



INVEST IN FINLAND

# Market for Medical Devices in Finland

OPPORTUNITIES IN THE MEDICAL DEVICE SECTOR  
EXECUTIVE SUMMARY

---

January 2007

Invest in Finland is a national organisation promoting foreign direct investment in Finland. It is funded by the Ministry of Trade and Industry. Working closely with Finnish business community, it provides a link for foreign investors who are looking to set up ventures in Finland.

[www.investinfinland.fi](http://www.investinfinland.fi)



INVEST IN FINLAND

## Contents

---

High-tech production with ambition	3
Core strengths	3
Global players in Finland	4
In between-industry opportunities	5
A quick recap	5
Friendly assistance	6
Invest in Finland	6

---

# Market for Medical Devices in Finland

## High-tech production with ambition

The Finnish medical device industry is largely focused on high-tech medical systems for professional users, with a few players in the disposable and consumer-related health product segments.

The total number of medical technology companies in Finland is about 90, 15 of which focus on the dental sector. Mainly located in the Helsinki, Turku, Tampere and Oulu region, most of these companies have only a few employees. Nevertheless, Finland accounts for 5.2% of European employment in the medical technology industry, which is significant if one considers that Finland's total population is only 5 million.

In 2002, medical equipment production in Finland amounted to €830 million, consisting mainly of dental equipment, anesthesia monitors, specialized imaging equipment, and laboratory analyzers. About 90 % of local production is exported and amounted to € 752million (2005), with an average annual growth rate of 8,5% during the last 6 years. Imports were € 417 million (2005) with an average annual growth rate of 10% since 2000.

Finnish medical equipment is recognized worldwide for its design, engineering quality, and user friendliness. At the same time Finns are quick to invest in the latest healthcare services, technologies and products, and are increasingly seeking the best healthcare money can buy.

## Core strengths

*The following topics illustrate the core strengths of the Finnish medical device sector:*

### Instruments of innovation

In Finland, innovation in the medical device sector is based on close cooperation between user groups, specific competence centers and universities. Finland also has a long tradition of applied sciences and rapid commercialization of innovation. There are specialized centers of welfare technology expertise in Helsinki, Oulu, Tampere and Kuopio, each offering unique technology programs.

For example, the Tampere region focuses on biomaterials and tissue technology, health care informatics, well-being services and technology and biotechnology. In 2003, the BioneXT Tampere program, which targets €100 million for investments was launched in Tampere.

### Sense and engineering

Finnish engineering achievement in sensor technology, miniaturization and mechanical engineering is recognized around the world. For example, the Kuopio region is a leader in the development and manufacturing of sensor and measuring equipment of biosignals.

Finns also excel in industrial design, creating products that are durable, efficient and easy to use. For example, Finnish dental device manufacturers combine advanced materials with ergonomic design based on detailed study of work physiology.

### Extensive top-down support

The Academy of Finland, the National Technology Agency Tekes and other organizations support high-standard research and offer specialized technology programs. Essential to the Finnish innovation system, these programs have proved to be an effective form of cooperation and networking for companies and the research sector. The Finnish medical device companies and their international partners have profited from the results of this high-tech research work.

## Open-minded and health-oriented

Health-conscious Finns are open to new technologies and healthcare solutions, which makes Finland the perfect “test market” for high-tech products, thanks to its geographic position, developed infrastructure, skilled workforce and informed consumers. New IT and telematic healthcare solutions are also being tested and assessed nationwide.

A recent development in the Finnish health care system is the emergence of purchaser–provider services around the country. In Tampere, the Pirkanmaa hospital district and its member municipalities have agreed to provide specialized care. Such full-package solutions promote non-bureaucratic, flexible business practices, and offer new sales channels for medical device manufacturers.

## Global players in Finland

Top medical device companies from around the world have established a presence in Finland to develop, manufacture or market their products. This includes setting up their own subsidiaries to penetrate local markets and to build relations with end-product users. Some of these companies also use Finland’s positive innovation environment for R&D purposes.

