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Foreign Direct Investment 2012 – Trends and Impact on Helsinki / Finland

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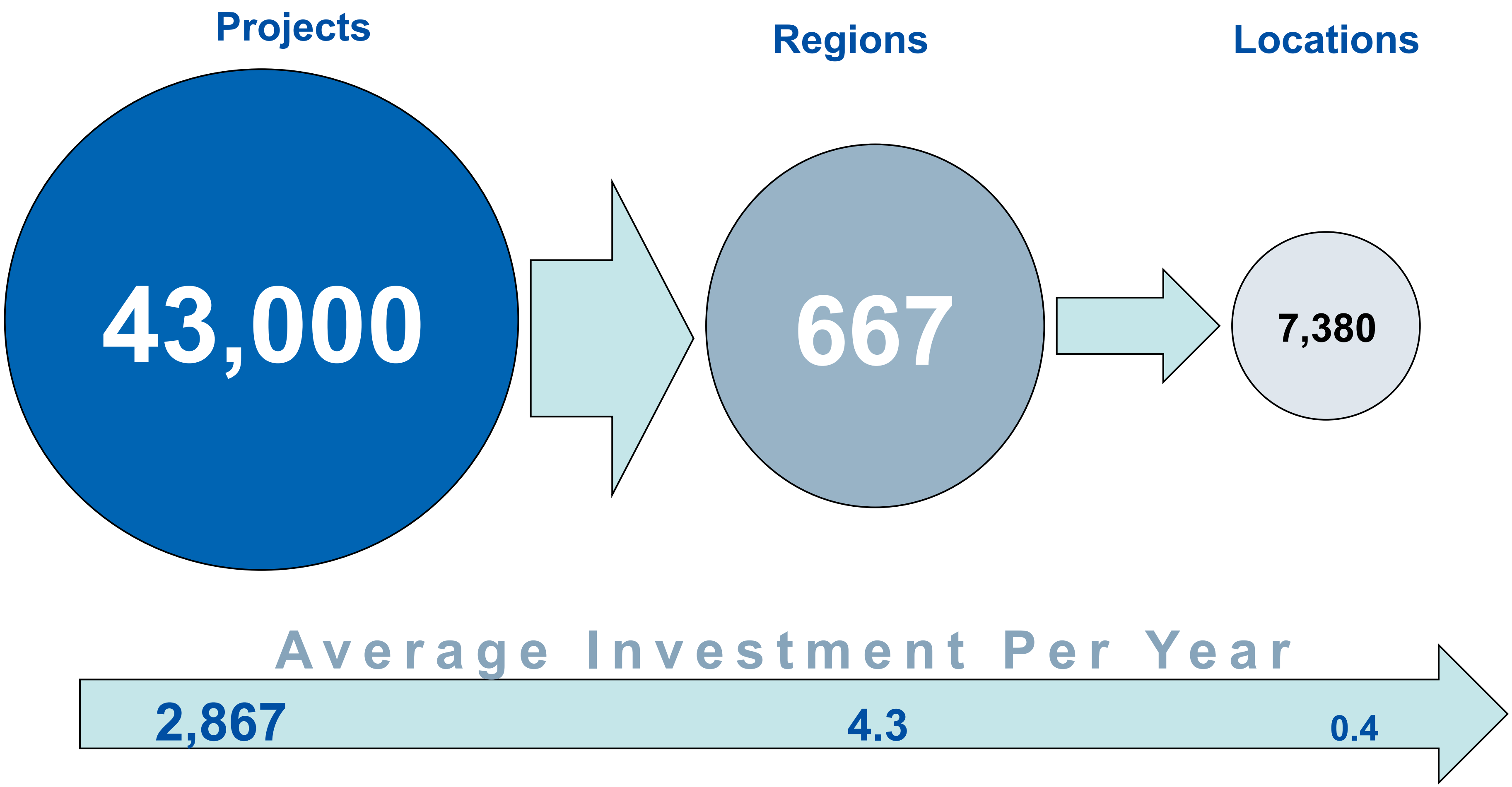
Introduction:

- Size of the challenge
- Scale of FDI and long term trends
- Helsinki / Finland in context
- Latest results
- Drivers for success
- Impact on the economy

