



Benefits to join the Business Council

- Access to a network in Finland with business leaders going through the same steps as your company.
- Access to a network in the target country that will help you hit the ground running at entry.
- Gain reliable information about the target market and how to do business there.
- Gain access to decision makers in private and public spheres.
- Join the Team Finland network which creates a bigger impact for the growth of the Finnish companies abroad.
- Finnish Latin American Business Council: first year free of charge

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FINNCHAM





Brazil-Finland trade relations : outlook and new opportunities

Ambassador Jouko Leinonen, Brazil

Brasilia (DF), October 06, 2021

Key takeways

1

Brazil is the leading trade partner of Finland in Latin America and the Caribbean (LA) and a land of opportunities for Finn companies, with various success stories over the last years. Finnish SMEs from different industries have been able to enter successfully relatively fast in Brazil. For several of them, Brazil has been a point of entry into Latin America.

2

Brazil is the top 8 economy in the world and the largest export partner for Finland in Latin America. The annual total value of trade is about EUR800m 50+ Finnish subsidiaries that employ 7,500 Brazilians, turnover EUR1.3B (2017). Turnover of EUR1.3-3.6B per year (2012-2017)

3

The free trade agreement between the EU and Mercosul is expected to come into force in 2021. This will even increase the interest of Finnish companies to enter Brazil as well as the demand of Business Finland's services.

4

Traditional sectors: forest industry and technology, mining, energy, marine, and communications technology. Growing industries: healthcare, bioeconomy, education, IoT, circular economy

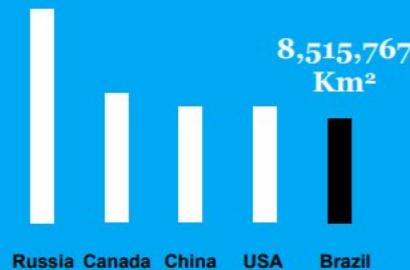
Putting things into context : 5th largest country (size & pop.); 8th economy

The State of Sao Paulo alone is bigger than Argentina's economy Brazil has 26 states, plus a federal district

Interesting Facts

Do you know:
**How big
Brazil is?**

Largest countries
in the world

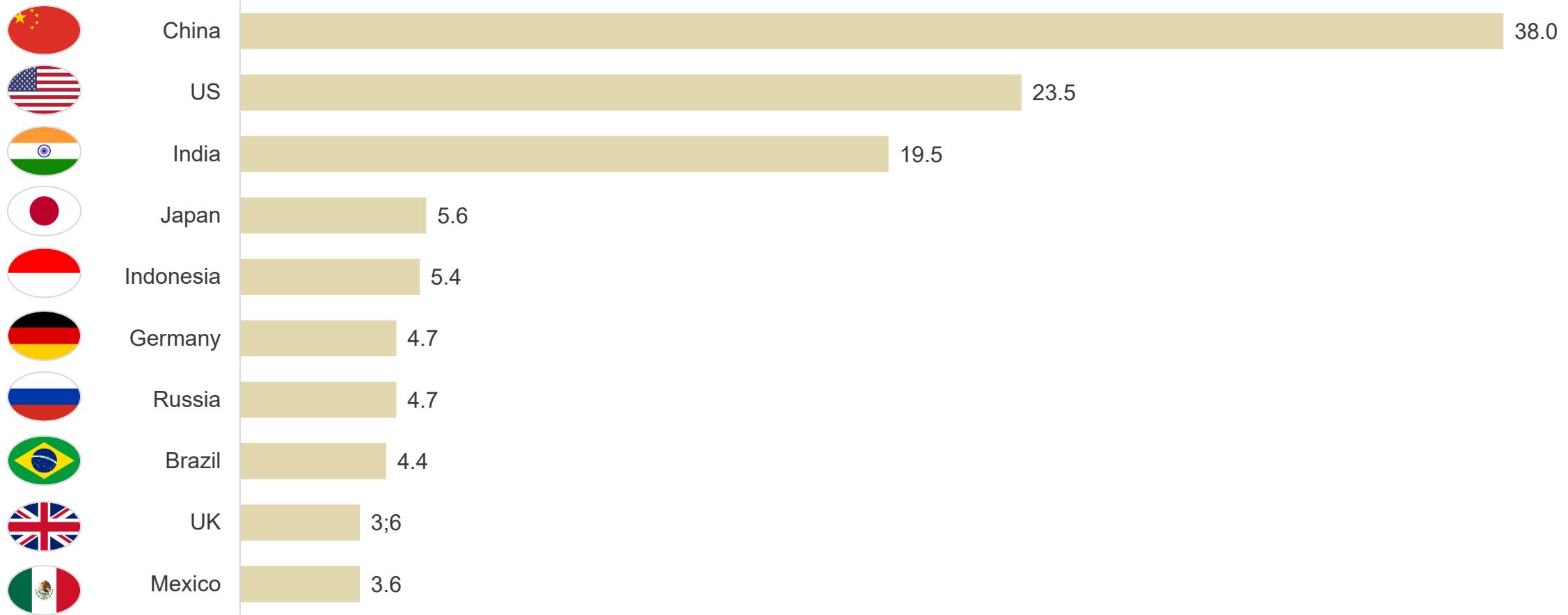


The world's most powerful economies in 2030

Brazil's GDP to reach USD 4.4 trillion in 2030, close to Germany's and Russia's



Exhibit 1. List of countries by nominalGDP [USD trillion]



Market expectations



	2018	2019	2020	2021e	2022e
Economic Activity					
GDP (%)	1.8	1.4	-4.1	5.7	1.5
Unemployment(%)	12.2	11.6	14.3	12.0	12.0
Inflation					
CPI(%)	3,7	4.3	4.5	6.9	3.9
Monetary policy					
SELIC rate(%)	6.5	4.5	2.0	7.5	7.5
Fiscal					
Primary surplus(% GDP)	-1.5	-0.8	-9.4	-1.4	-0.7
Balance of Payment					
Exchange rate(eop)	3.88	4.03	5.19	4.75	5.10
Current account(% GDP)	-2.7	-3.5	-1.7	-0.5	-0.6

Current political and economic landscape



The good

Highlights

- Brazil still a land of opportunities for Finnish companies in various industries.
- Ambitious privatization agenda moving forward (sanitation, infrastructure etc.).
- EU-Mercosur agreement forcing Brazil to commit to environmental protection.
- Vaccination is advancing and will likely allow a return to economic normality before year end.

