



# Summaries of Eastern Finland workshops 2018 – finding the ideal investor

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# Place Value Propositions and differentiation

## Some very similar messages ...

- Centrally located
- Large domestic market
- Liberal and reformist investment climate
- Qualified and competitive labor force
- Energy corridor and terminal of Europe
- Successful economy
- Low taxes and incentives
- Infrastructure
- Population



- A prime location for business
- A driver of growth and progress
- Among the prime targets for foreign investors
- Highly trained staff
- Technology, talent and tolerance
- A capital of knowledge
- Europe's Green Metropolis
- Highly developed infrastructure
- High standard of living



- The perfect hub
- Lucrative market access
- The safe choice
- Highly qualified and motivated talent pool
- World leader in cleantech, ICT and life sciences
- World's best test market
- Easy business set-up
- Cost efficient
- The most flexible labour market
- High quality of life



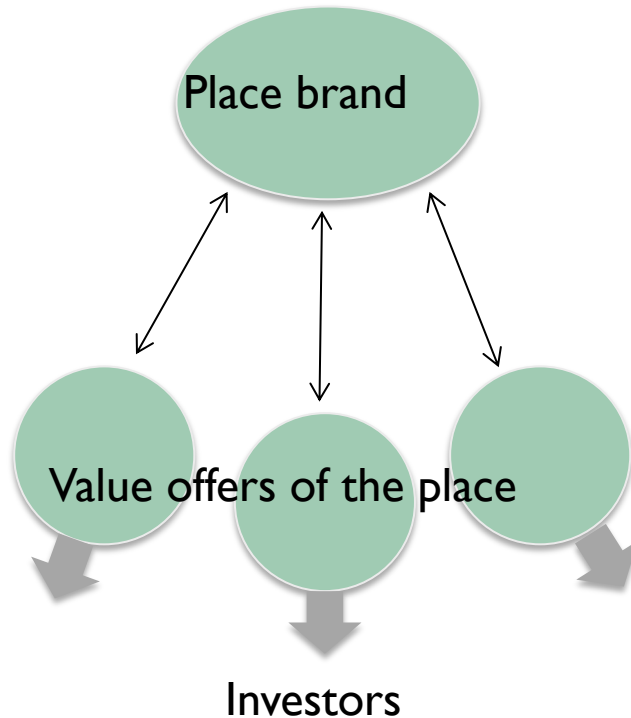
- The ideal location
- Easy access to growing markets
- Stable business environment
- A magnet for talent
- Access to world-class skills, research and technologies
- Growth engine
- A competitive corporate tax structure
- Technically advanced infrastructure
- Excellent quality of life



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# Place Value Proposition

– positioning for investments



## BRANDING

Many target groups;

- citizens
- businesses
- visitors

## ATTRACTING

businesses – specific industry!

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# Formulation of Place Value Propositions – to avoid the mainstream trap