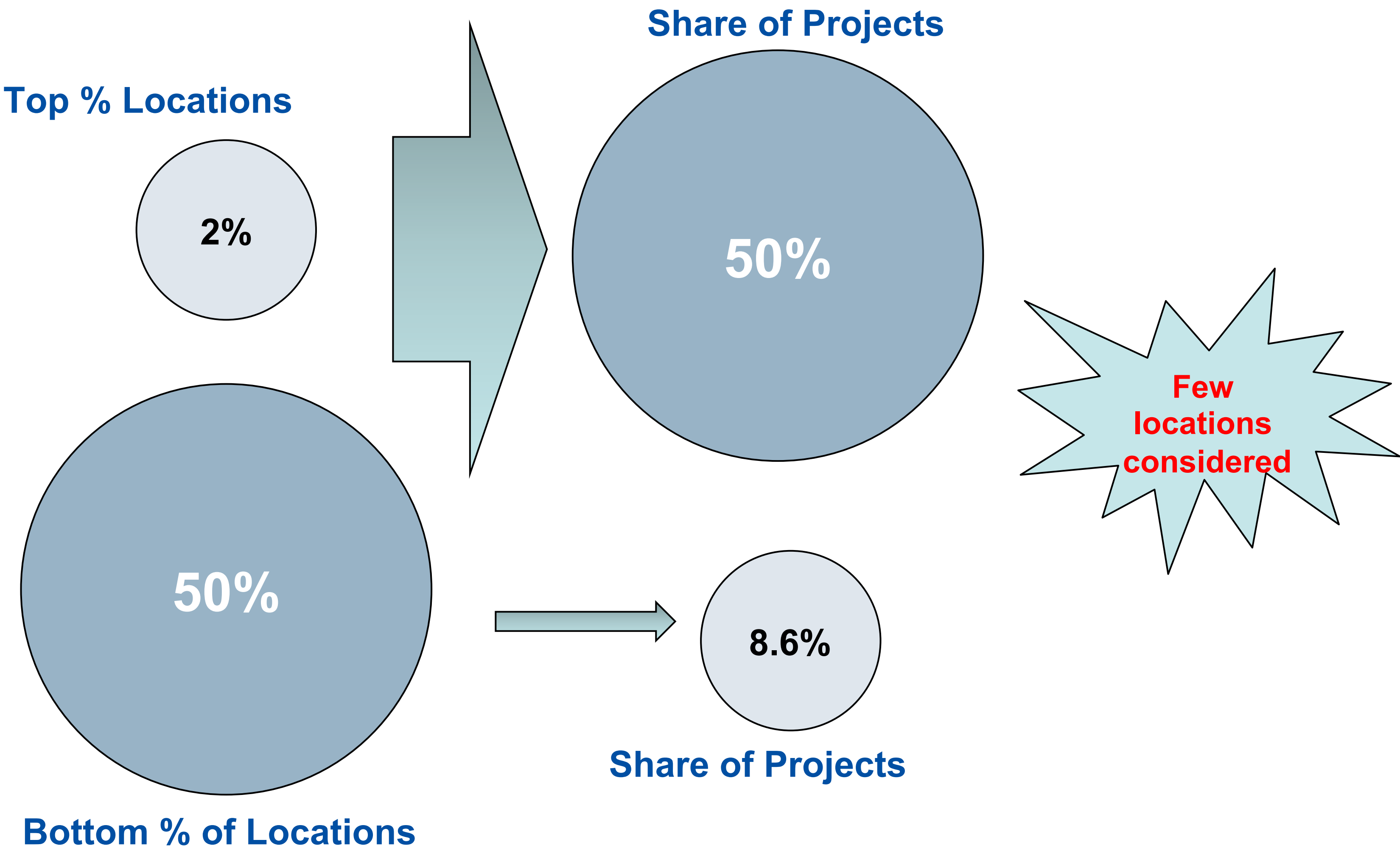
Sources:

- Ernst and Young European Investment Monitor – powered by Oxford Intelligence (cross border fdi projects)
- Bureau Van Dyke – Zephyr (cross boarder M&A projects)
- Statistics Finland
- Oxford Intelligence Sector Reports (location drivers statistics)