The bad

- Barriers at the National Congress for the much-awaited public sector and tax reforms.
- Risk that emerging variants of the virus could affect the efficacy of vaccines.

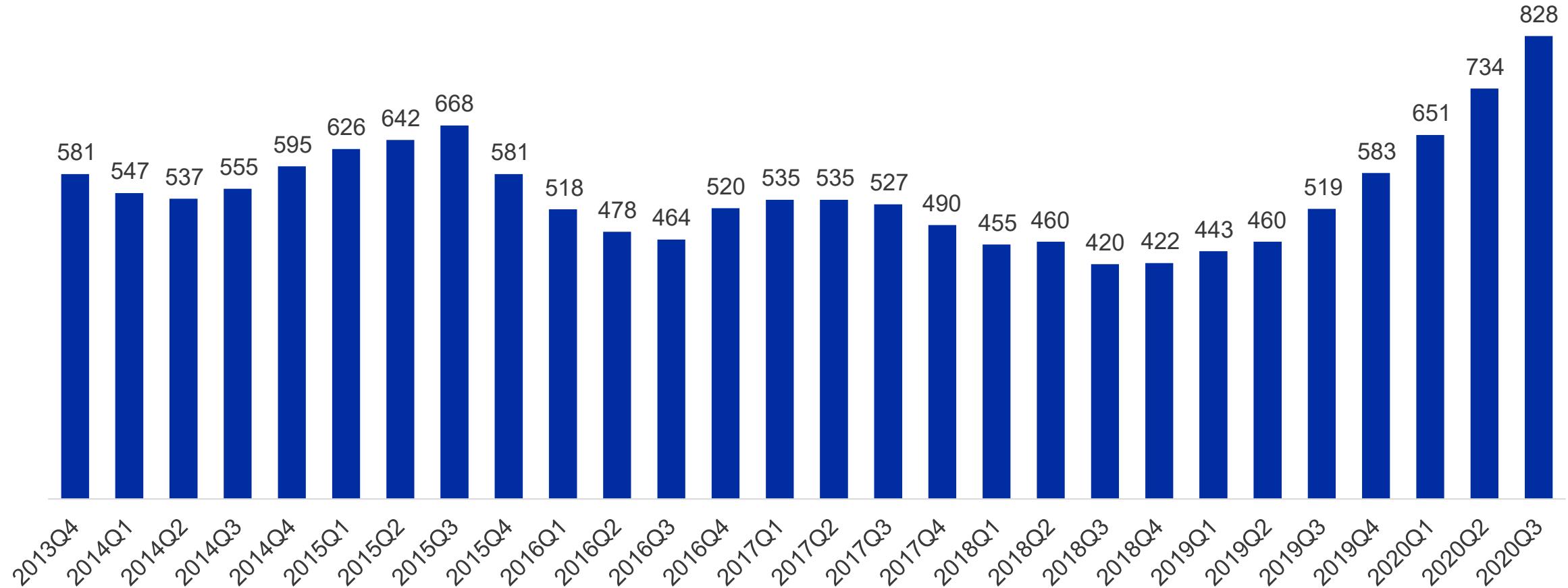
The ugly

- Though the immunization campaign declined hospitalization and death numbers, the total number of deaths reached more than **597K** due to the pandemic.
- COVID19 has amplified economic and social inequalities -- by race, income, gender etc.