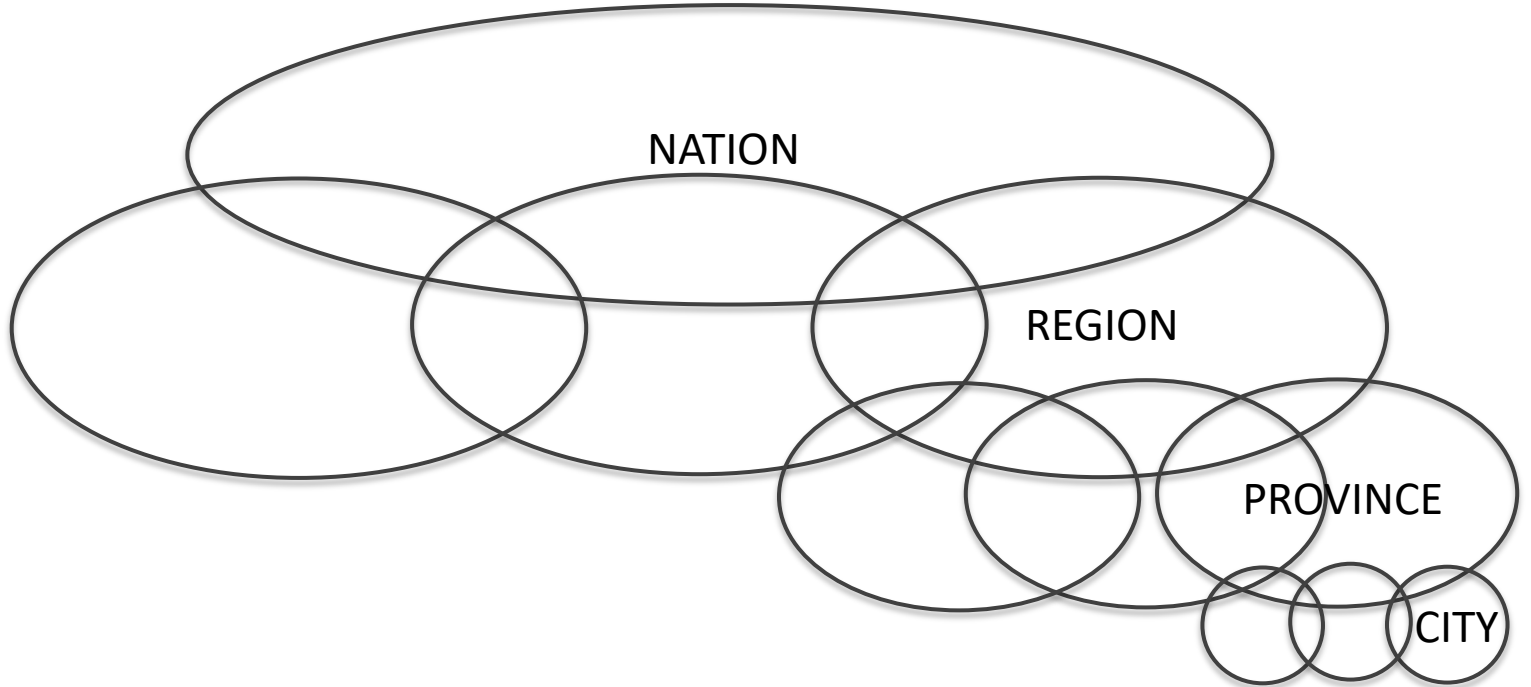
To whom: the target investor

What: we offer these assets/resources

Benefit(s) to an investor:

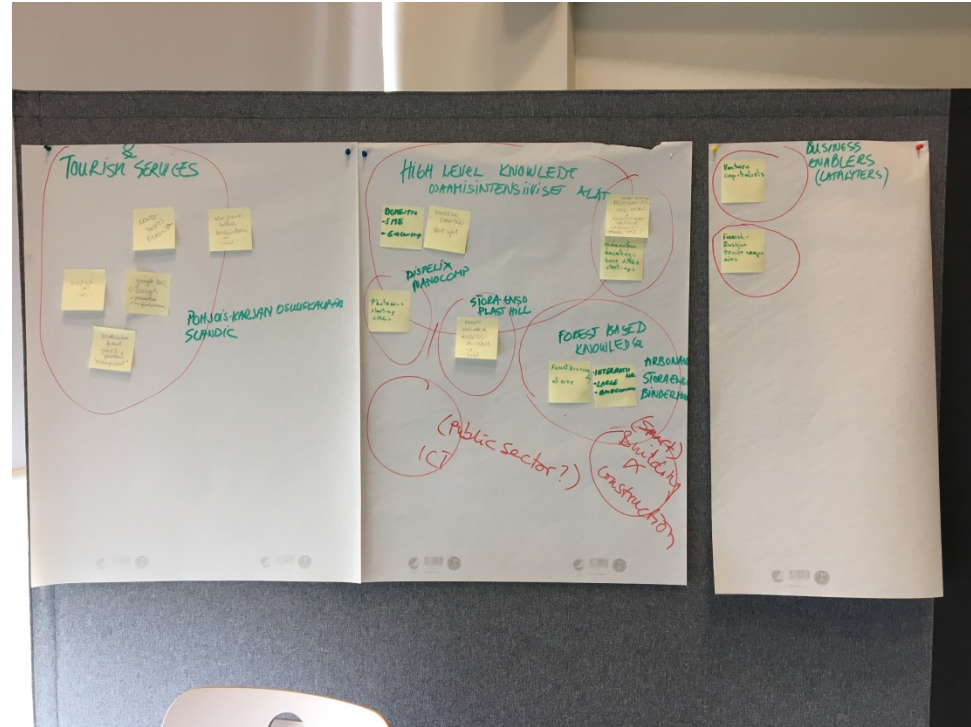
- that will enable you to achieve ... and
- allow you to avoid .....,
- give you the satisfaction of ....