- **Philips Medical Systems**
  - Philips Medical Systems MR Technologies Finland Oy develops and manufactures magnetic imaging systems based on Finnish technology for the world’s medical equipment markets. Established in 1993, the company also delivers software, RF-technology, digital- and power electronics, mechanics, imaging methods and methods for image processing for the MRI systems. Over 150 employees are based in Finland and about half of them work in the product development department. Key market: USA.
- **GE Healthcare**
  - GE Healthcare Finland Oy develops and manufactures imaging diagnostic systems, clinical systems and biopharmaceutical medical diagnostics.
- **Siemens Medical Solutions**
  - Siemens Medical Solutions, one of the world’s largest suppliers to the healthcare industry, has an active sales representation in Finland through its Swedish subsidiary. Its medical solutions include imaging systems, information systems and technical services. The Siemens Ab Finnish sales office employs over 40 people and the turnover in 2003 was 14 million Euros.
- **Toshiba Medical Systems**
  - Toshiba Medical Systems has its own sales, service and support organization in Finland, with a focus on ultrasound systems, x-ray systems and MRI systems.
- **Ambu Group**
  - Ambu Group, a leading developer of diagnostic and life-supporting equipments and solutions to hospitals and rescue services, has its own sales office in Finland.
- **Baxter**
  - Baxter International, a global healthcare giant, sells and markets pharmaceuticals and medical devices in Scandinavia in 4 divisions. The Finnish division employs 30 people out of 200 in Scandinavia. Last reported turnover of Baxter Finland was 26,7 million Euros.
- **Boston Scientific**
  - Boston Scientific, the global leader in medical devices based on less-invasive medicine, runs its own sales office in Finland

## In between-industry opportunities in the Finnish medical device sector

### Medical Devices (MD)/Sport industry

Top Finnish companies like Polar, Suunto and David provide world-class know-how in the development and manufacturing of sport and fitness equipment. They also offer a potential R&D interface between the medical device sector and sports medicine and rehabilitation.

### MD/Food industry

The Finnish food industry markets has a broad range of “healthy products” and functional food, and use the medical industry and the related sales channels as promotion tools for their products. Device manufacturers can tap into this demand for relevant measurement and analysis technologies

### MD/Pharma & Biotech

Miniaturization and innovative materials are the new buzzwords in the pharma/biotech industry. For example, clinically effective technologies like drug-eluting stents are being developed in the Tampere Region and offer a sound basis for R&D cooperation.

### MD/IT/Logistic

Logistics, medical and welfare technologies are new fields of expertise in Finland and are part the Centre of Expertise Program for the Helsinki Region for 2003–2006. Deep knowledge of healthcare processes and their re-engineering is, therefore, highly sought after in Finland.

### MD/Health Service Industry

Today the medical industry is developing new full-package solutions, which include all services essential to running a specific health care department.

In Finland there is currently no such solution provider, though there are several ongoing projects in which device companies are creating new health and wellbeing services based on Finnish know-how. This trend is expected to strengthen in the future.

## A quick recap

*Finland delivers good opportunities for foreign direct investments in the medical device sector:*

- **Open-minded customer**
  - Finns are open to new and modern healthcare technologies and expects better and more personalized healthcare services.
- **Dynamic market**
  - The private healthcare sector in Finland will continue to grow in general medicine and in the dental sector. This creates new business opportunities and increases the attractiveness of this small market.
- **Ambition and expertise**
  - Finnish medical technology companies, though relatively small, are determined and agile. Focusing on high-tech products in niche areas, many of these companies welcome partnerships with international players.

## Friendly assistance

Finnish medical device companies are continuously looking to develop international partnerships. This includes overseas companies or corporate venturing units for strategic investment or research cooperation.

Many of these Finnish companies are also fast-growth firms that are attractive acquisition targets, while others can provide larger enterprises with valuable niche technologies or services.

At Invest in Finland, we can provide assistance in contacting key players in Finnish pharma and biotech research or building partnerships with local companies.

## Invest in Finland

Invest in Finland offers consulting services and relevant information to international companies interested in establishing or expanding a presence in Finland. We provide assistance with questions relating to opening a sales office, mapping potential merger and acquisition targets, establishing research and development facilities and/or a manufacturing unit, or expanding existing operations.

For further information and advice, please contact Atso Vainio, telephone +358 10773 0306, e-mail [atso.vainio@investinfinland.fi](mailto:atso.vainio@investinfinland.fi).



INVEST IN FINLAND

**Address** Kaivokatu 8, 6th floor, FI-00100 Helsinki, Finland **Tel** +358 10 773 0300 **Fax** +358 10 773 0301 **e-mail** [info@investinfinland.fi](mailto:info@investinfinland.fi) **www** [www.investinfinland.fi](http://www.investinfinland.fi)