Sweden Sverige

UK International Development
Partnership | Progress | Prosperity

UNDP



EXPORTER GUIDELINES FOR EUROPEAN NORDIC MARKETS

FINLAND



2024

DISCLAIMER

This study was developed with the financial assistance of Sweden and the United Kingdom in the framework of the project "Advanced Cross-River Capacities for Trade" (AdTrade) implemented by the UNDP. The content of this publication is the sole responsibility of the author and does not necessarily represent the views of the UNDP, Sweden, and the United Kingdom.

****

UNDP is the leading United Nations organization fighting to end the injustice of poverty, inequality, and climate change. Working with our broad network of experts and partners in 170 countries, we help nations to build integrated, lasting solutions for people and planet. Learn more at undp.org or follow at @UNDP.

Copyright © UNDP 2025. All rights reserved

AUTHOR OF THE GUIDE: DR. CORNEL COȘER, C.E.C.

Table of Contents

List of Figures *4*

List of Tables *4*

Moldova's exporters overview (statistics and general export procedures) *5*

Export readiness - key-aspects for Moldovan exporters *9*

Overview of the European Nordics Markets *12*

Recent import trends in target markets (emerging and highly growing products) *18*

1. Market-Specific Insights in FINLAND *33*

1.1. Market Trends 33

1.2. Consumer Behaviour 37

1.3. Competitive Landscape 38

2. Regulatory Navigation in FINLAND *39*

2.1. Import/Export Policies (Tariffs and duties; Licensing and permits; Documentation requirements) 39

2.2. Standards and Compliance (Product labeling and packaging; Technical specifications; Certifications and quality marks) 44

2.3. Legal Considerations (Intellectual property rights; Contracts and dispute resolution; Environmental regulations) 53

3. Cultural Nuances and Business Strategies in FINLAND *56*

3.1. Cultural Awareness (Communication styles; Business etiquette and protocol; Relationship building) 56

3.2. Market Entry Strategies (Partnering with local distributors; Establishing a local presence; E-commerce and digital marketing) 57

3.3. Pricing and Distribution (Pricing strategies for the Nordic market; Distribution channels (wholesale, retail, online); Logistics and supply chain considerations) 60

4. Export Procedures and Etiquette in FINLAND *63*

4.1. Export Process (Step-by-step guide to exporting, Customs procedures and documentation; Incoterms and shipping options) 63

4.2. Compliance Requirements (Sanitary and phytosanitary measures; Product safety regulations; Environmental standards) 64

4.3. Business Etiquette (Negotiation tactics; Gift-giving customs; Building trust and long-term relationships) 67

LIST OF SOURCES: *70*

List of Figures

Figure 1. Evolution of exports, 2018-2023, million USD.....5
Figure 2. Evolution of Moldova's exports to European Nordic Markets (ENM), 2019-2023 6
Figure 3 Gross domestic product (GDP) at current prices in the Nordic countries from 2011 to 2022, by country (billion U.S. dollars) 14
Figure 4 Real GDP growth, Annual percent change.....14
Figure 5 GDP per capita, current prices (Purchasing power parity; international dollars per capita).....15
Figure 6 Inflation rate in the Nordic countries from 2011 to 2023 (%, compared to previous year) 16
Figure 7 Unemployment rate, Percent.....16

List of Tables

Table 1 Top 20 products of Denmark imports, 2023.....18
Table 2 Top 20 import partners of Denmark, 2023.....20
Table 3 Top 20 products of Finland imports, 2023 22
Table 4 Top 20 import partners of Finland, 2023 23
Table 5 Top 20 products of Norway imports, 2023.....25
Table 6 Top 20 import partners of Norway, 2023.....27
Table 7 Top 20 products of Sweden imports, 2023 28
Table 8 Top 20 import partners of Sweden, 2023 30

Moldova's exporters overview (statistics and general export procedures)

MOLDOVA'S TOTAL EXPORTS HAVE GENERALLY EXPERIENCED GROWTH OVER THE PAST YEARS

Moldova, a landlocked Eastern European nation, has a thriving export sector that is crucial to its economic development. Moldova has become a promising participant in the global export market because of its advantageous location and advantageous trade agreements. Export activity is essential for diversifying the economy and fostering international trade.

