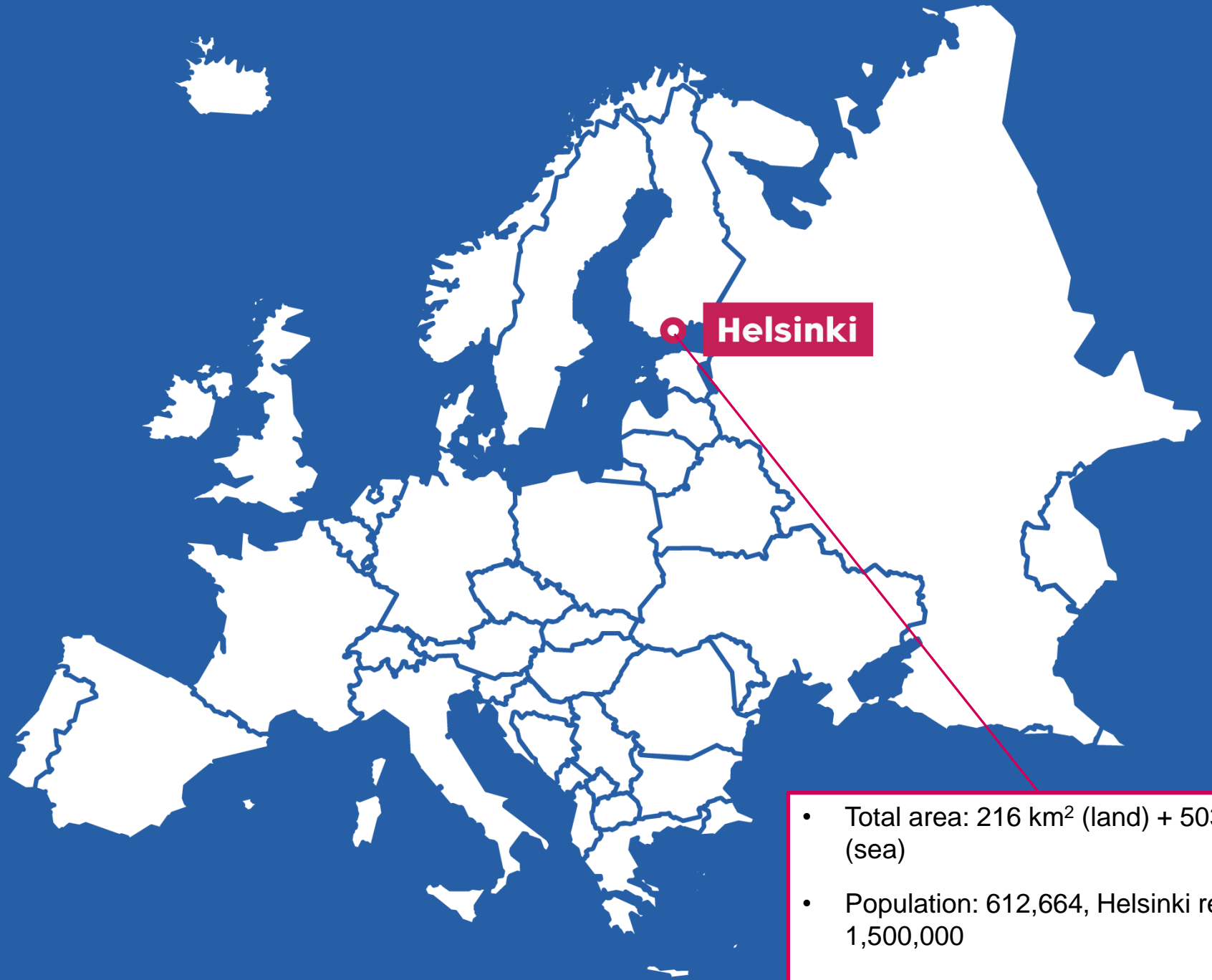


Santtu von Bruun

Head of competitiveness and international relations





Helsinki

- Total area: 216 km² (land) + 503 km² (sea)
- Population: 612,664, Helsinki region: 1,500,000
- Helsinki region: 40% of total GDP

Helsinki in rankings

Helsinki is placed second overall in the “Top 25 European cities” fDi’s “European City of the Future 2014/15” rankings.