# Multi-level orchestration



# Workshop summary North Karelia (in Joensuu)

- High level knowledge
  - Photonics
  - Plastic substitution
  - Forest based/Bioeconomy
  - Smart building & construction
- Tourism services
- Business enablers/catalysts



# North Karelia

JOENSUU

”The Forestry  
Capitol of Europe”



A) Unique concentration of forest-based research



B) All the levels in forestry education

C) Forest machines, timber logistics & forest management

600+ experts in bioeconomy

**North Karelia**

- 1,6 Mill ha forestry land
- Annual growth 9,3 Mm<sup>3</sup>, harvesting 5,3 Mm<sup>3</sup>
- 160,000 inhabitants, half of them in Joensuu
- 500 companies, 6000 jobs in forest cluster

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# North Karelia

## Smart specialization – our choices

### Dissolvent pulp for textiles



Enocell pulpmill by Stora Enso  
1st line switched in 2012  
Both production lines in 2019-  
Opportunities 2025 – 2030 ?!

### Fortum pyrolysis oil plant



1st integrated fast pyrolysis  
plant in the World.  
Started in 2013, capacity 50 kt/y  
More capacity / plants, refining for  
traffic fuels

### Wood construction ecosystem



14-storey "Light House Joensuu"  
and several other first-of-a-kind  
public wooden buildings.  
Green Park Joensuu: Lean Wood  
Construction Value Chain.  
New added-value products &  
public procurement!

StoraEnso, UPM,  
Binderholz, Sawmill  
Kaivospuu, FM Timber,  
ScanPole, Prima Timber,  
Lunawood, Puupietari,  
Arbonaut, Hexion,  
Surfactor, Fortum, VAPO,  
TimberBros...

# North Karelia



World-leading technology for harvesting,  
material handling and wood logistics

Arbonaut, JohnDeere Forestry, Mantsinen Group, Kesla, Waratah OM, Pentin Paja, Konepaja Antti Ranta, Konekorjaamo Riikonen, Veeckmas, Outokummun Metalli, Vallius Forestry, PKP-Flex...