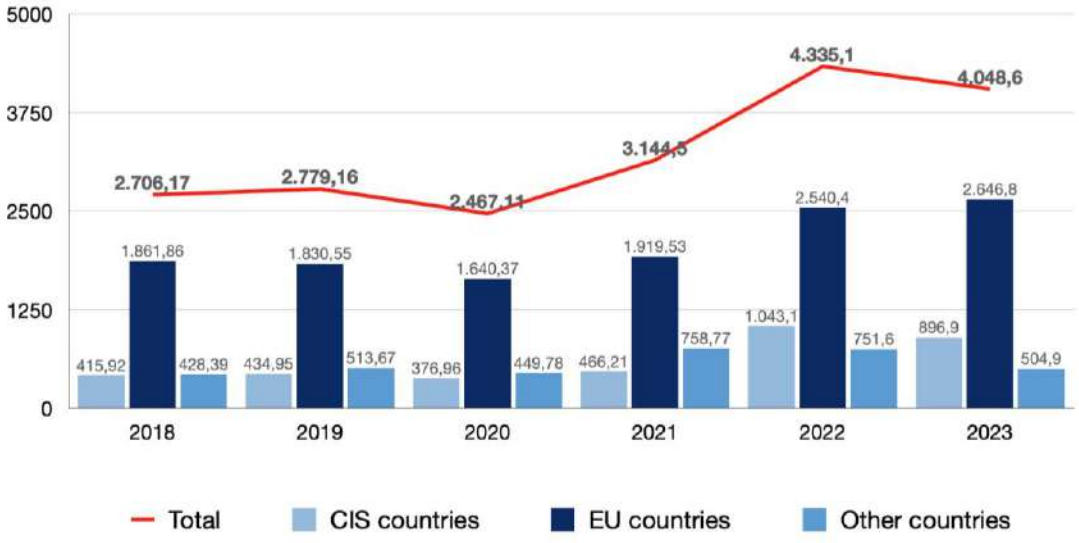
The **National Bureau of Statistics** reports that Moldova's total exports have generally increased over the past few years, although there have been differences in performance across destination regions. The significance of the **EU market** to Moldova's trade is highlighted by the strong and consistent growth in exports to EU nations.

The European Union (EU) market is of paramount importance for Moldova, as evidenced by the 4.3% **increase** in exports to EU countries in 2023, which accounted for 65.4% of Moldova's total exports. This significant share underscores the EU's role as the **largest trading partner for Moldova**, providing stable and growing opportunities for Moldovan exporters.

In contrast, exports to **CIS countries** saw a noticeable **decline** of 14.0%, amounting to 896.9 million USD, representing a 22.1% share of total exports, a drop of 2.0 percentage points from the previous year.

This comparison highlights a **shift** in Moldova's trade dynamics towards the **more stable and expanding EU market**, while reliance on the CIS market diminishes[1].