Finnish exports to Brazil at a five -year peak



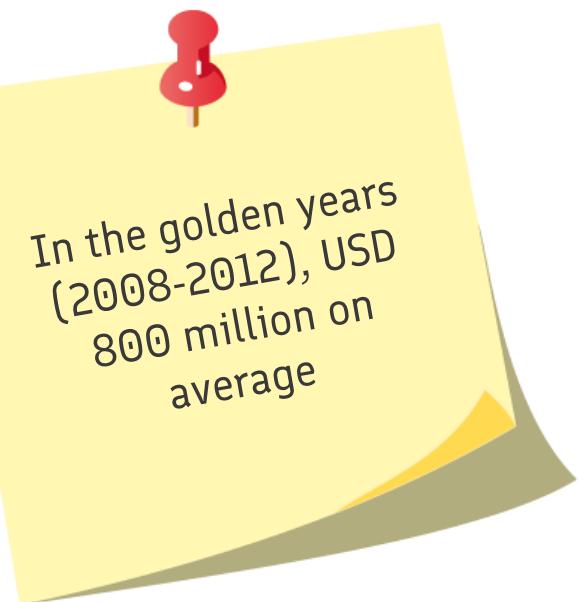
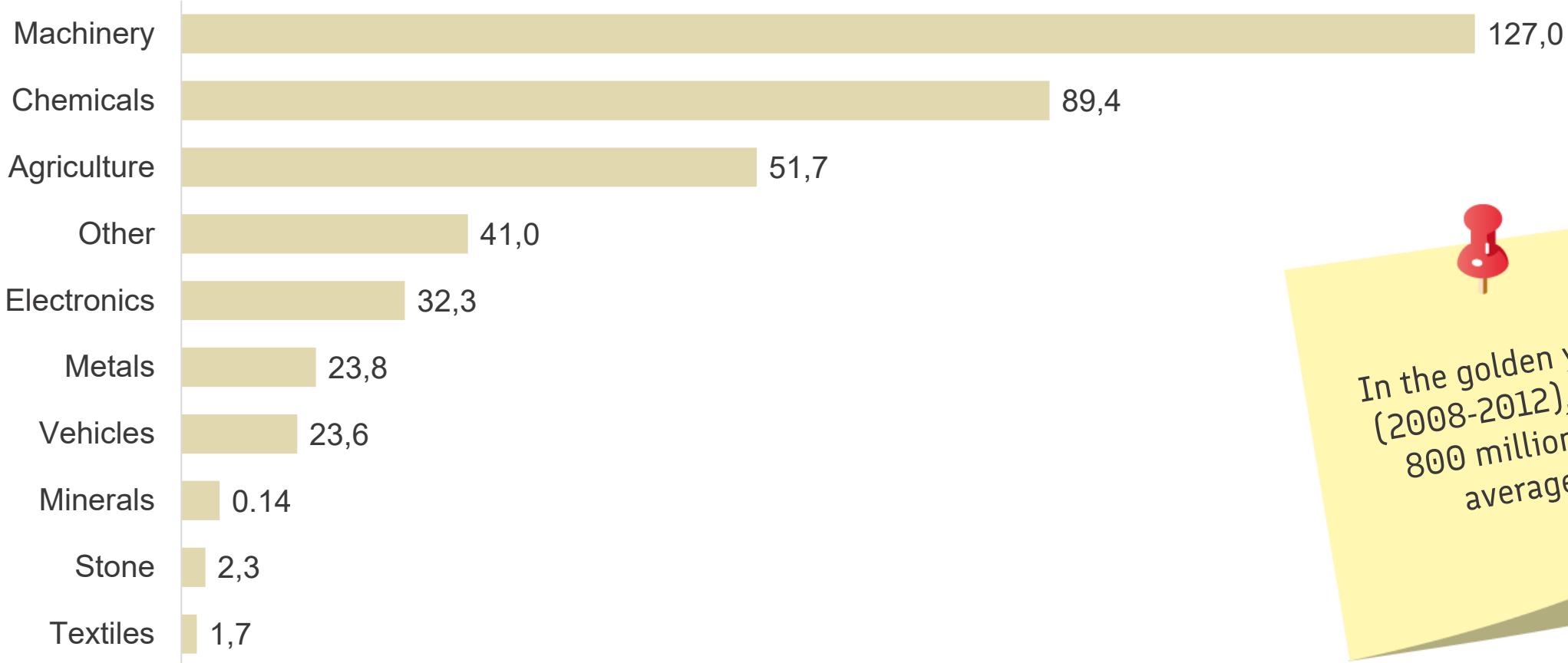
Exhibit 2. Total exports moving 4Q sum (EUR million)



What does Finland export to Brazil?



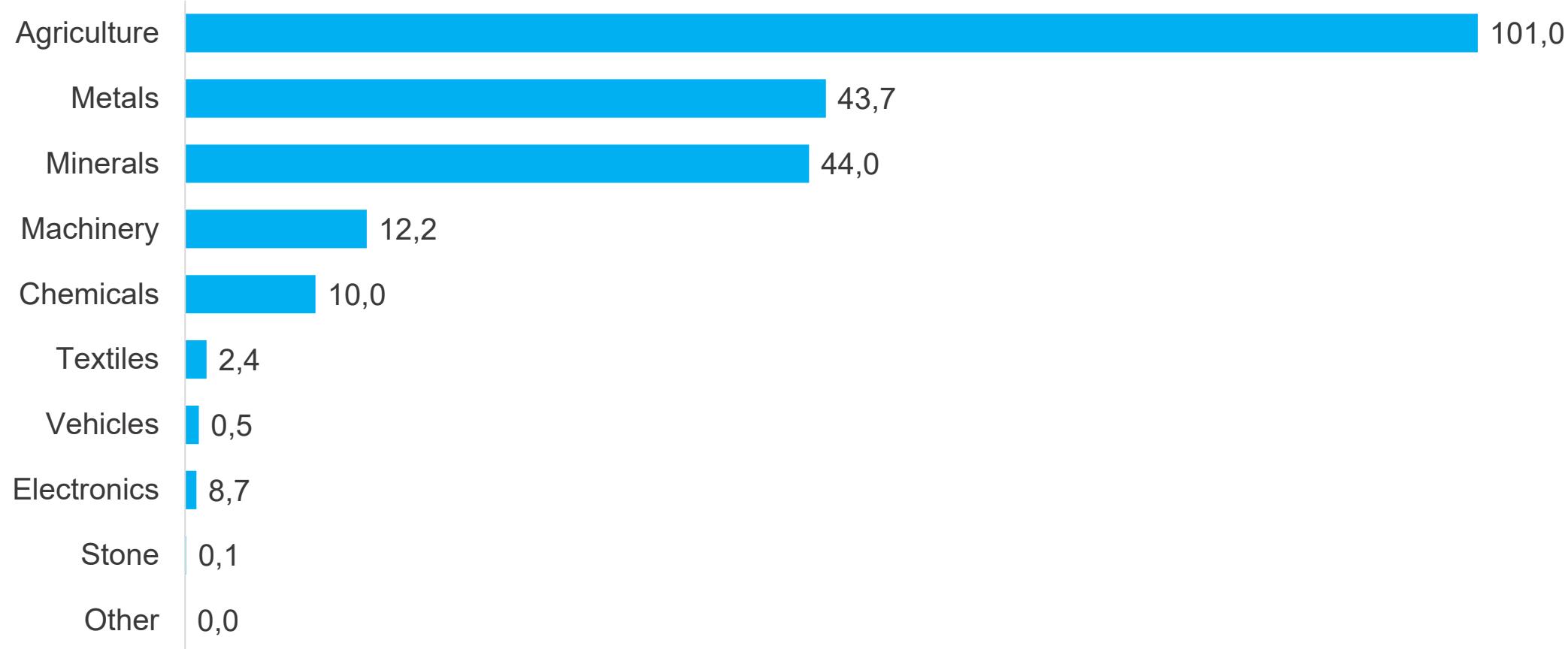
Exhibit 2 . What did Finland export to Brazil in 2019? [USD million]



What does Finland import from Brazil?