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# North Karelia

JOENSUU SCIENCE PARK



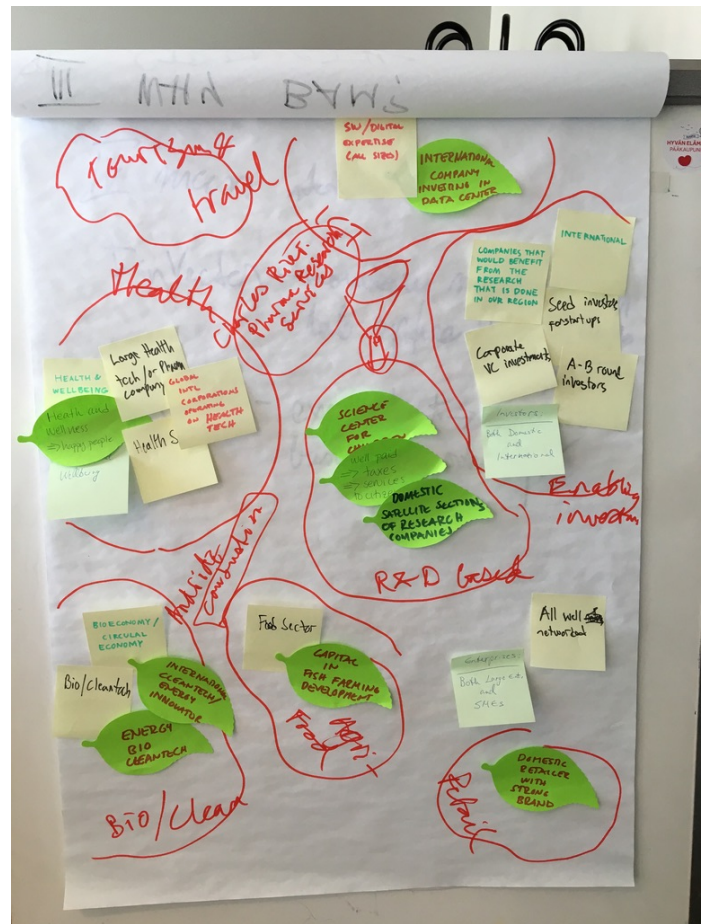
## Key Expertise in Forest Bioeconomy

- Forest inventory & management
  - LiDAR-based National Forest Inventory System
- Wood procurement
  - Cut-to-length (CTL) harvesting and timber logistics
  - Bioenergy supply chains
- Wood construction
- Hot topics in precision forestry:
  - Big Data & IoT in forestry
  - Drones
  - VR/AR and simulation in forestry
  - HCT (High Capacity Transport)
  - Soft soil harvesting & logistics
  - Start Ups

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# Workshop summary Northern Savonia (in Kuopio)

- Bio-/cleantech
- R&D based
- Health
- Enabling investments – VC etc.
- Agri/food
- Retail
- Tourism & travel



# Northern Savonia

Finnpulp – The world's most efficient bioproduct mill will be built in Kuopio, Finland



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# Northern Savonia

## Sorsasalo

Finnpulp Oy, a company originating in Finland, is preparing to build a massive softwood pulp mill in Kuopio. According to plans, the mill will be located amongst some of Finland's largest forests and its annual production capacity will be 1.2 million tons per year. It will utilize the world's most modern production technology. The new production facility will be the first pulp mill that has been designed and built around a digital ecosystem. The company aims to start production at the mill by the end of the decade. The total amount of the investment is 1.4 billion euros. The factory will locate in the near proximity of Powerflute Savon Sellu, which is producing and selling high-quality semi-chemical fluting.

Savon Sellu is a paperboard mill located in Kuopio, Finland, that produces virgin-fibre Semi-Chemical Fluting under the Powerflute® brand. With exceptional stiffness characteristics and natural resistance against the effects of high humidity, our pure, natural birch fibre-based product has become the leading global brand for corrugators producing corrugated fruit, vegetable and heavy-duty boxes for long distance transportation.

Read more about Finnulp: [www.finnpulp.fi](http://www.finnpulp.fi)

Read more about Powerflute Savon Sellu: [www.powerflute.com](http://www.powerflute.com)

# Northern Savonia

## CLEANTECH & BIOTECH

### R&D facilities

- 10 universities and leading research institutes are generating experts to cleantech sector
- Approximately 20 000 students in the area
- Active co-operation with the business life

### Innovations & Solutions

- Unique piloting environments and laboratories offer possibilities to test and develop new products, technologies and materials
- Expertise and know-how such as ICT, measurement and monitoring, sensory technology, safety and well-being
- Networking and partnering activities

### Companies

- More than 100 companies, mostly SME's, are operating in cleantech business sector in North Savo area
- Leading companies from high-technology industry, heavy industry, water, air and energy sector, as well as food and pharma industry