Figure 1. Evolution of exports, 2018-2023, million USD

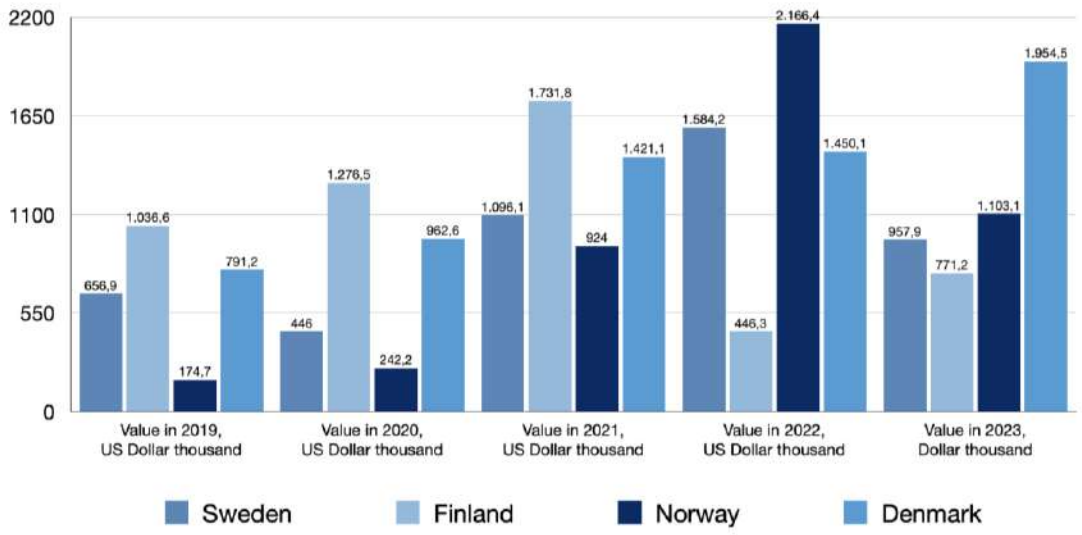


Source: National Bureau of Statistics

[1] https://statistica.gov.md/ro/comertul-international-cu-marfuri-al-republicii-moldova-in-luna-decembrie-2023-s-9539_60951.html

In **March 2024**, the value of exported goods amounted to **320.5 million USD**, 2.1% less than in February 2024 and 16.7% less than in March 2023.

Figure 2. Evolution of Moldova's exports to European Nordic Markets (ENM), 2019-2023



Source: UN Comtrade Database

Despite yearly fluctuations, the total value of exports to the Nordic countries has grown from 2,459.4 thousand USD in 2019 to 3,886.7 thousand USD in 2023, indicating an overall positive trend.

Moldova's exports to Norway saw a dramatic increase, becoming the highest export value among the Nordic countries. Sweden also showed significant growth. Conversely, exports to Finland experienced a steep decline.

The Nordic market is characterized by volatility, with significant fluctuations in export values year-over-year. This suggests that Moldovan exporters need to be adaptable and responsive to changing market conditions.

The data highlights the importance of diversifying export destinations within the Nordic region. While exports to some countries may decline in a given year, others may experience growth, mitigating overall risk.

Analysing export potential is crucial for businesses aiming to expand into new markets. Several platforms offer valuable tools and resources to assess this potential:

✓ The **International Trade Centre** (ITC)[2] provides a range of tools and resources for analysing export potential through its Market Analysis Tools. These tools offer data on market trends, trade statistics, tariffs, and market access conditions, along with sector-specific analysis, trade competitiveness assessments, and market selection tools.

✓ The European Commission's **Access2Markets**[3] platform is designed to help businesses analyse and access global markets. It provides detailed information on market access conditions, trade barriers, customs procedures, and regulations for various countries, offering comprehensive insights into tariff rates, product-specific rules, and trade statistics.

[2] www.intracen.org
[3] https://trade.ec.europa.eu/access-to-markets/en/home

✓ The Eastern **Partnership Trade Helpdesk**[4] is an online platform that provides assistance to businesses in the Eastern Partnership countries, including Moldova. It offers information on trade regulations, tariffs, rules of origin, and market requirements for both the EU and partner countries. The platform provides market analysis tools, including market access databases, trade flows, and market potential assessments.

✓ The **Commercial Information Portal of the Republic of Moldova**[5] offers resources and tools for businesses interested in export. Their website provides information on export procedures, market research, trade events, and available support programs.

These platforms offer a wealth of information and analytical tools that can assist businesses in evaluating export potential. By utilizing these resources, businesses can gain insights into market conditions, identify trade barriers, understand regulatory requirements, and assess market opportunities in different countries. It is important for businesses to explore and leverage these platforms to make informed decisions and develop effective export strategies.

Embarking on the export journey from Moldova involves a series of interconnected steps, each with its own set of procedures and legal considerations.

Step 1: Registration: The first step for any aspiring exporter is to officially register their company at the designated customs office. This establishes the company's legal status as an exporter and enables it to participate in international trade activities.

Step 2: Pre-Customs Procedures: Once registered, the exporter needs to prepare essential pre-customs documentation, including contracts, invoices, and transport documents. These documents establish the terms of the trade agreement, outline the details of the goods being shipped, and facilitate the logistics of the export process.

Step 3: Internal Procedures & Certificates: The next phase involves completing various internal procedures and obtaining necessary certificates. These may include certificates of origin, compliance certificates (confirming adherence to product standards and regulations), and phytosanitary certificates (for agricultural products). These documents ensure that the exported goods meet the required quality and safety standards of the destination market.