Top destination for foreign investment: 19th globally, 8th in Europe (IBM-PLI 2013)

17th in global congress destination ranking (ICCA 2013)

3rd best quality of life in the world (Monocle 2013)

Most competitive country in Europe (Europe 2020 Competitiveness Report 2014)

NewCo Factory – best start-up service provider in Finland (Nordic Startup Awards, 2014)

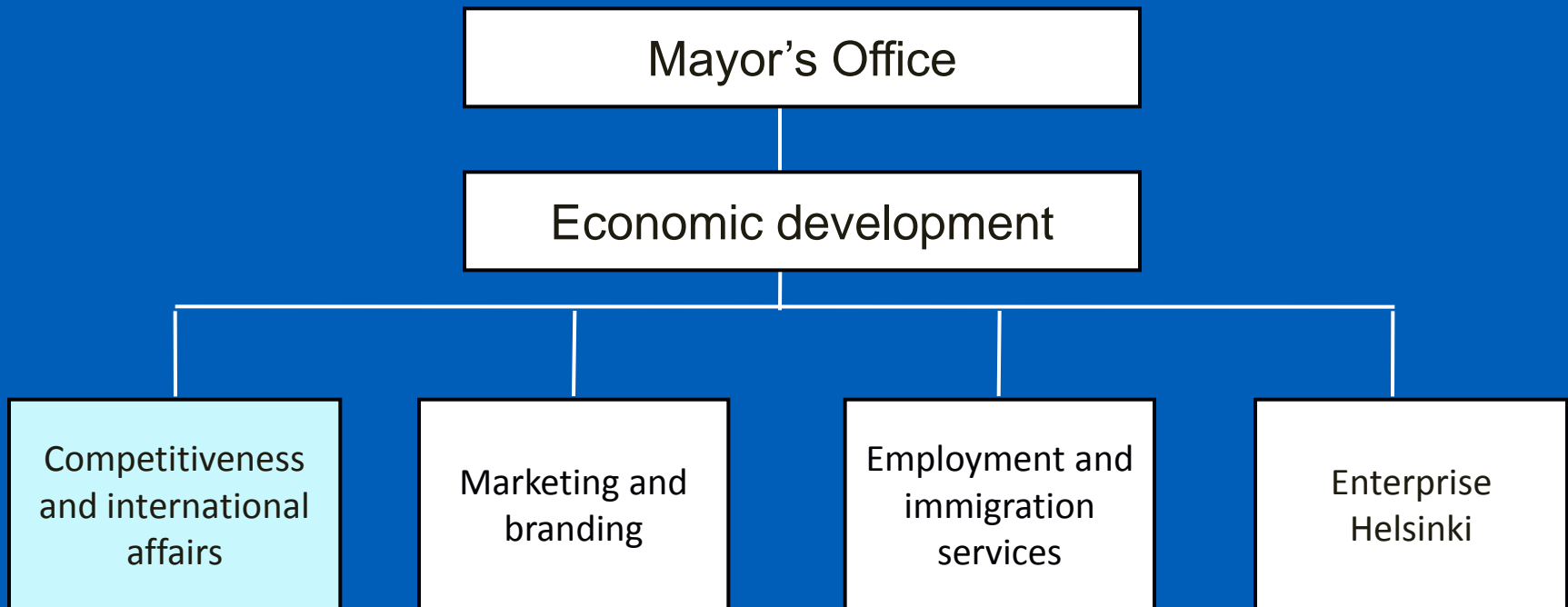
2nd best in human capital (World economic forum 2013)

World Design Capital 2012 and Unesco City of Design 2014

Helsinki's International Strategy 2008-20??

