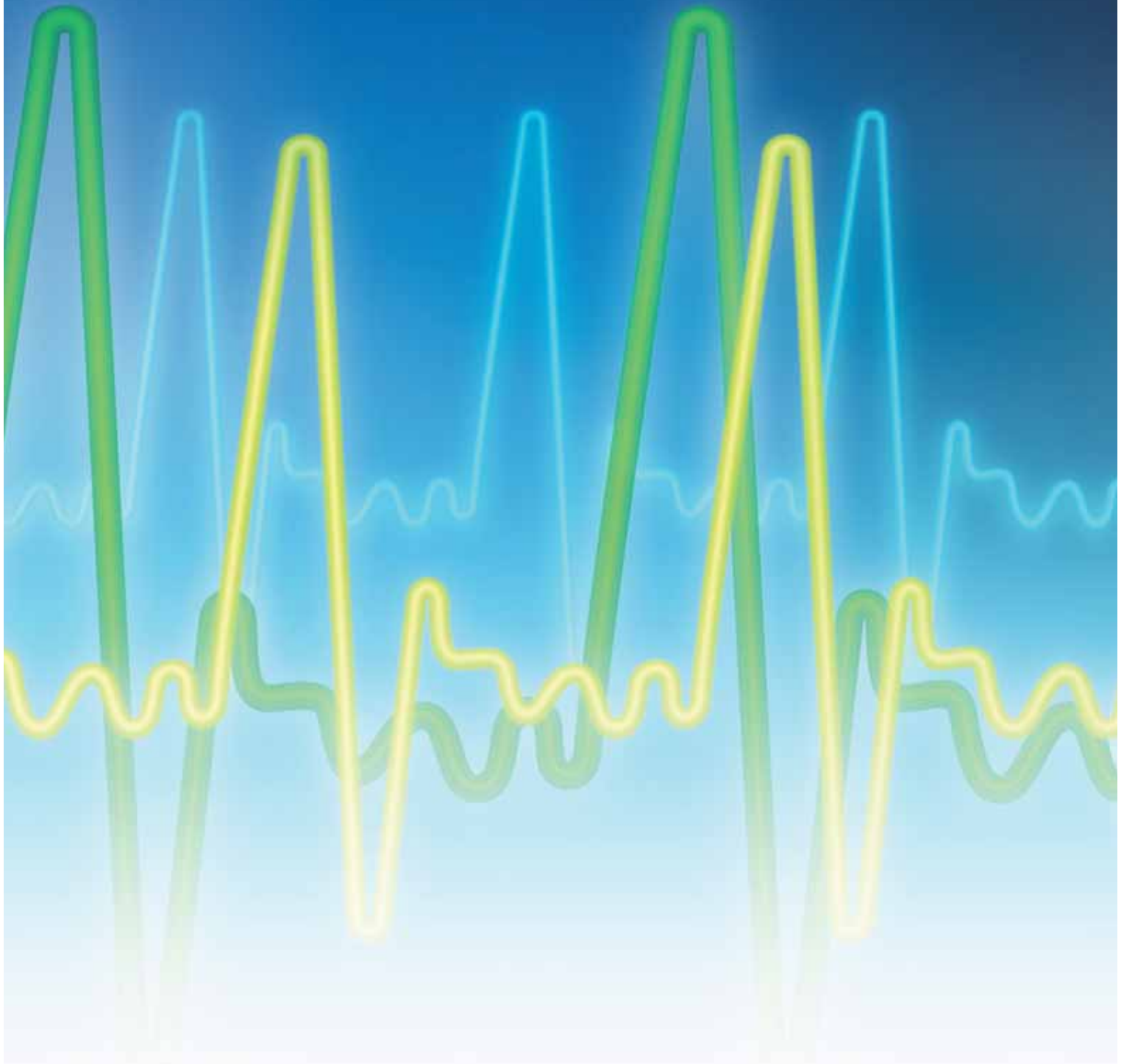


Keep your business on the pulse of growth



INVEST IN FINLAND

Opportunities in the Finnish
medical device market

Local presence pays off

At Invest in Finland, we have made every effort to achieve an in-depth understanding of the medical device business. Over the last fifteen years, we have built an extensive contact network that covers key medical device manufacturers in Finland. At the same time we have helped numerous overseas companies profit from the local market.

In fact, it is our experience that companies who establish their own business unit in Finland from the start are the ones who tend to achieve the most success. They soon discover that it is easier to create growth from inside the market than from outside, and to cultivate vital leads with a local touch.

And nowhere is this more evident than in the medical device business, where building long-term partnerships requires immediate attention to customer needs. Using a local distributor or regional office may take you far, but to unlock a market's full potential, you may have to get closer to the action. Our job is to match you up with local opportunities that deliver.



Global players in Finland

Philips Medical Systems

GE Healthcare

Siemens Medical Solutions

Toshiba Medical Systems

Amby Group

Baxter

Boston Scientific

Thermo Fisher Scientific

PHOTO: FinnpiPETTE Novus line in Lab, Thermo Fisher Scientific

Case study: A deal with top expertise

When Marconi Medical Systems acquired a leading Finnish MRI system developer at the beginning of the 1990s, it had two clear targets. First, it wanted to profit from the local R&D network and build the basis for future product development in medical imaging technologies. Second, it saw Finland as an ideal base for specialised device manufacturing and long-term growth.

Seventeen years later and Marconi's move has lived up to its promise. Now part of Philips Medical Systems, the original Finnish company employs over 150 persons, half of which focus on R&D, and commands a large share of the world's MRI market. Nearly 100% of production is exported and the company continues to work closely with Finnish universities and research institutions.