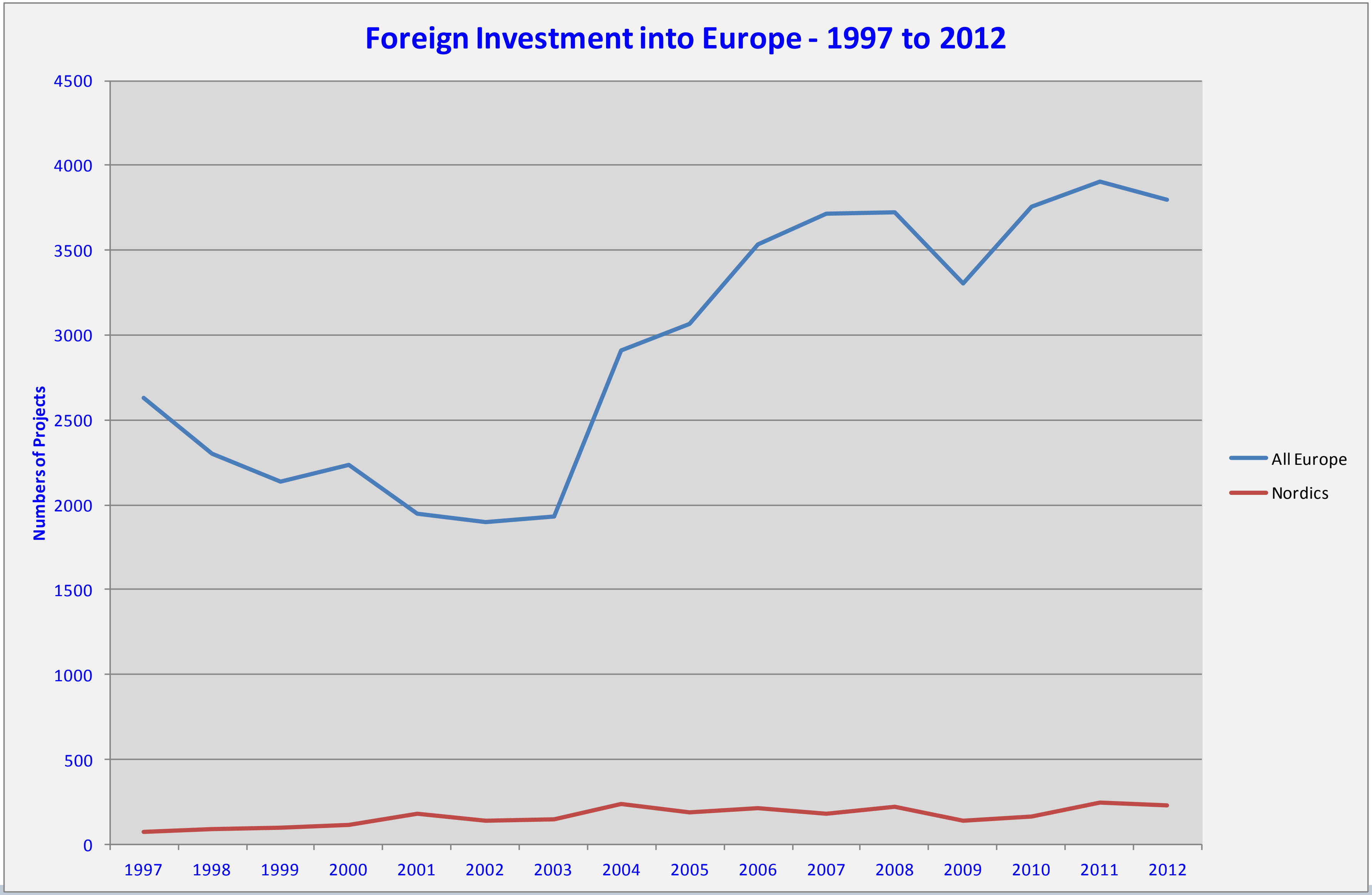
Scale of Investment



Same Few Locations

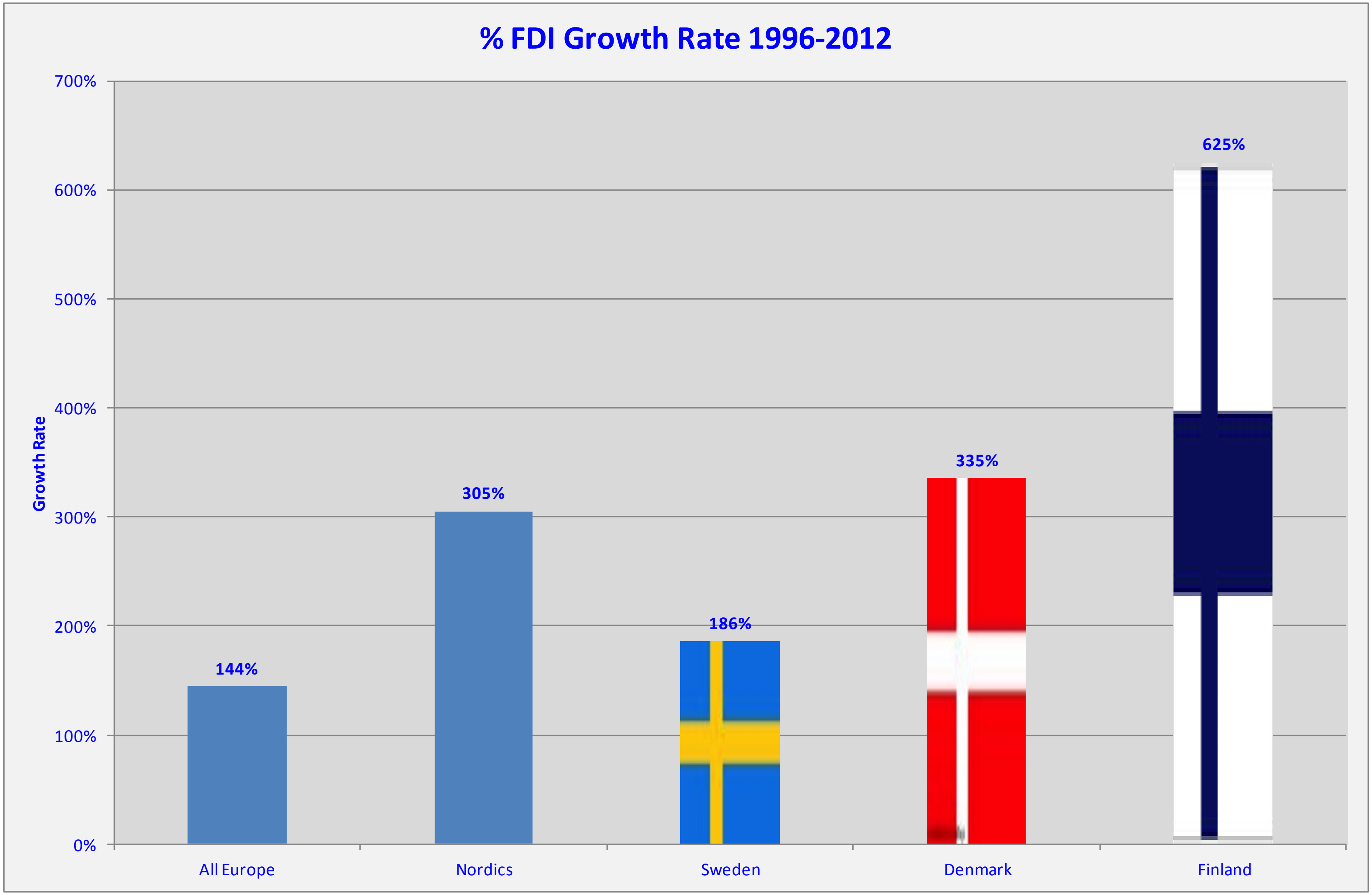


FDI The Long View – Europe v Nordics

