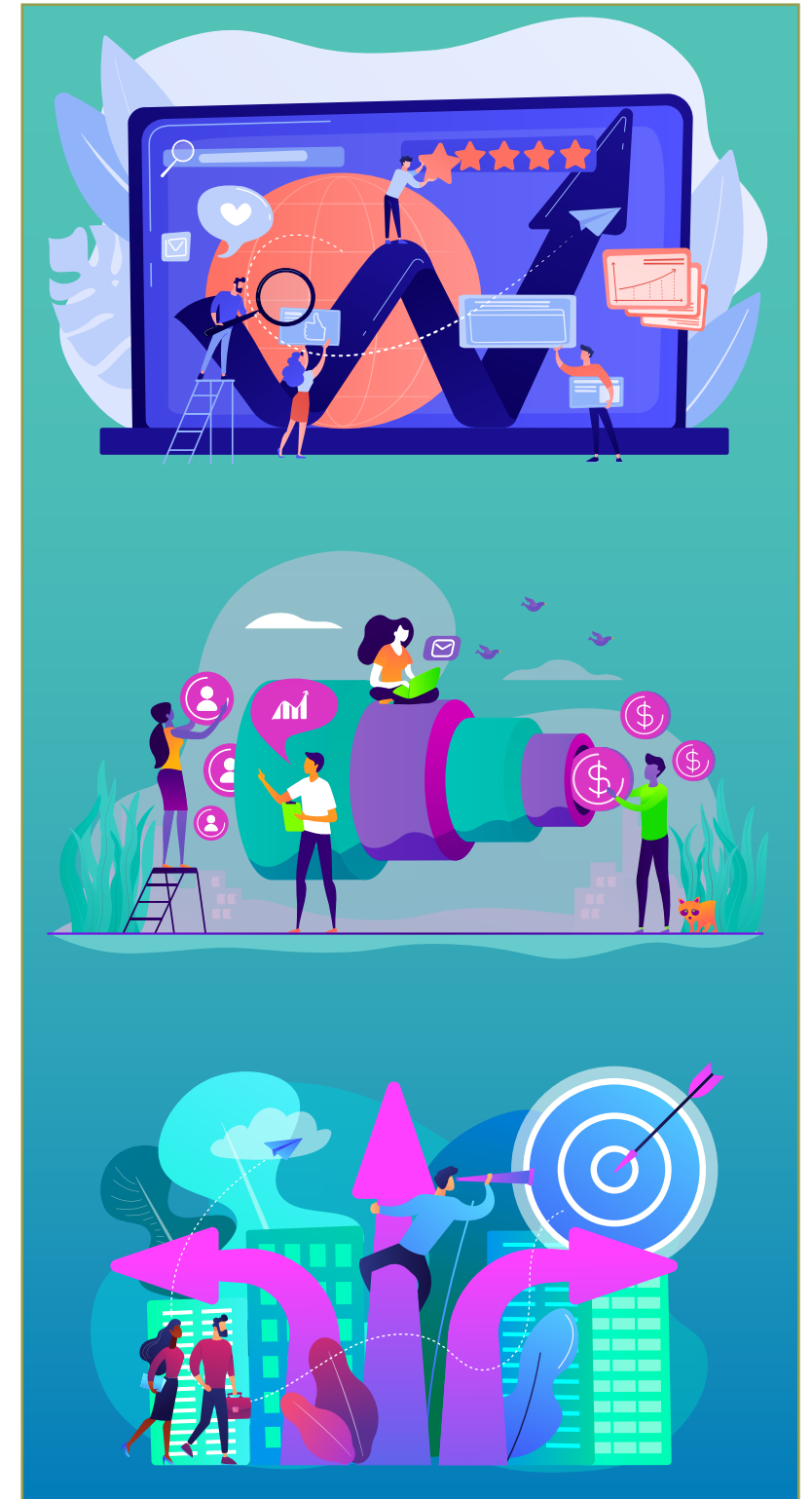
The ROI team dedicated to Invest in Finland undertook industry cluster analyses to pinpoint the specific markets to target. Leveraging data analysis allowed the team to maximize the time spent on outreach by engaging potential prospect companies.

ROI's nurturing of high-level pipelines.

With a time difference of up to 9-hours, phone outreach to North American companies was a major challenge for Invest in Finland. The ROI Economic Development Associate team developed a list of qualifying questions in order to grade and identify leads that fit Finland's targeting criteria. When the pipeline companies had matured, ROI scheduled face-to-face meetings with Invest in Finland representatives during marketing missions to North America.

ROI adapts to changes in workforce.

With significant restructuring at Nokia, Finland's largest tech employer, leading to high-tech job losses, ROI refocused its Invest in Finland targeting to prioritize businesses with a need for the newly available skilled workforce.



THE RESULTS

ROI is proud of the mutually beneficial partnership it has built with **Invest in Finland** over the last nine years. Cumulative results include:

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425
QUALIFIED LEADS

meetings with decision
makers at more than
350
FIRMS

OVER
30
**SUCCESSFUL SALES MISSIONS
TO NORTH AMERICA**

HIGHLIGHT



IBM, had a unique list of requirements when it came to sourcing a center of excellence where it would apply its Watson cognitive computing to healthcare. ROI's research team identified the similarities between Finland's exceptional healthcare system and IBM's specifications. The ROI team engaged with leaders at IBM, organized introductions with the Invest in Finland team and supported the partnership which was then announced mid-September 2016. The Watson Health Center of Excellence was opened in Helsinki, 2017, employing more than 150 people.

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Equinix, Inc. With its headquarters in Redwood City, California, Equinix, Inc. is a global specialist in Internet connection and data centers. The ROI business intelligence team identified signals that the company was looking for a high-speed connectivity hub that connected East to West Europe. On behalf of Invest in Finland, the ROI outreach team targeted Equinix, Inc., engaged with leadership and proposed Finland as a location for its planned data center. In November 2018 the announcement of a \$20 million International Business Exchange data center in Helsinki, known as HE7, arrived with plans for a further six data centres in Finland by the time HE7 is completed.

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Intel The ROI team targeted Intel, on behalf of Invest in Finland, during their Intel Labs Europe expansion phase. After an initial period of gauging the company's interest in Finland as a location, Intel responded positively. Through the support of the ROI outreach team, Intel set about establishing a lab at the University of Oulu's Center of Internet Excellence. The lab is a joint venture between Intel and Nokia and will employ more than 20 R&D professionals.

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