# Workshop summary Southern Savonia (in Mikkeli)

- Forest & natural resources
  - Wood structure (construction)
  - Fiber
  - Bio-energy
  - Food sector
- Mining industry
- Healthcare
- Domestic SME in metal subcontracting
- Tourism sector & operators





# Southern Savonia

- Mikkelä; Bio energy , wood construction
- UPM, Versowood, Misava Homes of Finland ja ORGroup,



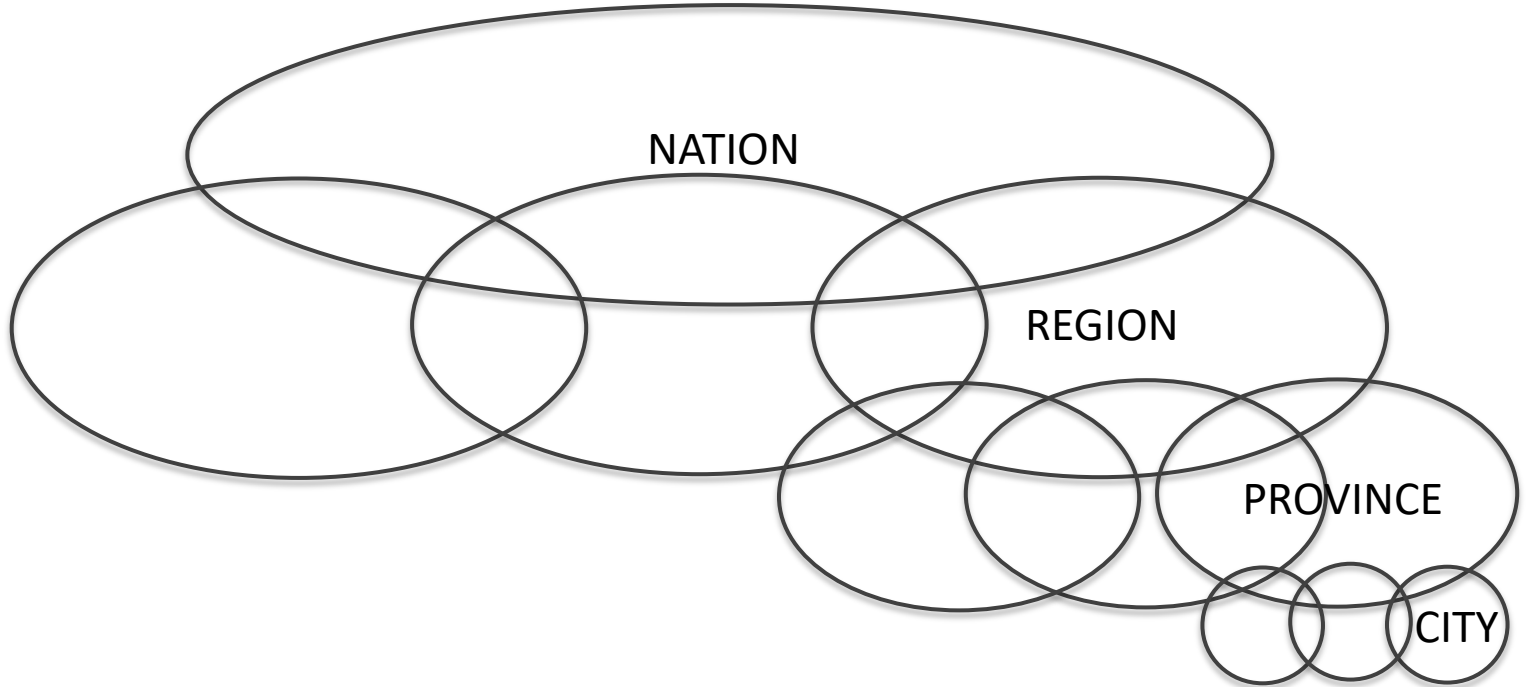
**versowoc**  
(producer of sawn timber)