Exhibit 3. What did Finland import from Brazil in 2019? [USD million]



Short- and medium-term opportunities on our radar



Industry	Comments	Industry	Comments
	Pulp & Paper <ul style="list-style-type: none">• New pulplants• Biobasedproducts• Innovation		Navy <ul style="list-style-type: none">• Antarctic Support Ship• Patrol boats• Training ships
	Healthcare <ul style="list-style-type: none">• Digital health• Health IT• Medical devices		Agriculture <ul style="list-style-type: none">• Precision farming• Connectivity• Agritech
	Digitalization <ul style="list-style-type: none">• Brazil's 5G auction• 5G for enterprises• Cyber security		Sanitation <ul style="list-style-type: none">• Privatizations• Newinvestments• IoT solutions
	Mining & Metals <ul style="list-style-type: none">• Digital mining• Tailing dams• Water monitoring		Energy <ul style="list-style-type: none">• Wasteto-energy• Smartgrids• Private LTE networks

Growing number of Finnish companies success stories in Brazil

Even in challenging times, Brazil offers countless opportunities for Finnish companies



In December 2019, **ICEYE** signed a USD 32 million deal with Brazil's Ministry of Defence which sent a high-level delegation to Finland



Nokia launched a partnership with the Federation of Industries of the State of São Paulo to boost Industry 4.0 adoption in Brazil



Finland's **Etsimo Healthcare** is supporting healthcare organizations in Brazil in the fight against the Covid-19 outbreak



Valmet received over 200 MEUR order of LD Celulose to deliver Dissolving Pulp production line and automation



Brazil's Ministry of Education deployed **Grapho Game's** edtech solution for 11 million students, amid the COVID-19 outbreak.



Sensmet's real-time water analyser technology selected by Brazil's largest mining corporation



Start up **Norsepower** receives large order from Brazilian shipowner for Rotary Sails. The order multiplies turnover of the company.



After visiting Finland, Brazil's FIESP signs an agreement with **SITRA** to host the South America Forum on Circular Economy

Brazilian federal gov't delegation to Finland in 1Q2021



Ministry of Communications and Business
Finland sign Letter of Intent (LoI)



Technical visit to Nokia's headquarters in
Espoo



Nokia showcases 5G applications for the
Brazilian delegation



Ambassador Jouko with Admiral Rocha
from President's Administration



Meeting with Minister for Development
Cooperation, Mr. Ville Skinnari



**Kiitos !
Thank you!
Obrigado!**

Jouko Leinonen
Ambassador of Finland to Brazil
jouko.leinonen@formin.fi





SUOMI
FINLAND

MONIPUOLISEN MEKSIKON MONIPUOLISET MAHDOLLISUUDET

Päivi Pohjanheimo, Suomen Meksikon-suurlähetttiläs

Suomalais-Latinalaisamerikkalaisen kauppayhdistyksen webinaari 6. lokakuuta 2021



- 15th largest **economy** in the world.
- 13th largest **country** in the world.
- 11th most **populated** country in the world (126 million in 2020).
- 3rd largest **country** in Latin America, with the 2nd largest **economy** and **population**.
- **Young** population: median age 29,3 years.
- Categorized as an **upper middle income country** by the OECD.
- 80% live in **urban** areas.



**Juan Pablo
Romero,
BF**

Mexico, Central America.

- Cyber Security
- Defense
- Digitalization
- Telecoms



**Mikko Salonen,
BF**

Mexico, The Caribbean.

- Healthcare
- Logistics and mobility
- Manufacturing
- Mining



**Patricia Ceja,
BF**

- Bioeconomy, circular economy
- Education
- Smart energy



**Annina
Barbosa,
Embassy**

Mexico, Guatemala, Honduras, Nicaragua, El Salvador.

- Cyber Security
- Defense
- Digitalization
- Telecoms



**Hanna Öunap,
Embassy
TF coordinator**

Mexico, Belize, Costa Rica.

- Bioeconomy & circular economy;
- Education;
- Healthcare; Logistics and mobility;
- Manufacturing;
- Mining; Smart energy



TRADE

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FINLAND



The EU is Mexico's **third biggest** trading partner.
Mexico is the EU's **second biggest** trading partner in Latin America (after Brazil).



Mexico has a strategic location between North and South America, being a gateway to both regions.



Over 40 Finnish companies have already established their operations in Mexico.



In June 2021, Mexico was Finland's 29th most important foreign trade partner.



OPPORTUNITIES

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Smart energy



Mining



Bioeconomy, circular economy



Digitalization, Connectivity,
Cybersecurity and Critical
Communications



Manufacturing



Defense



Healthcare



Education



FINLAND IN MEXICO

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Finland has a positive country image in Mexico. As the happiest country in the world (UN Happiness Report) for the 4th time in a row, we are associated with themes such as good governance, equality, freedom of speech, good working-life balance and pure nature.



Finland is known for being a stable nation and one of the least corrupt countries in the world – and the Finnish handshake for being the most reliable in the world. Finland is associated with state-of-the-art digital solutions and innovations.



Finland is known as a Nordic welfare state that guarantees healthcare and income security for everyone. Human rights are a core value for us and we rank as one of the most socially just countries in the world.



Education is one of the top themes that Finland is known for. Not only the high quality of education, but the fact that it is offered for free and gives an equal start for everyone.