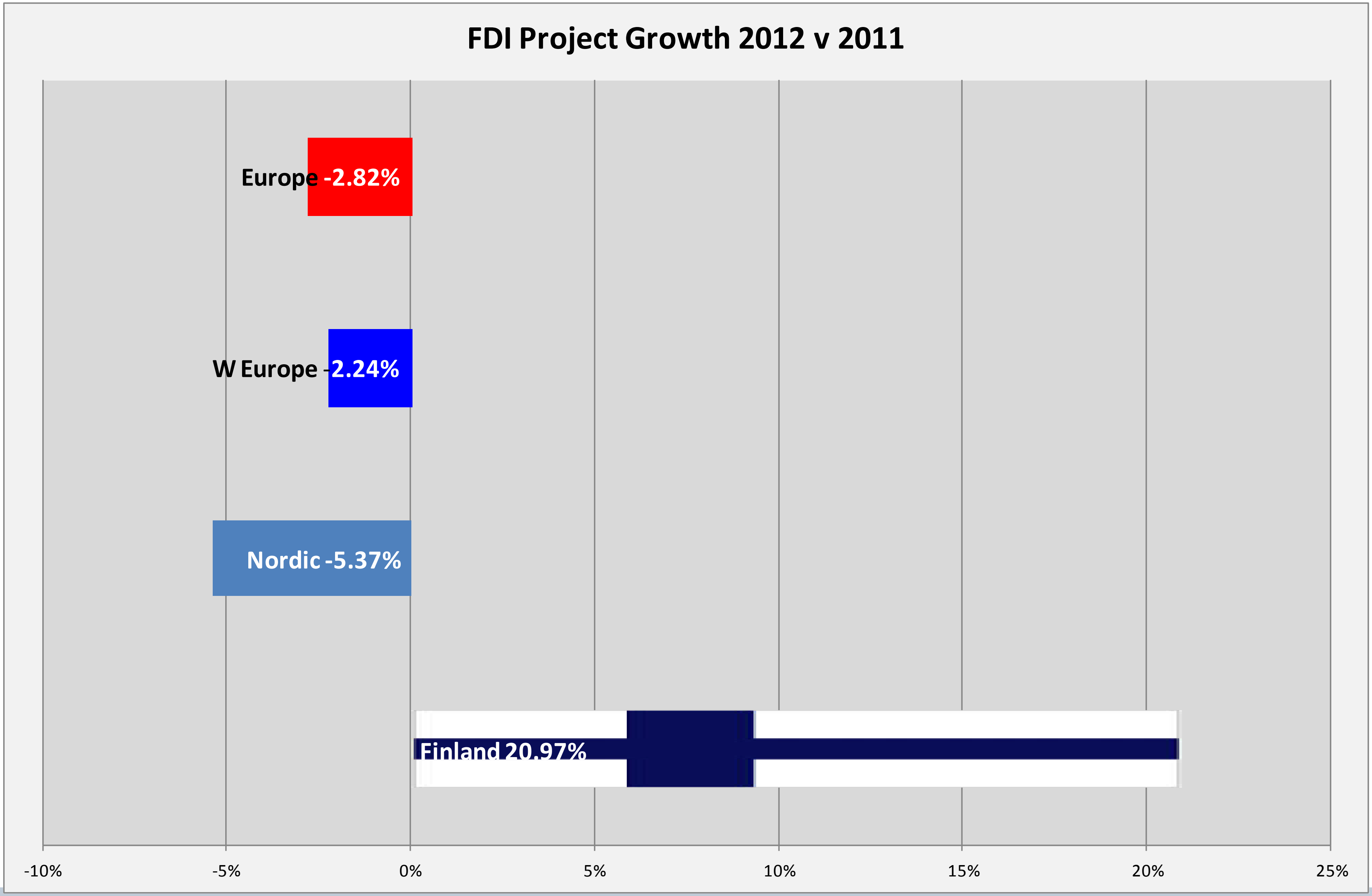


Source: *EY EIM powered by Oxford Intelligence*

So look at the detail then..........



Europe 2012 – FDI Projects