Step 4: Customs Procedures - Declaration: The exporter, either directly or through a customs broker, must submit a customs declaration based on the information gathered in the previous stages. This declaration details the nature, quantity, and value of the goods being exported and serves as a formal request for customs clearance.

Step 5: Post-Customs Procedures: After the customs declaration is processed and approved, the exporter moves to the post-customs phase. This involves confirming the delivery of the goods to the importer, receiving payment for the shipment, and completing any necessary follow-up documentation.

Throughout this process, various stakeholders play important roles:

- **Importer/Buyer:** The recipient of the exported goods.
- **AITA, AEM:** Government agencies involved in regulating and facilitating trade.
- **Transport and Insurance Companies:** Responsible for the logistics and safe transportation of the goods.

[4] https://eap.tradehelpdesk.org/en
[5] https://trade.gov.md/ro

- **Customs Service:** Oversees the customs clearance process and ensures compliance with regulations.
- **Conformity Assessment Bodies:** Certify that products meet required standards.

Several online resources are available to assist exporters, including:

1. Moldovan Customs Service website: https://customs.gov.md/ro
2. Trade Information Portal: https://trade.gov.md/ro
3. Commercial Information Portal: https://ecustoms.trade.gov.md

Additionally, organizations like ANSA provide certification for export products, ensuring their compliance with international standards.

By following these steps and understanding the legal aspects involved, Moldovan exporters can navigate the complexities of international trade and successfully expand their businesses into global markets.



Export readiness - key-aspects for Moldovan exporters

Export readiness refers to the ability of businesses in Moldova to engage in international trade and effectively sell their products or services in foreign markets. There are several key aspects that Moldovan exporters should consider to enhance their export readiness.



Here are some important points to keep in mind:

1. **Export Product**: Moldovan exporters should carefully assess their products or services to ensure they are suitable for international markets. This involves considering factors such as product quality, pricing competitiveness, differentiation from competitors, and compliance with international standards and regulations. Exporters may need to adapt packaging, labelling, or product features to align with the preferences and requirements of the target market.
2. **Export and Personal Competences**: Exporters should possess the necessary skills and knowledge to navigate the complexities of international trade. This includes understanding export documentation, trade regulations, logistics, and financing. Exporters may benefit from acquiring training or certifications in areas such as export management, international marketing, negotiation, and cultural intelligence. Developing strong interpersonal and communication skills is also essential for building relationships with international buyers and partners.
3. **Market Knowledge and Export Planning**: Thorough market knowledge is crucial for successful exporting. Moldovan exporters should conduct comprehensive market research to understand target markets, including customer preferences, demand trends, competition, distribution channels, and cultural nuances. This information forms the foundation for developing an effective export plan, which outlines specific goals, target markets, market entry strategies, pricing strategies, and distribution channels.
4. **B2B Marketing Tools**: Business-to-business (B2B) marketing tools play a vital role in promoting export products or services to potential international buyers. Moldovan exporters can leverage various tools and tactics, including:
   - Content and Digital Marketing: Creating valuable and informative content such as blog posts, articles, case studies, and whitepapers to showcase expertise and attract potential buyers.

Likewise, establishing a professional website, optimizing it for search engines, creating targeted online advertising campaigns, and utilizing social media platforms to increase visibility and generate leads.

- Corporate Identity: Establishing a strong corporate identity is essential for effective B2B marketing. Moldovan exporters should develop a consistent brand image that aligns with their target market and value proposition, including brand positioning, logo and visual identity, brand messaging.
- Marketing Tools: Moldovan exporters can leverage a variety of marketing tools to reach and engage potential international buyers. Some effective tools include: Product Catalogs and Brochures; Case Studies and Testimonials etc.