**ORgroup**  
(wooden products)

**MISAWA**  
Misawa Homes of Finland Ltd.

- Savonlinna, concentration of mechanical wood processing. Wood construction Companies: Metsä Wood,. Production of high end wood products in industrial scale
- UPM WISA PLYWOOD, WISA®-vanerit ja –viilut – Efficiency made easy™ , WISA-product
- Sawmill Sahakuutio Oy, Sahakuutio Oy:n ja Ekosampo Oy
- Puutaito Oy and Punkalive: Wood based packaging materials for paper and carton industry, production of sheets for veneer industry and manufacturing of wooden elements for home building. Punkalive Oy: manufacturing of furniture, wall elements and small products for interior decoration.
- Wood construction : Kaskinen Invest Oy

# Multi-level orchestration



# **Finland – forest related industries according to Business Finland**

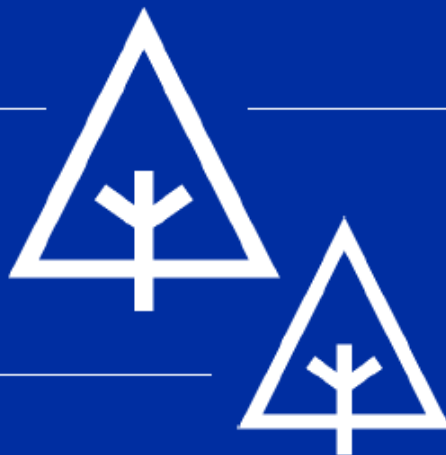
# Abundant feedstock

86%

FINLAND IS EUROPE'S MOST HEAVILY FORESTED COUNTRY WITH 86% OF ITS LAND AREA UNDER FOREST

90%

OF THE FINNISH FORESTS ARE PEFC-CERTIFIED



100M m<sup>3</sup>

ANNUAL GROWTH IS 100 MILLION M<sup>3</sup>

60%

THE GROWTH POTENTIAL FOR SUSTAINABLE HARVESTING IS CURRENTLY 60%



BUSINESS  
FINLAND

INVEST IN  
FINLAND

# Forest cluster in Finland

22

PAPER MILLS

13

PAPERBOARD MILLS

16

PULP MILLS

18

PAPERS AND PAPERBOARD  
CONVERTING MILLS

77

SAWMILLS

11

PLYWOOD, PARTICLE BOARD,  
FIBREBOARD AND VENEER MILLS

61

FURNITURE AND JOINERY  
INDUSTRY



BUSINESS  
FINLAND

INVEST IN  
FINLAND

Source: Finnish Forest Industry

# Innovative bioproducts

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**WOOD CAN SERVE  
MANY NEW  
MARKETS IN THE  
FUTURE**

—

**YET ADDITIONAL  
COMPETENCES AND  
RESOURCES ARE  
NEEDED**

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**NEED IN FURTHER  
REFINEMENT, PRODUCT  
FORMULATION AND  
PRODUCTION OF HIGH  
VALUE ADDED PRODUCTS**

**SUCH AS:  
BIO-CHEMICALS  
AND  
ADVANCED BIOMATERIALS**

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**EXAMPLES OF  
APPLICATION AREAS**

- FLEXIBLE SCREENS
  - SOUND SYSTEMS
    - CAR PARTS
  - BIODEGRADABLE PACKAGING MATERIALS
    - ADHESIVES
    - PAINTS
  - COSMETICS
  - MEDICINES
  - TEXTILES
-

# Epicenter of Global Bioeconomy Growth

## 4 BILLION EUROS

WORTH OF BIG NATIONAL AND  
INTERNATIONAL INVESTMENT  
PROJECTS

IN OPERATION & PLANNING

## PRODUCTION OF NEW, ADVANCED PRODUCTS

100 % RENEWABLE DIESEL  
TRAFFIC FUEL TALL-OIL  
DISSOLVING PULP FOR TEXTILES  
PYROLYSIS OIL  
CROSS LAMINATED TIMBER  
KRAFT LIGNIN