Source: *EY EIM powered by Oxford Intelligence*

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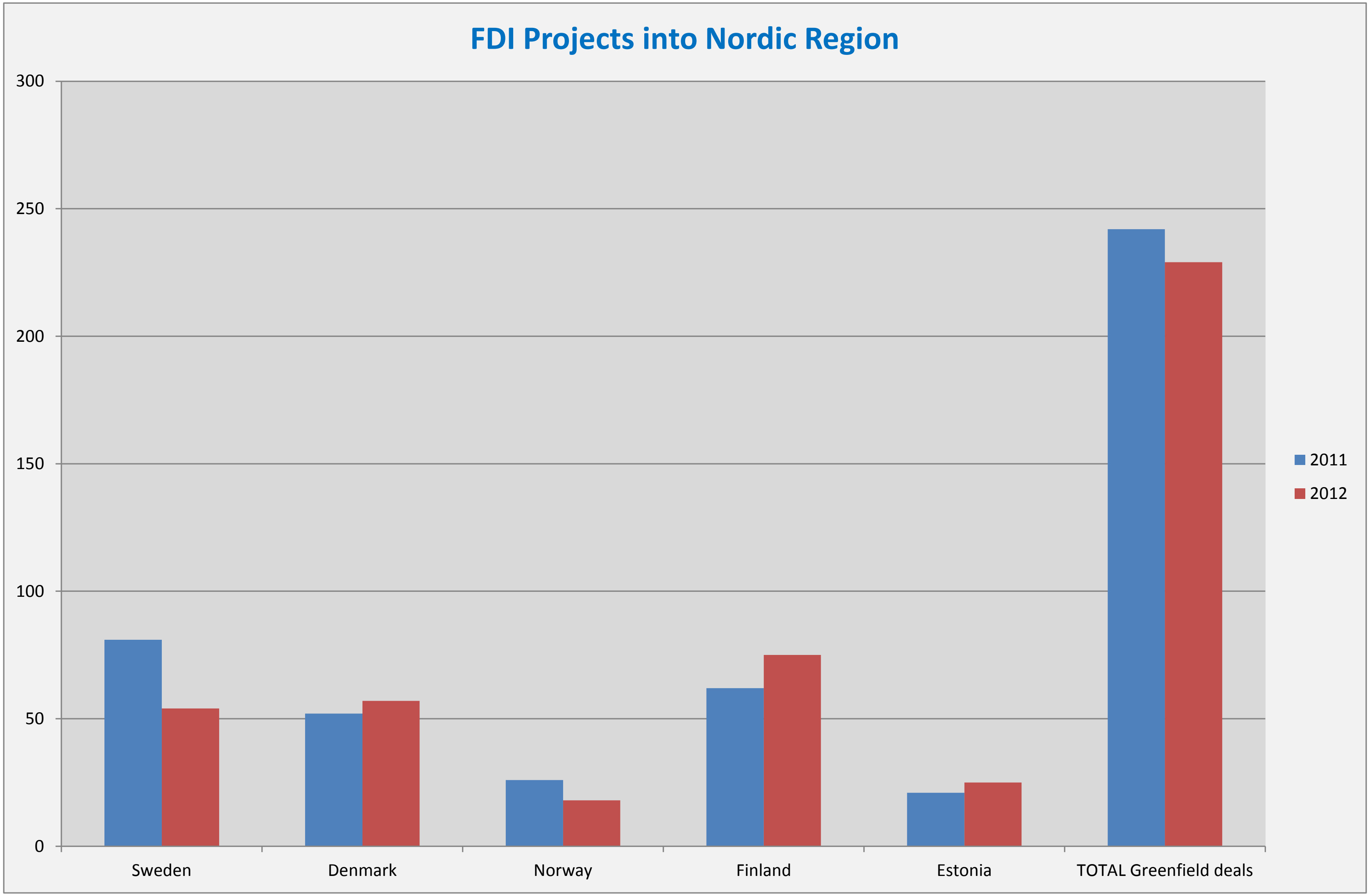
Europe 2012 – FDI Projects