- 1. A multicultural metropolis:* Tolerant, safe, attractive, multicultural city. Immigrants' skills are a key success factor.
- 2. A Baltic Sea logistics center:* Mobility of goods, people and innovations in the Baltic Sea region
- 3. A European center of expertise:* Quality education and research. Major center for digital and knowledge-intensive business in Europe
- 4. A world-class business and innovation center:*

New economic development department 1.1.2014



Accelerate Helsinki

**Innovation
ecosystem**

**New start-ups
and growth
enterprises**

**Growth of
strategic
industries**

**Interesting
Helsinki**

**Employment and
talent attraction**

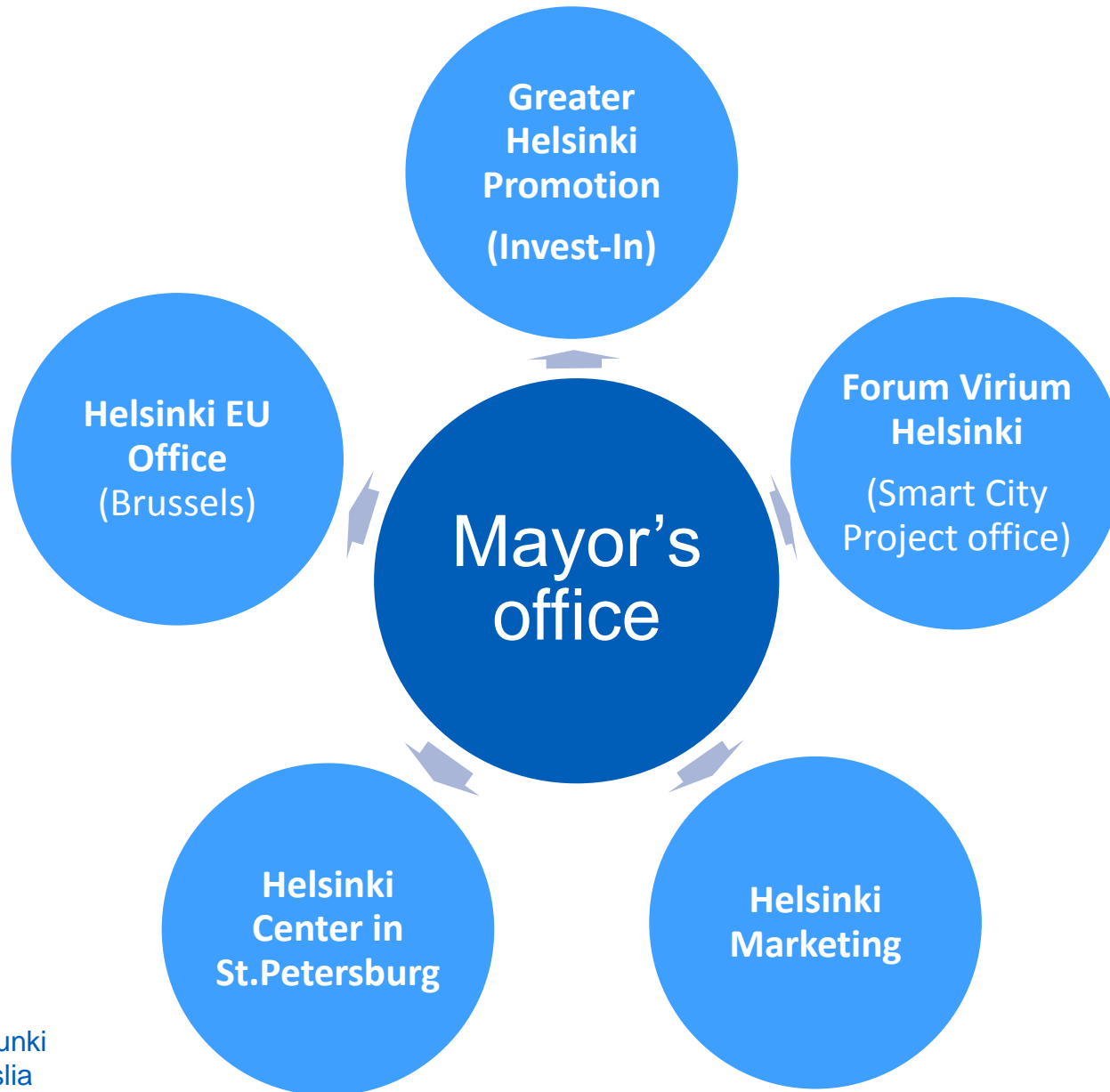
**Operating
environment**

Investments

Being international intertwines with everything we do



Core international affairs



29 divisions

120 companies

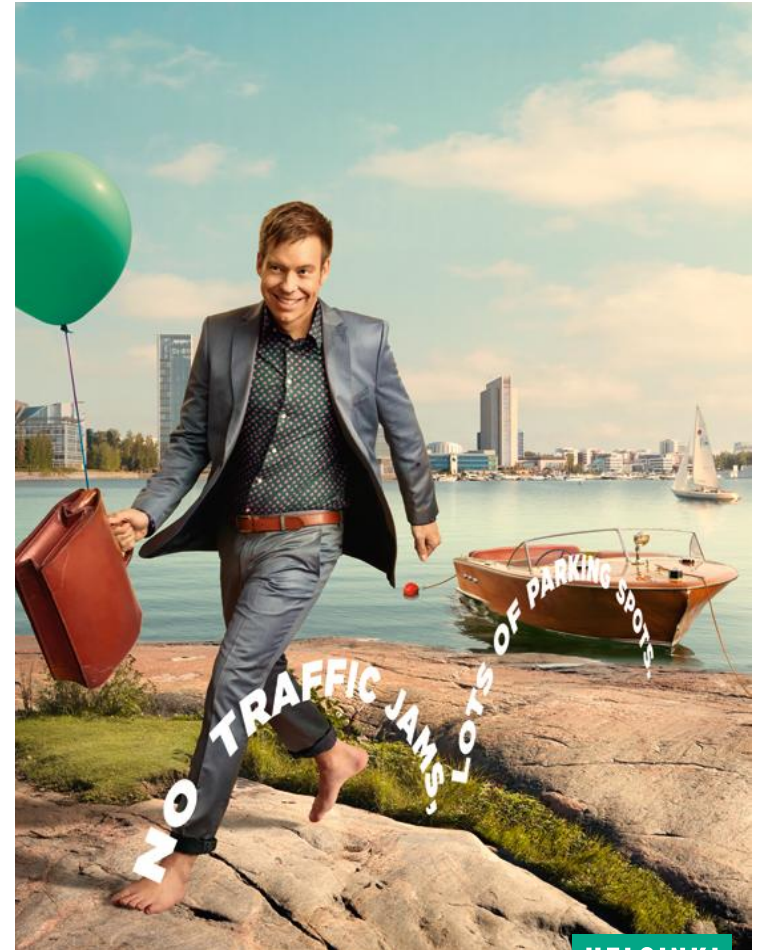
6 regional organizations

Greater Helsinki Promotion

Focus: Foreign R&D activities, high added value enterprises and corporate VC... and start-ups/talent

- Business knowledge
- Contacts
- Business planning
- Landing services

Selling points: Knowledge capital, high quality innovation system, stable environment, ease of doing business, location