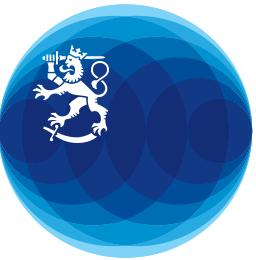
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FINLAND

Thank you

An aerial photograph of the Santiago de Chile skyline. The city is densely packed with modern skyscrapers of various heights and architectural styles, including some with curved facades and glass exteriors. The buildings are set against a clear, bright blue sky. In the foreground, there are green trees and smaller buildings, suggesting a mix of urban and slightly more residential or green spaces. The overall impression is one of a vibrant, growing metropolis.

Chilessä rakennetaan kestävää kasvua

Eija Rotinen, Suurlähettiläs, Santiago de Chile



Proceso de Vacunación Masiva

30 de septiembre

Total personas
vacunadas
1era dosis y dosis única



13.891.753

Total dosis
administradas



26.794.379

Personas que
completaron
su vacunación



13.469.250

Población
vacunación
completa

88,61%

Población objetivo
1era dosis y dosis
única

91,39%

Lähde Chilen hallitus <https://www.gob.cl/yomevacuno/>



- Transparency international Corruption perceptions index: Chile 25. (2020)
- WB Doing Business Index: Chile 59. (2019)
- WIPO Global Innovation Index (GII): Chile 53. (2021)
- Väkiluku: 19 678 363 (ennuste kesäkuu 2021, INE Chile)
- BKT: 252,9 miljardia USD, asukasta kohden 13 231,7 (2020, Maailmanpankki)



- Tavarakauppa (Tulli)

Vienti 334,3 miljoonaa euroa (2020)

Päävientiartikkeleita: Koneet ja laitteet sekä paperi

Tuonti 157,9 miljoonaa euroa (2020)

Päätuontiartikkeleita: Raaka-aineet, etenkin kupari, sekä elintarvikkeet kuten viini ja hedelmät

- Palvelukauppa (Tilastokeskus)

Vienti 113 miljoonaa euroa (2020)

Tuonti 20 miljoonaa euroa (2020)



Our ambition

2025



Top destination for green hydrogen investment in LATAM



Electrolysis capacity operating and under development

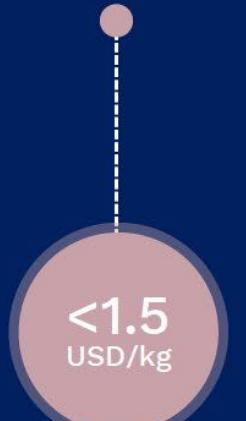


Production in at least 2 hydrogen valleys in Chile

Leaders in export of green hydrogen and derivatives



The cheapest green hydrogen on the planet



Leaders in production of green hydrogen via electrolysis



2030



Suomen Suurlähetystö & Business Finland

Alcántara 200, of. 201

Las Condes

Santiago de Chile

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Uruguay ja Paraguay palaavat kasvuraiteelle, entä Argentiina?

Uruguayssa UPM:n toisen sellutehtaan rakentaminen ja projektiin liittyvät infrahankkeet: rautatie ja satamaprojektit ovat hyvässä vauhdissa.

Kestävän kehityksen tavoitteet luovat liiketoimintamahdollisuuksia useilla toimialoilla kuten maa- ja metsätalousteknologisessa, puurakentamisen ja kiertotalouden kehittämisessä, sekä koulutuksessa.

Uruguay on taloudellisesti ja poliittisesti vakaa maa, jossa korruptio on alhainen ja liiketoimintaympäristö suotuisa ulkomaalaistille toimijoille ja investointeille.

Paraguay houkuttelee ulkomaisia investointeja ja toimijoita kevyellä verotuksella (11%) ja matalilla kustannuksilla mm. sähkön ja työvoiman osalta. Paraguayssa useat toimialat ovat vielä kehityksensä alussa.

Valmisteilla oleva 3mrd USD sellutehdashanke olisi metsäsektorin ensimmäinen.

Argentiinan suuren mittakaavan maatalous pitää maan taloutta hengissä. Tietotekniikkasektorilta on noussut yksisarvisia, jotka toimivat laajasti vientimarkkinoilla.

Argentiinan rahoitussektori on tällä hetkellä hyvin haasteellinen, mukaan luettuna vientiluotot.



PERUN TALOUS ON TAAS KASVU-URALLA

SUURLÄHETTILÄS JUKKA PIETIKÄINEN



TALOUDEN NÄKYMÄT

- ⊕ Perun BKT kasvaa jopa 12% vuonna 2021 ja palaa COVID:ia edeltäneelle tasolle. Informaalinen talouden osuus on suuri.
- ⊕ Kasvua kiihyttävät mineraalien, erityisesti kuparin korkea maailmanmarkkinahinta ja maatalouden vientibuumi.
- ⊕ Presidentti Castillo haluaa kasvattaa kaivosyritysten ja maakaasun viejien verotusta korkeiden markkinahintojen aikana, ei kuitenkaan kansallistaa niitä.
- ⊕ Vaaliretoriikasta on siirrytty realismiin. Presidentti kuuntelee nyt myös yksityistä sektoria ja ulkomaisia investoijia.
- ⊕ Presidentin haasteina opposition hallitsema kongressi ja oman puolueen radikaali siipi, jolla iso rooli hallituksessa.

HALLITUKSEN BUDGETTI VUODELLE 2022



Vuoden 2022 budjettiesitys on 7,6% suurempi kuin vuoden 2021. Suuria julkisia investointihankkeita työllisyyden lisäämiseksi.



Suurimmat korotukset maatalouteen, koulutukseen ja terveydenhuoltoon, mikä on COVID-epidemian valossa hyvin perusteltua.