Foreign Investment 2012 into Key Regions							
Europe		W Europe		Nordics		Helsinki Region	
Source	Share	Source	Share	Source	Share	Source	Share
USA	27.5%	USA	30.2%	USA	16.2%	USA	18.0%
Germany	10.7%	Germany	8.4%	Sweden	12.2%	Sweden	16.4%
UK	6.7%	UK	7.2%	Germany	9.2%	Denmark	8.2%
France	5.2%	Switzerland	5.3%	UK	8.3%	Estonia	8.2%
Switzerland	4.8%	France	5.3%	Denmark	6.1%	UK	6.6%
Japan	4.6%	Japan	4.8%	Finland	4.8%	China	4.9%
China	3.2%	China	3.7%	China	4.4%	France	4.9%
Spain	2.8%	Spain	2.9%	Norway	4.4%	Germany	4.9%
Sweden	2.8%	Netherlands	2.8%	Japan	3.9%	Japan	4.9%
Italy	2.7%	Sweden	2.5%	Netherlands	3.9%	Norway	4.9%

Source: *EY EIM powered by Oxford Intelligence*

Regional Projects – 2011/2012



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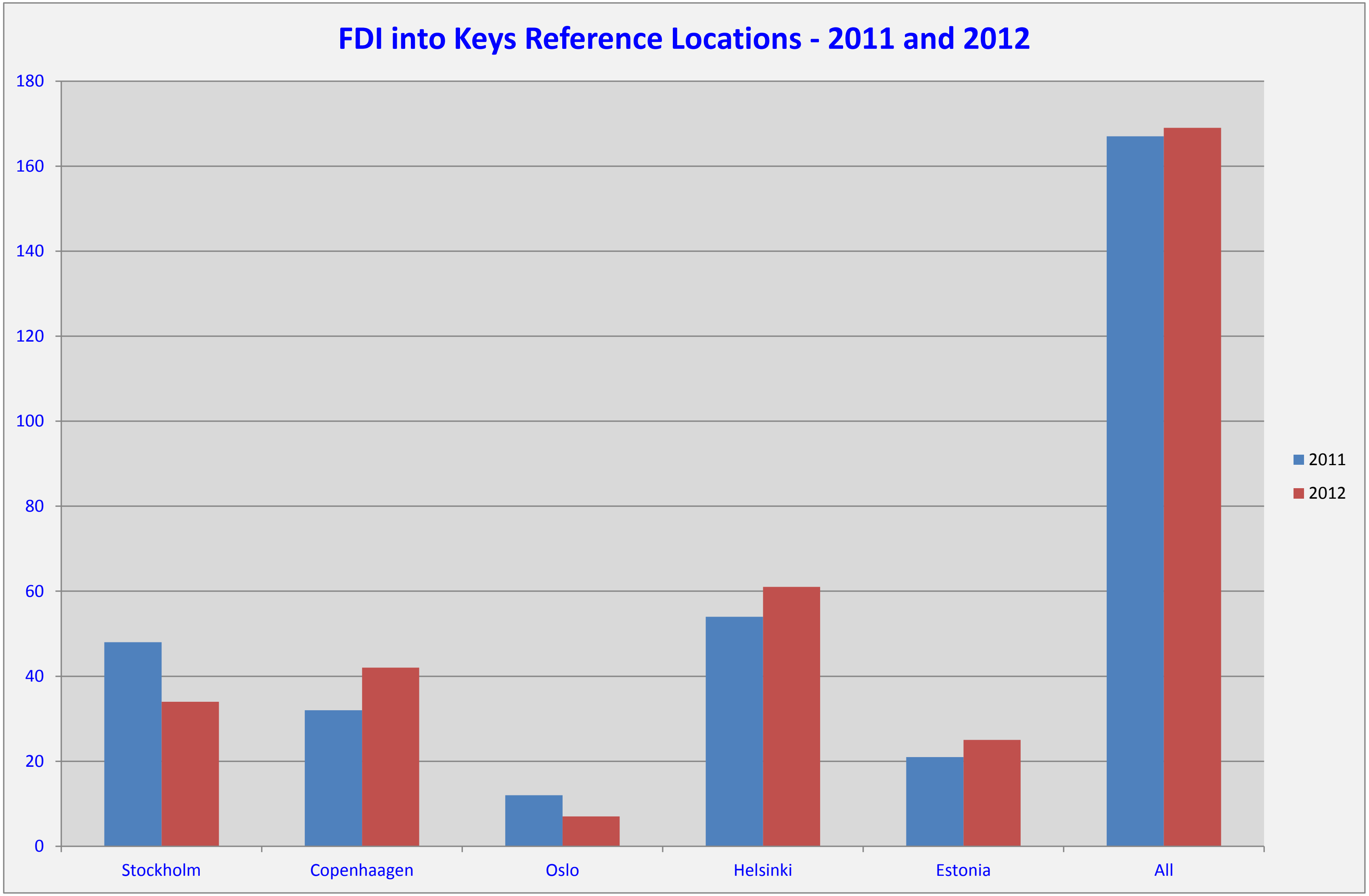
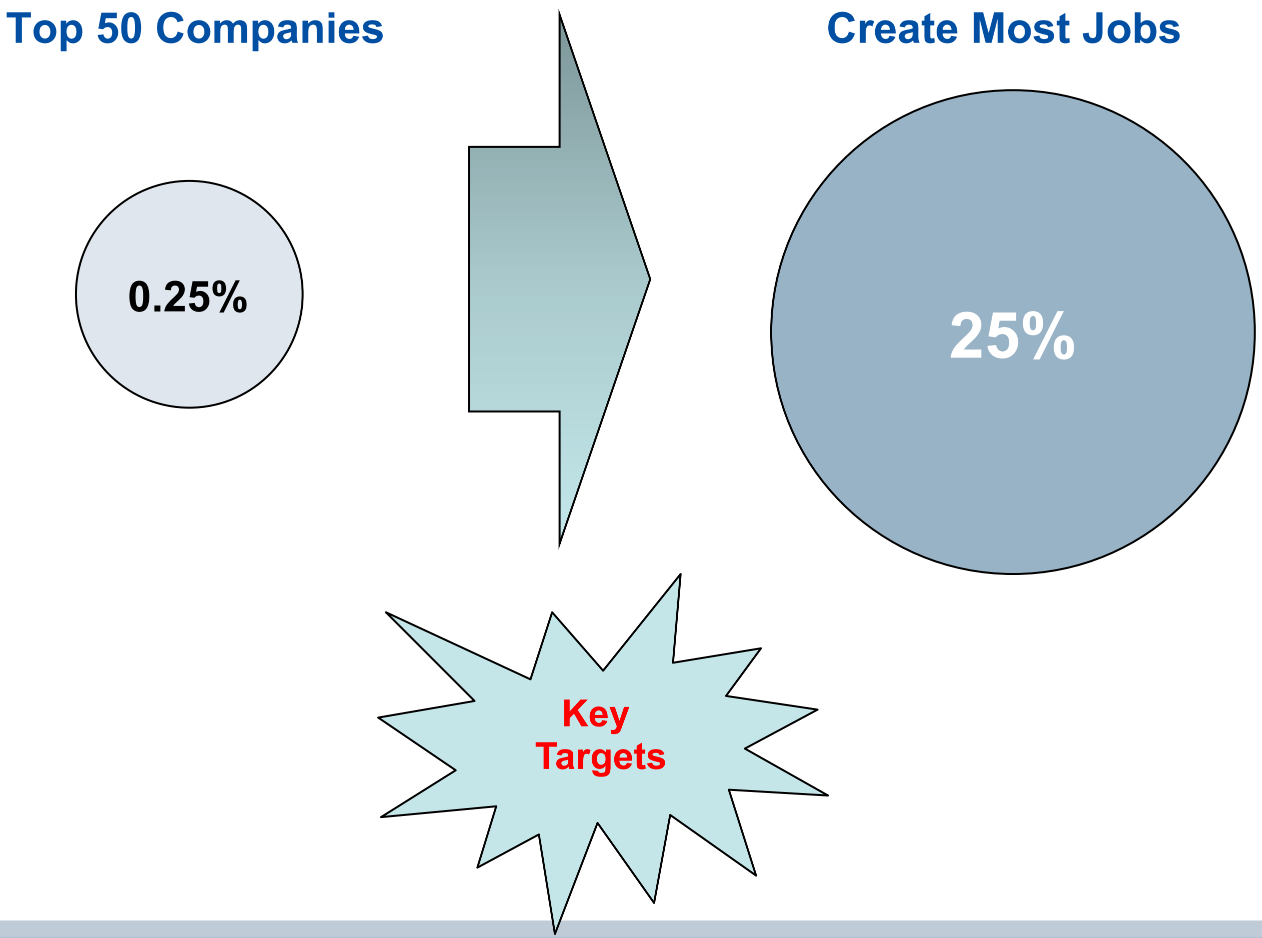
Regional Projects – 2011/2012