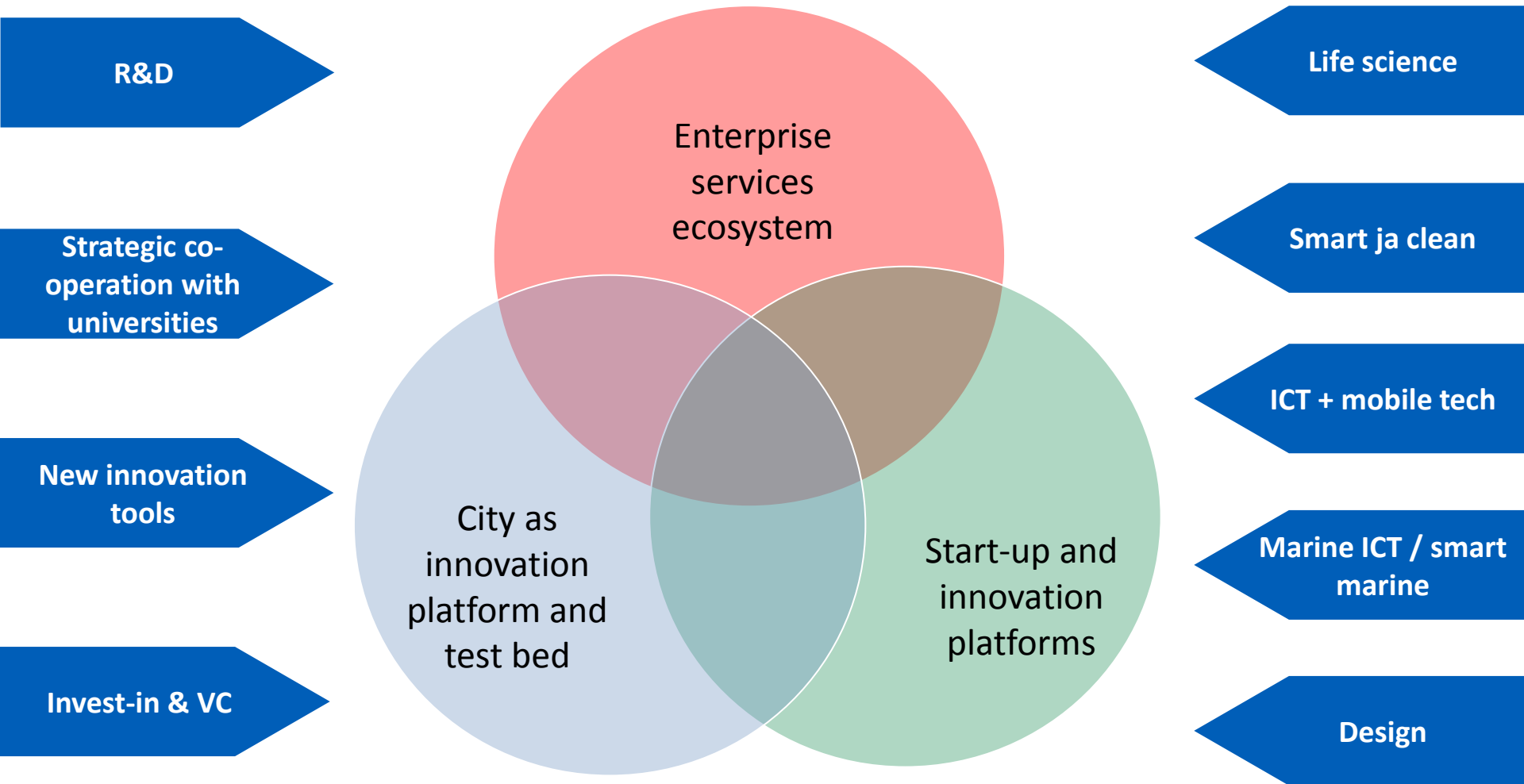
THE GREEN CITY IS PRETTY MUCH BLUE
For more reasons to choose Helsinki Metropolitan for your business, see www.helsinki.businesshub.fi

HELSINKI
METROPOLITAN

Helsinki region: Europe's biggest growth in FDI in 2014

Co-operation with regional and national actors

From closed innovation to open innovation based economic development



SLUSH is Europe's biggest start-up and
venture capital event



**“ SLUSH IS PROBABLY THE BEST RUN
TECH CONFERENCE I’VE EVER ATTENDED. ”**

– J. J. Colao, Forbes Magazine

2015: 2 days, 14.000 attendees, over 3500 companies, over 750 investors

Benchmarking and co-operation priorities – with top cities in the world

1. Smart city, cleantech, design, life sciences
2. Innovation ecosystem
3. Start-up ecosystems
4. Co-operation with enterprises
5. Talent retention
6. Branding and marketing
7. Supporting export

What and where...

Selected networks.. 2 growing in importance

- Eurocities (leading WG Innovation and WG immigration)
- International connectivity, especially NSBC

Cities

- Tallinn: Twin city cooperation, logistics, movement of labour
- Nordic Capitals: Joint lobbying, mutual learning, project co-operation, Clean Baltic Sea
- Europe: Project co-operation, best practice exchange
- Russia (St. Petersburg): Economic relationships (invest-in/export out),
- China (Beijing): Opening up the market to businesses, University-city cooperation

Maybe...

- 
- A photograph of a tall, cylindrical lighthouse situated on a small, rocky island in the middle of a vast, deep blue ocean. The sky is a clear, bright blue with a few wispy clouds. The lighthouse has a dark, textured exterior and a white top section. A small, red-roofed building is visible on the island near the base of the lighthouse. The water is calm, and the horizon is visible in the distance.
- More focus on supporting export and internationalization of enterprises?
 - Focus on opening new market areas - South America, Africa, SE Asia?
 - Focus on "do good" branding?

Thank you!

