



BUSINESS
FINLAND

SUSTAINABLE MANUFACTURING FINLAND

Duration: 1.1.2020 – 31.12.2023

5.3.2020 Program Launch

Scandic Park, Helsinki

WHY PROGRAM ON SUSTAINABLE MANUFACTURING?

Blend of Ecology and Economy

- To fight climate change, companies shall reinvent their business practices
- Environmental integrity of a business shall go hand-in-hand with financial profitability
- Productivity is the biggest challenge for our national economy*
- Sustainable value creation is an opportunity to develop competitive edge



FOCUS INDUSTRIES – TO BEGIN WITH...

Machine & Equipment Industries

- Machines, moving work machines, metal products, vehicles
- Turnover (2018): 31,7 mrd €
- Personnel (2018): 133 000
- Some examples*: Ata Gears, Cargotec, Katsa, Kone, Konecranes, Metso, Normet, Patria, Ponsse, Sandvik, Tampereen konepajat, Toijala Works, Valmet, Valtra, Wärtsilä

Electronics and Photonics Industry

- Telecommunication, healthcare devices, electric & photonic devices
- Turnover (2018): 15,3 mrd €
- Personnel (2018): 38 600
- Some examples*: Beneq, Canatu, Ensto, Helvar, Murata, Nanocomp, Okmetic, Picosun, Planmeca, Polar Electro, Scanfil, Selmic, Suunto, Vacon, Vaisala, VTT

Solutions for 'Factories of the Future'

- Automation, AI & data analytics, new business models, robotics, 3D printing
- Turnover (2018): n.a.
- Personnel (2018): n.a.
- Some examples*: Aava, Basen, Bluugo, Combiworks, Curious AI, Delfoi, Distence, Fastems, Haltian, Mevea, Process Genius, Protaccon, Remion, Roima, Simanalytics, Solita, Stereoscape, Tosibox, Quva, Wapice, Wirepas

*Note that the companies are chosen to represent the target sector or a type of company

Agenda

- 15:00 **Welcome and introduction**
- 15:02 **Sustainable Manufacturing Finland Program**
Dr. Toni Mattila, Program Director, Sustainable Manufacturing, *Business Finland*
- 15:10 **SmartfactoryOWL - Connecting Science and Industry for Creating Advanced Automation Technologies**
Prof. Dr. Jürgen Jasperneite, Director, *Fraunhofer IOSB-INA, Germany*
- 15:40 **German Market: Overview, Opportunities and Cultural Differences**
Dr. Jan Feller, Acting Managing Director, *Saksalais-Suomalainen Kauppakamari*
- 16:00 **Finnish Learnings from Activities in the German Market**
Heikki Aalto, Executive Vice President, *Delfoi Oy*
- 16:20 **Market opportunities in Germany and how to address them**
Pekka Stuckert, Yrjö Kemppe, *CPS Consulting Germany*
- 16:40 **Closing Remarks + Q&A**
Dr. Toni Mattila, Program Director, Sustainable Manufacturing, *Business Finland*

The Way Forward

- Participation in the **collaborative** marketing and sales promotion of *Sustainable Manufacturing Finland program*
 - Become a part of a "joint offering": companies with complementary product and/or service offering join forces for business promotion purposes
 - Market opportunities in chosen markets: Central Europe and Asia
- Support for **self-guided** market exploration
 - Private consultancy services in the target market: [Expert Search](#)
 - Explorer funding family
 - [Market Explorer](#) (for single companies)
 - [Group Explorer](#) (for groups of at least 4 companies)
 - [Exhibition Explorer](#) (for groups of at least 4 companies)



Alun Jones
Germany



Mikko Ahlholm
Finland



Marko Kotonen
Finland



Pasi Viitanen
Finland



Ulf-Erik Widd
Finland

**BUSINESS
FINLAND**

**THANK YOU FOR
YOUR ATTENTION**



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