Key Companies Dominate



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Key Location Drivers

Oxford Intelligence Sector Reports – Executive Interviews

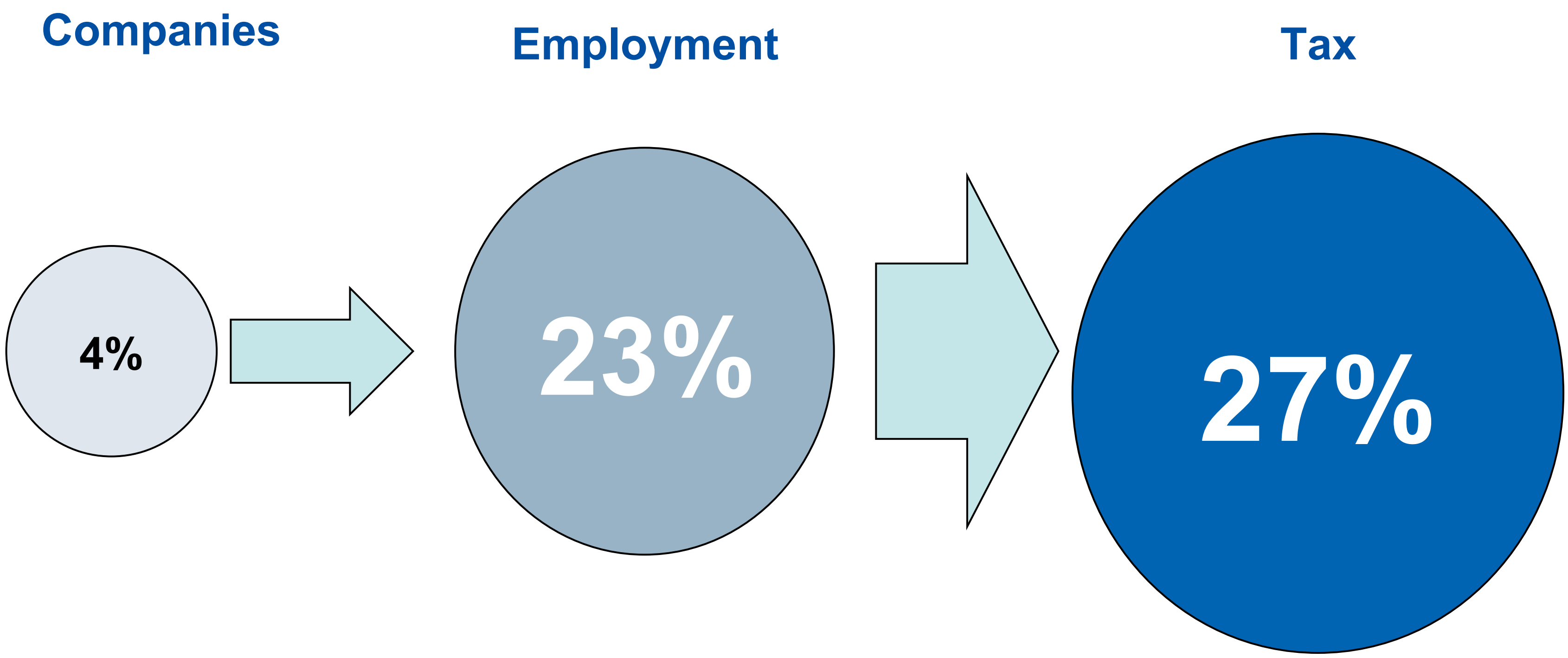
	Life Sciences	SSC's	Contact Centres	ICT	Renewable Energy	Performance Engineering
Skills	x	x	x	x	x	x
Local market size and growth potential	x			x	x	x
Proximity to key clients	x			x	x	x
Established clusters	x	x		x		
Labour costs		x	x			x
Incentives			x		x	x
Property costs		x	x			
Proximity to international airports.	x			x		
Suitable premises/land		x				
Communications and infrastructure			x			
Transport Infrastructure					x	

…Proof of evidence for the driver

"In an increasingly globalised economy, ***knowledge*** *and* ***skills*** *are the key differentiators ……."*

Bill Gates

So Why is FDI important?



Foreign Controlled Companies in Greater Helsinki

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Questions? Thank you

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