5. **Export Sales Promotion Activities**: Effective sales promotion activities can boost the visibility and sales of Moldovan exporters in international markets. Some strategies include:

- Trade Shows and Exhibitions: Participating in international trade shows, exhibitions, and business matchmaking events to showcase products, network with potential buyers, and generate sales leads.
- Trade Promotions: Offering special pricing, discounts, or promotional packages to encourage bulk purchases or repeat orders from international buyers.
- Co-marketing Initiatives: Collaborating with local partners or distributors to conduct joint marketing campaigns, advertising, or promotional activities to reach a wider audience.
- Product Demonstrations and Trials: Offering product demonstrations or trials to potential buyers, allowing them to experience the quality and benefits first-hand.
- Export Budget: Allocating a specific budget for export activities is essential for Moldovan exporters to effectively promote their products or services in international markets.
- Individual Visits and Economic Missions/Meetings: Individual visits and participation in economic missions or meetings offer valuable opportunities for Moldovan exporters to establish relationships with potential partners, identify market insights, and explore business opportunities.

Assessment of export capacity



Assessing export capacity is a crucial step for Moldovan companies considering international trade. It helps companies understand their readiness and capabilities to engage in export activities.

Here are key aspects to consider when assessing export capacity:

- Production Capacity and Scalability: Assess the company's production capacity and scalability to meet potential export demands. Determine if the current production capacity can support increased volume or if adjustments are necessary. Consider factors such as production processes, technology, resources, and workforce capabilities.
- Financial Resources: Evaluate the financial resources available to support export activities. Assess if the company has sufficient capital to invest in market research, marketing efforts, international travel, trade shows, certifications, logistics, and other expenses associated with exporting. Consider exploring export financing options or government support programs if additional resources are needed.
- Market Research and Planning: Assess the company's ability to conduct market research and develop an export plan. Determine if the company has the resources and capabilities to analyse target markets, identify potential customers, understand cultural and regulatory considerations, and devise market entry strategies. Adequate market research and planning are crucial for successful exporting.
- Human Resources and Skills: Evaluate the skills and capabilities of the company's workforce. Determine if employees possess the necessary export-related skills such as international marketing, negotiation, language proficiency, cultural intelligence, and customer relationship management. Identify areas where additional training or hiring may be required to strengthen export capabilities.
- Management Commitment and Support: Assess the level of management commitment and support for export activities. Determine if there is a dedicated export team or if resources are allocated to support export-related initiatives. Management support is crucial for overcoming challenges, allocating resources, and ensuring a strategic focus on exporting.
- Digital Marketing Materials: Evaluate the company's digital marketing materials, including the website, online product catalogues, brochures, and downloadable resources. Determine if these materials are user-friendly, optimized for search engines, and accessible on various devices. Assess if the company utilizes digital channels effectively to promote its offerings and engage with potential international buyers.
- Competitive Analysis of the offer: Conduct a comprehensive analysis of competitors in the target market. Evaluate their offerings, pricing strategies, marketing approaches, and market share. Assess how the company's products or services compare in terms of quality, features, pricing, and value proposition. Identify unique selling points or areas where the company can differentiate itself to gain a competitive advantage.

Overview of the European Nordics Markets

The Nordic region comprises the four sovereign states of **Denmark, Finland, Norway, and Sweden**. Their histories are intertwined, borders have changed over time, and three of these countries share similarities in languages.[6] For instance, Danish, Norwegian, and Swedish belong to the North Germanic language family, which includes languages such as Danish, Norwegian, and Swedish. These languages are closely related and mutually intelligible to varying degrees, making them similar in many ways.

This shared linguistic heritage is one factor that contributes to the cultural and historical ties among these countries.

The Finnish language is a Uralic language that is part of the Finno-Ugric branch. It is spoken by the majority of the population in Finland and by ethnic Finns outside of Finland. Finnish is one of the two official languages of Finland, alongside Swedish. In Sweden, both Finnish and Meänkieli (which has significant mutual intelligibility with Finnish) are official minority languages.

All of the Nordic nations are members of the **European Economic Area (EEA) and/or the European Union (EU)**. Denmark was the first to join the EU, becoming a member in January 1973. Finland and Sweden both joined in 1995. Norway is part of the wider EEA, benefiting from access to the EU's internal market on equal terms with member countries. This entitles Norway to free movement of goods, services, people, and capital within the EU. Nationals of Norway are also able to live and work within the EU, and Norway is a signatory of the Schengen Agreement, allowing open borders with other members.