Perun talous on yhä alueen vakaimpia. Julkisen talouden velka-aste on noussut mutta edelleen vain 36% BKT:stä. Perulla on laajat valuutavarannot ja uskottava keskuspankki.



Valtiontalouden alijäämä tänä vuonna arviolta 5,4 % BKT:sta, pienenee 3,7 %:iin ensi vuonna.





MAHDOLLISUUDET SUOMALAISYRITYKSILLE

- ⊕ Kaivostoiminta kasvun moottorina!
- ⊕ Koulutusvienti julkiselle ja yksityiselle sektorille sekä yhteistyö Perun opetusministeriön kanssa.
- ⊕ ICT infrastruktuurin kehittäminen, digitalisaation edistäminen ja kiertotalous.
- ⊕ MoU-asiakirjoja valmisteilla useita vientiponnistusten tueksi.

ECUADOR



Kesäkuussa valtaan astunut presidentti Lasso pyrkii aktiivisesti sitomaan uusia vapaakauppasopimuksia ja tuomaan maahan ulkomaisia investointeja.



Tavoitteena raakaöljyn tuotannon tuplaaminen ja kaivostoiminnan tuntuva kasvattaminen



ICT infrastruktuurin kehittäminen on alkanut hyvin, Nokia rakentaa maahan ensimmäistä 5G verkkoa.



Haasteita reformien läpiviemiseen tuo kongressi ja alkuperäiskansojen vastustus.



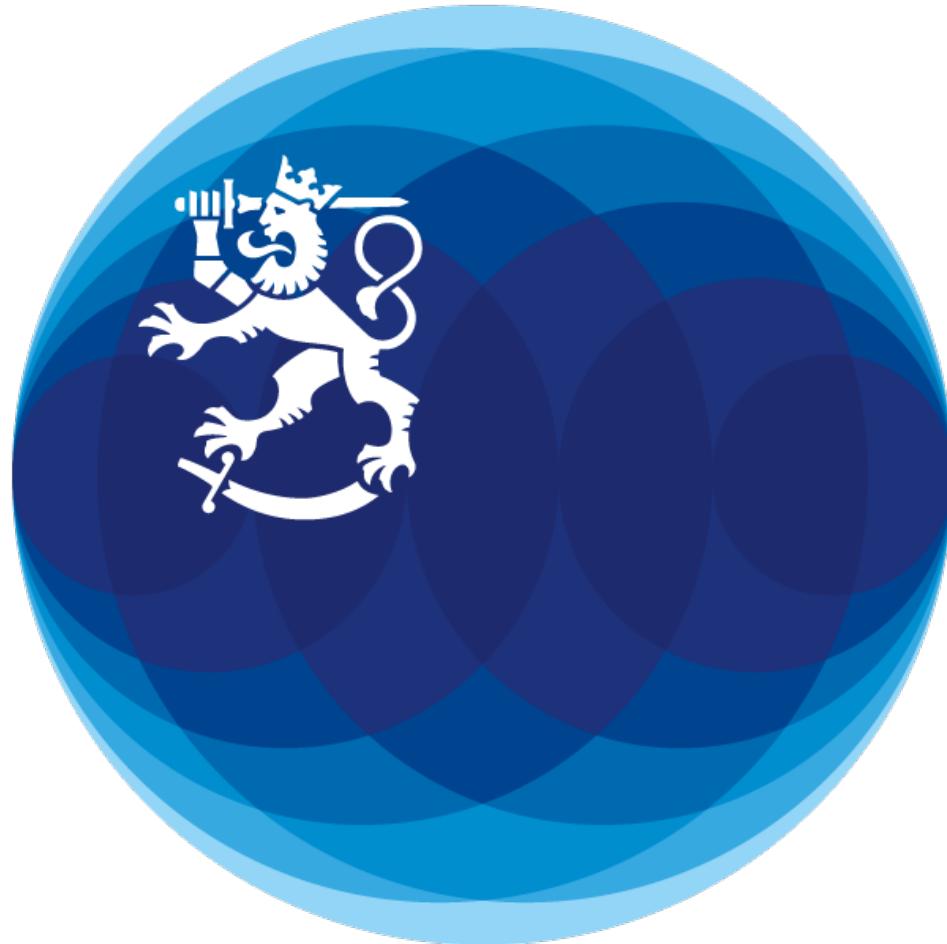


BOLIVIA

- ✖ Maan talouteen tuo haasteita valtion suuri rooli taloudessa, keinotekoisen arvokas valuutta ja riippuvuus harvoista raaka-aineista.
- ✖ Valtion kultavarannot ovat huvenneet vauhdilla, kun niitä on käytetty valuuttakurssin pitämiseksi vuoden 2011 tasolla. Riskinä hallitsematon devalvaatio.
- ✖ Valtiontalous on riippuvainen maakaasun ja lithiumin viennistä.
- ✖ Mahdollisuuksia teknologiaviennille ICT infrastruktuurin kehityessä.
- ✖ Presidentti Arcen sytökset EU:n osallisuudesta vallankaappaukseen vuonna 2019 luovat kitkaa suhteisiin Bolivian ja EU:n jäsen maiden välillä.



KIITOS
SUURLÄHETTILÄS JUKKA PIETIKÄINEN



Team Finland

Latin America and the Caribbean



The Caribbean

- The Caribbean consists of 16 countries and 24 dependencies
- Countries of responsibility of the Roving Ambassador:
 - Antigua and Barbuda, Barbados, Bahamas, Cuba, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Saint Kitts and Nevis, Saint Lucia, Suriname, Trinidad and Tobago, Saint Vincent and the Grenadines



Basic Facts of the Caribbean

- Population in the area is approximately 40,6 million
- Countries by the largest population:
 1. Haiti (11,40 million)
 2. Cuba (11,32 million)
 3. Dominican Republic (10,87 million)
- Finnish export in 2020 was 89 796 million (€)
- Finnish import in 2020 was 16 905 million (€)
- Main industries in the area are mainly food and beverages, tobacco, chemicals, petroleum, mining and tourism



About Finnish Import and Export

- Business opportunities:
 - Circular Economy
 - Education
 - Energy
 - Forestry
 - Health Tech and IT
 - Meteorology
- Some of the Finnish actors:
 - Cargotec, KONE, Lamor, Marinetek, Nokia, Vaisala, Wärtsilä
- New market opportunities:
 - Guyana and Suriname in the oil and energy fields
 - Dominican Republic in water industry.