A vibrant market in medical devices

High-tech production with sense and ambition

The Finnish medical device industry is primarily focused on high-tech medical systems for professional users, with a few businesses in the disposable and consumer-related health product segments. Although relatively small in comparison to global players, these companies account for 5.2% of European employment in the sector.

Today, the domestic market volume for medical devices stands at € 1.5 billion, with vibrant growth expected to continue well in the next decade. The import of medical devices to Finland, which has posted an annual growth rate of 10% since 2000, amounted to € 700 million in 2007.


Niche opportunities in advanced technologies

Finnish medical equipment is recognized worldwide for its design, engineering and user friendliness. It also offers access to the latest achievements in biosignal sensor technology, miniaturization, health care informatics, and advanced mechanical engineering.

Driving this breakthrough technology forward are small and medium sized businesses, who welcome the opportunity to partner or merge with established companies in the medical device sector.

Targeted support

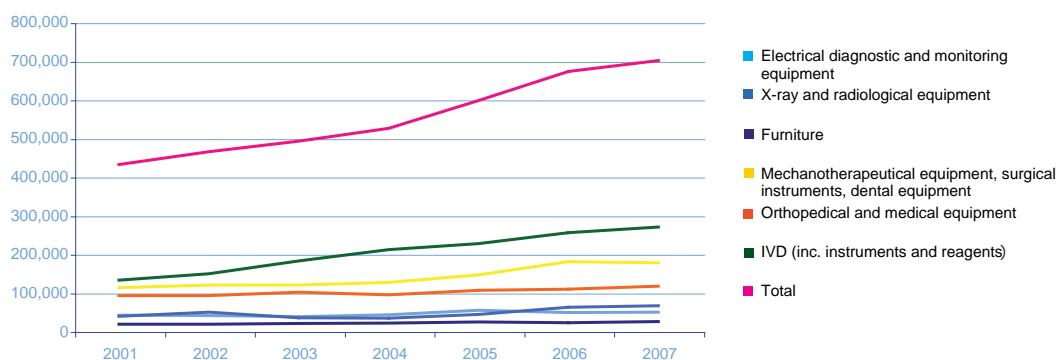
Companies located in Finland are also eligible for extensive top-down support from state-funded organizations such as the Finnish Funding Agency for Technology and Innovation Tekes. Their specialized technology programmes have proven to be effective platforms for networking with companies and leading research institutes.



Finland excels in biosignal sensor technology, miniaturization, health care informatics, and advanced mechanical engineering.

PHOTO: Meilahti Hospital © Tekes, Matias Uusikylä

Medical technology imports to Finland (1000 euros)



The consumer knows best

More and more Finns are seeking the best healthcare money can buy. They are open to new technologies and health care solutions. This includes the rapid emergence of purchaser-provider services around the country. Based on flexible, non-bureaucratic business practices, such full-package solutions provide new sales channels for medical device manufacturers.

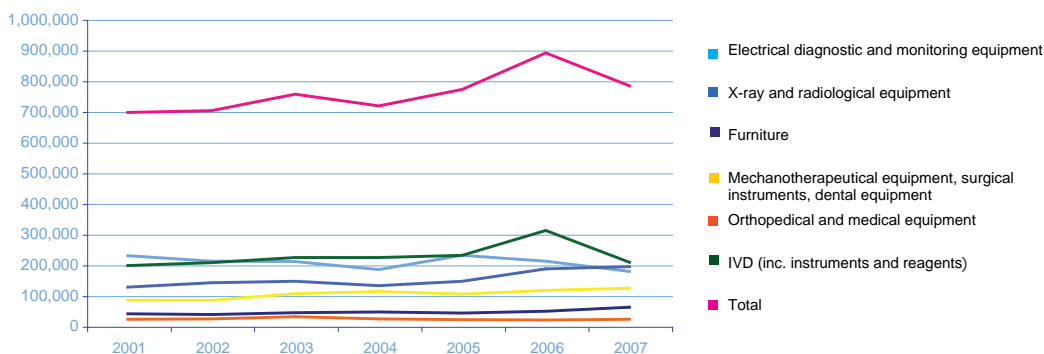
Alongside its health-conscious consumers, Finland is also an ideal market for trial testing of advanced medical devices, thanks to its geographic location, developed infrastructure, and skilled workforce.

Home to global operators

In recent years, top medical device companies from around the world have established presence in Finland to develop, manufacture and market their products. This includes industry giants like GE Healthcare and Philips Medical Systems, as well as smaller companies offering niche technologies or specialized health care solutions. Many of these companies have set up local subsidiaries to penetrate local markets and to benefit from the competitive business environment.



Medical technology exports from Finland (1000 euros)





Expect results. Whether it's finding the right M&A target or expanding an existing operation, we provide effective assistance with a smile.

PHOTO: Operation room © Tekes, Matias Uusikylä

Enter the market

Invest in Finland is your source for business opportunities in Finland. Whether you are considering the feasibility of starting a business or have already decided to locate in Finland, our professional consulting services will help you every step of the way. This includes contacting key companies, finding

suitable premises, and accessing local business and research networks.

Our domestic network consists of 15 regions and covers the whole country. Our extensive contacts in the Finnish medical device business will also help accelerate your entry into the local market.

Using a local distributor
or regional office may take
you far, but to unlock a
markets full potential, it pays
to become a local player.

www.investinfinland.fi



INVEST IN FINLAND

healthcare@investinfinland.fi
www.investinfinland.fi

Finland

Kaivokatu 8
FI-00100 Helsinki, Finland
Tel +358 10 773 0300

Sweden

Engelbrektsgatan 9-11
SE-11432 Stockholm, Sweden
Tel +46 8 120 66 124

Denmark

Toldbodgade 18, 3
DK-1253 Copenhagen K, Denmark
Tel +45 33 43 58 45