## NEW PRODUCT DEVELOPMENT

WOODFABRIC  
PAPTIC  
BIOPLASTICS  
LIGNIN APPLICATIONS  
BIOFIBRILS

# Biofuels

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**30 %**

BY 2030,  
FINLAND WILL  
INCREASE THE  
THE SHARE OF  
RENEWABLE  
FUELS TO 30%

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**600 000 toe**

NEW CAPACITY  
NEEDED – CREATES  
OPPORTUNITIES IN  
INCREASING THE  
PRODUCTION OF  
LIQUID BIOFUELS

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# Industrial wood construction

**INDUSTRIAL  
WOOD  
BUILDING  
GAINS  
MOMENTUM IN  
FINLAND**

**USE OF WOOD AS  
BUILDING  
MATERIAL WIDELY  
EMBRACED**

**WELL-  
MANAGED,  
CERTIFIED  
FORESTS**

**HIGH-QUALITY  
WOOD AT  
COMPETITIVE  
PRICES**

**POTENTIAL  
PARTNERS**

**SAWMILLING AND  
WOOD INDUSTRY  
COMPANIES WITH  
LONG  
TRADITIONS**

# The "forestry" industry

- Feedstock - lumber
- Saw mills
- Furniture and joiniture industry
- Industrial wood construction
- Plywood, particle board, fibre board and veneer mills
- Pulp mills
- Paper mills
- Paper board mills
- Papers and paper boards converting mills
- Biochemicals
- Advanced biomaterials
- Forestry machinery providers
- Timber logistics
- Forest inventory
- Forest management
- Precision forestry
- Global Technology industry
- Chemicals and energy industry (focus on biobased raw materials and processes)
- New and advanced products (renewable diesel, traffic fuel, tall-oil, dissolving pulp for textiles, pyrolysis oil, cross laminated timber, kraft lignin)
- New product development (woodfabric, paptic, bioplastics, lignin applications, biofibrils)
- Bioeconomy
- Future products;
  - Biomaterials (tailored pulps, new fibre-based materials, new lignin-based materials)
  - Biochemicals (lignin-based aromatics and adhesives, methanol-derived products, fertilizers)
  - Bioenergy (liquid biofuels, biogas, product gas)

# WORKSHOP – differentiating your Place

- Given that you are all in the Bioeconomy space, how can you differentiate your place? What do you believe is your *true* strength in that industry?
- When you compare your place to others in the region/country what do you believe they are strong at? What advice would you give the other Provinces that are here today?

Workshop 5<sup>th</sup> of June

- dual Careers
- Integrating new people/talents
- Accessibility
- Guidance / Welcoming package

- + Saimaalle.fi
- + RND Units - Attractive Internationally
- + Ambassador
- + Attractive environment for living, City  
Surrounded by lakes and nature
- +

Attraction

Small City brand

World class business brands  
Collaboration: Future Savo

Reputation

Reception

Integration

limited career opportunities

Health ecosystem  
KUH  
stability  
safety  
security  
low integration

work opportunities for spouses

tight communities

not inter-national hubs, international communication still in process

good quality of life, international education

- job for partner
- roots in Karelia
- university & special knowhow
- easy living : short distances  
Low living costs

↳ quality of life

1. JOENSUU / NORTH KARELIA
- ANALYSE PER INDUSTRY.
  - BE SPECIFIC, REALISTIC.

2. SAVONLINNA, MIKKELI ET AL
- FOCUS & COMBINE STRENGTHS

3. QUALITY OF LIFE
- FORESTRY

## RND, UNIVERSITIES

SAVONLINNA: ~~LARGEST~~ LARGEST WOODEN CHURCH,  
NORTHERN MOST MED. CASTLE

ASSETS, AMBITION.



An aerial photograph of a city, likely Tampere, Finland, with a teal color overlay. The image shows a dense urban landscape with various buildings, including a prominent tall clock tower on the right side. The sky is filled with soft, white clouds.

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