Cuba



- **Population:** 11,3 million
- **GDP 2019:** 103,131 million USD
- **Import (€)** 97 834
 - Alcohol, tobacco and tobacco products, general industrial machinery and equipment
- **Export (€)** 3 280 410
 - Unmanufactured plastic, paper and cardboard, paper products, base metal products, general industrial machinery and equipment, power engines and motors





Dominican Republic

- **Population:** 10.6 million
- **GDP 2019:** 78.8 million USD
- **Import (€)** 13 778 789
 - Iron and steel, instruments, meters, pharmaceuticals, machinery specialized for particular industries, other electrical machinery and equipment
- **Export (€)** 12 669 277
 - Paper and cardboard, paper products, machinery and equipment and means of transport, instruments, meters, coins (other than gold)





Guyana

- **Population:** 783,000
- **GDP 2019:** 5,2 billion USD
- **Import (€)** 234 546
 - Alcohol, power engines and motors, office and computer equipments
- **Export (€)** 22 038 570
 - Power engines and motors, general industrial machinery and equipment, unmanufactured plastic, paper and cardboard, paper products





Jamaica

- **Population:** 2,9 million
- **GDP 2019:** 15,831 million USD
- **Import (€)** 1 448 212
 - Alcohol, general industrial machinery and equipment, coffee, tea and etc.
- **Export (€)** 913 362
 - Coins (other than gold), instruments, meters, other electrical machinery and equipment, paper and cardboard, paper products

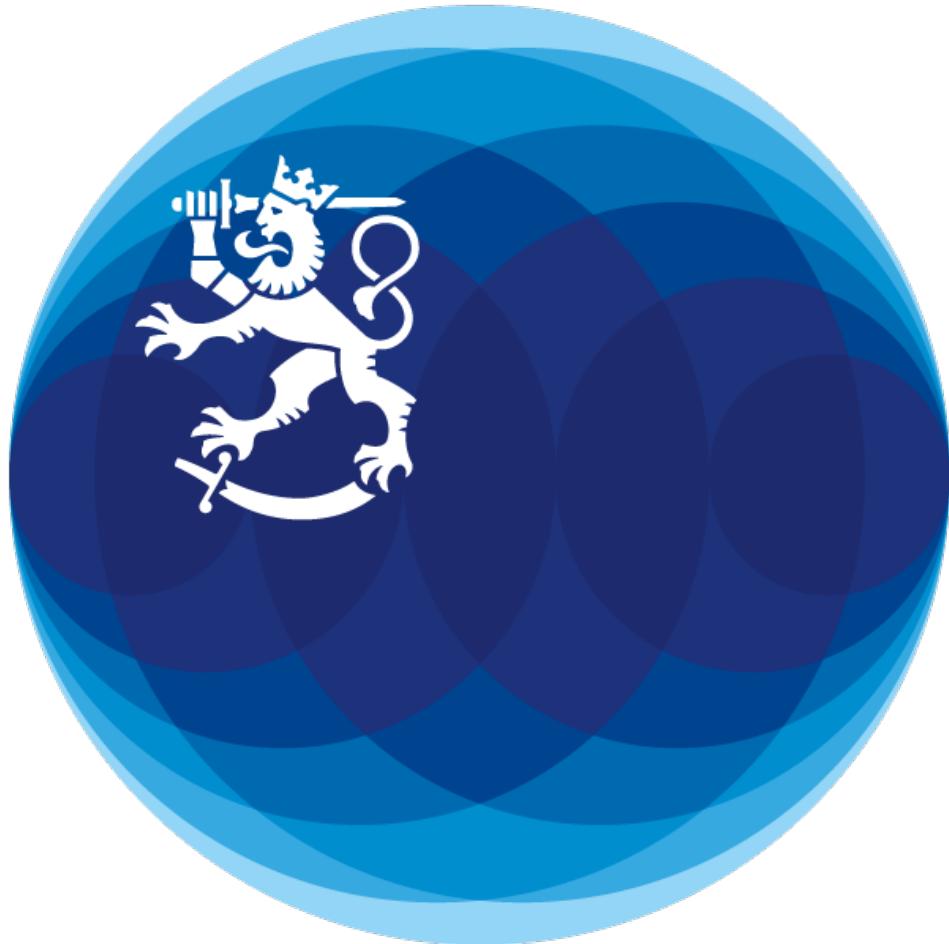


Suriname



- **Population:** 581,363
- **GDP 2019:** 3,696 million USD
- **Import (€)** 34 199
 - Fish and fish products, various food products, power engines and motors, clothing, , instruments, meters and etc.
- **Export (€)** 1 493 164
 - Power engines and motors, general industrial machinery and equipment, machinery specialized for particular industries, instruments, meters and etc.





Thank You!

Mr. Pertti Ikonen

Roving Ambassador to the Caribbean
Department for the Americas and Asia
ASA-34

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Vahvasti kasvava Kolumbia investoi digitalisaatioon, kiertotalouteen ja koulutukseen

Antti Kaski

suurlähettiläs



Miksi Kolumbia:

- Vakaa ja markkinatalousmyönteinen demokratia
- Digiloikka käynnissä:
 - OECD Digital Gov. Index – sijoitus 3./33
- Kunnianhimoiset ilmastotavoitteet:
 - Panostukset kiertotalouteen ja uusiutuvaan energiaan
- Suomi tunnetaan koulutuksesta
 - Kiinnostusta sekä hallituksessa että kuntatasolla

- 51 milj. asukasta
- BKT 14 994 USD/capita (OECD: 2020)
- Talouskasvu 09-12/2021: 17%





Ole yhteydessä. Me autamme.

Suurlähetystö, Bogotá (Kolumbia, Panama, Venezuela)



Antti Kaski, suurlähettiläs



Tomi Lounio, ulkoasiainsihteeri

Business Finland



Rick Dellemann, konsultti



Manuel Ramirez, asiantuntija





BUSINESS FINLAND

“Vauhtia vientiin Latinalaaiseen Amerikkaan”

**Heidi Virta
Senior Director
Head of Region
06.10.2021**

KEY INDUSTRIES IN LATIN AMERICA

HEALTHCARE

- Digital solutions
- Telemedicine
- Administrative softw. (ERP, CRM etc.)
- Data management & analytics
- Elderly care



SMART MANUFACTURING

- Process automation & efficiency
- Quality management
- Energy efficiency & reliability
- Warehouse management



MINING & METALS

- Water management
- Automation of dangerous processes
- Data management & analytics
- Machinery (electrification)
- Energy efficiency
- Production efficiency



BIOECONOMY & FORESTRY

- Heavy machinery
- Machinery for pulp & paper / cellulose
- New wood-based materials
- Water saving



LARGE END CLIENTS PROMOTING INNOVATION

Many global industry leaders from LATAM are looking for new innovative solutions & start-up collaborations. This is a big opportunity for Finnish companies. Examples:

VALE

- Part of Mining Hub, the world's first Open Innovation Hub for the mining sector
- Charge on Innovation Challenge together with BHP and Rio Tinto

CMPC

Looking for new innovations through the SAVIA global innovation program:

1. New uses for cellulose
2. New packaging solutions
3. Technologies & digitalization
4. Circular economy-based service models
5. New materials

Grupo Bimbo

Interested in innovations in:

- Energy efficiency
- Sustainable packaging materials
- Logistics & last-mile distribution
- Digitalization

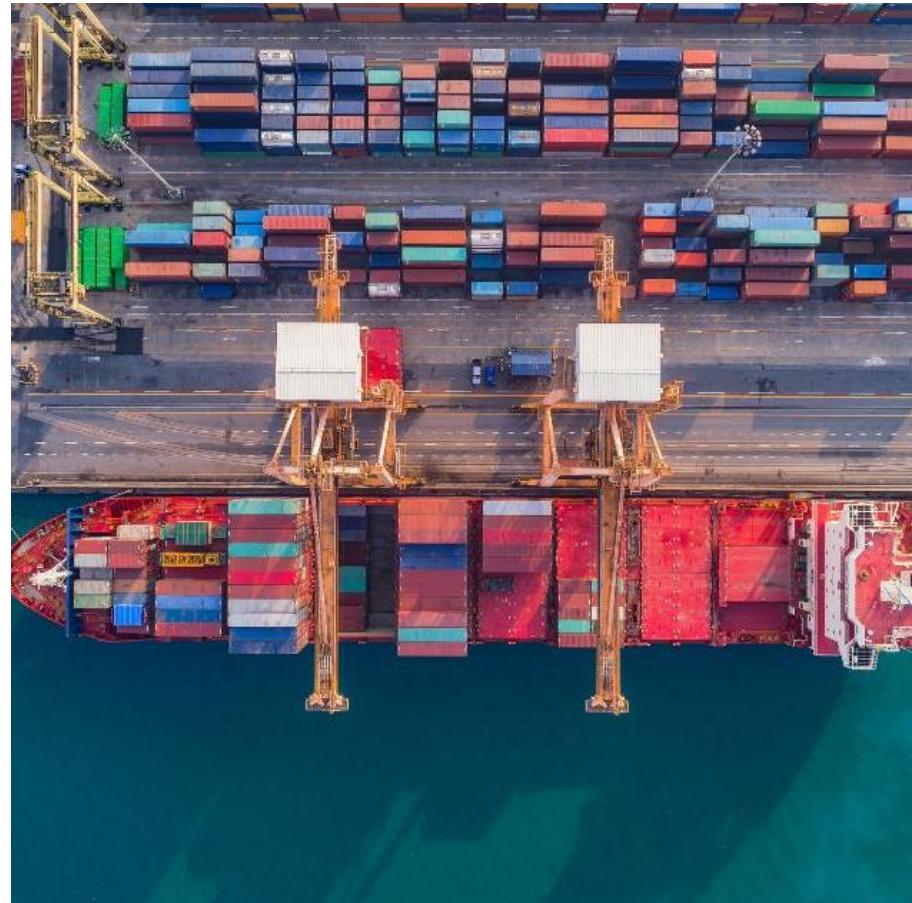
HOW TO DO BUSINESS IN LATIN AMERICA

Must have's:

- Products & services that suit the end customer's needs
- Sales and maintenance service in Spanish/Portuguese through own office or representant
- Reference cases
- Proof-of-concepts can be a good way to start

Business culture:

- Relationship and trust building
- Formality
- Bureaucracy
- Time perception / patience



SERVICE OFFERING

1. Advisory services for internationalisation
2. Services supporting international networking and establishing of contacts
3. Services improving internationalisation capabilities and competence
4. Funding services facilitating internationalization
5. Information and advisory services on markets and the operating environment in target countries and on opportunities on international markets
6. Guidance on barriers to trade
7. Services to promote tourism to Finland from abroad
8. Services for foreign capital investors and enterprises investing in Finland



THANK YOU!

**Heidi Virta,
Head of Region Latin America,
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