A further difference between the countries is that **Finland is the only Nordic country to join the eurozone, introducing the euro** at the inception of the currency in January 1999. Sweden's economy still uses the krona (SEK), Denmark and Norway use their own krone (DKK and NOK respectively). Despite the different currencies and memberships in broader economic and defensive unions, strong historical ties between the four countries have fostered a tradition of inter-governmental cooperation across the region. Although not as closely tied as the countries in Benelux, the Nordic Council, composed of government ministers from these nations, is working towards making the region the most sustainable and integrated in the world by 2030.

The countries show similarities with what's known as the **Nordic model**. This approach, prioritizing social welfare and progressive taxation, has led to high living standards for nationals of the individual countries. The Nordic model is often held up as an exemplar for both its strengths and challenges by economists around the world.

Strengths of the Nordic Model

- ✓ **High Living Standards:** Citizens enjoy a high quality of life due to comprehensive social safety nets, access to quality education and healthcare, and robust public services. This is evident in the consistently high rankings of Nordic countries on global happiness and quality of life indices.
- ✓ **Low Income Inequality:** Progressive taxation and strong social programs ensure a more equitable distribution of wealth, resulting in lower income inequality compared to many other

[6] Nordics ecommerce region report 2023.pdf

developed nations. For instance, the Gini coefficient, a measure of income inequality, is significantly lower in Nordic countries than in the US or UK.

- ✓ **High Social Mobility:** Equal access to education and opportunities for advancement allow individuals to move up the socio-economic ladder, fostering a society where one's background doesn't dictate their future. Studies show that intergenerational income mobility is higher in the Nordic countries than in many other OECD nations.
- ✓ **Strong Public Sector:** A well-funded and efficient public sector delivers essential services, ensuring that all citizens have access to basic necessities like healthcare and education, regardless of their income level.
- ✓ **High Trust in Government:** Transparent and accountable governance, coupled with the effective delivery of public services, fosters a high level of trust in government institutions among citizens. This trust is reflected in high voter turnout and public participation in decision-making processes.

Potential Challenges of the Nordic Model

- ✓ **High Taxes:** The extensive social benefits provided by the Nordic model are funded by high taxes on both individuals and businesses. This can sometimes be perceived as a burden, potentially discouraging entrepreneurship and investment.
- ✓ **Labour Market Challenges:** The generous welfare systems can sometimes create disincentives to work, leading to higher unemployment rates in certain demographics or during economic downturns.
- ✓ **Cost of Living:** The high quality of life in the Nordic countries often comes with a high cost of living, making it expensive for businesses to operate and for individuals to maintain their lifestyles.

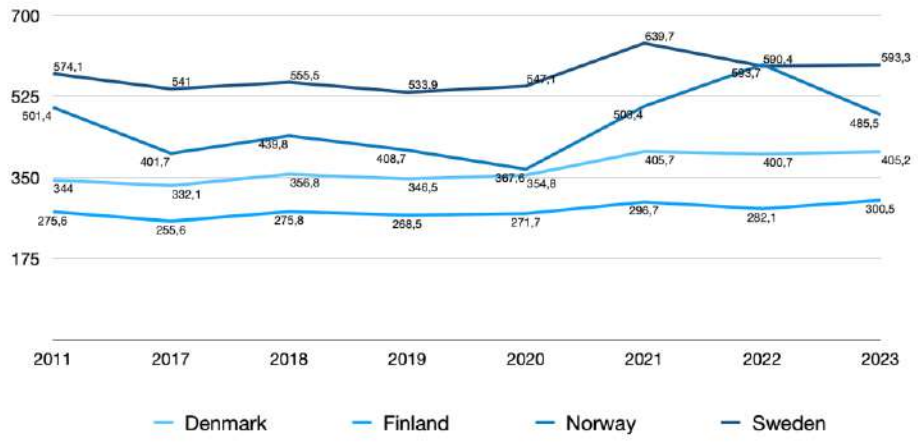
Indicator	Finland	Norway	Denmark	Sweden
				
Area (km²)	338,450	625,222	42,920	447,430
Capital	Helsinki	Oslo	Copenhagen	Stockholm
Currency	Euro (EUR)	Norwegian krone (NOK)	Danish krone (DKK)	Swedish krona (SEK)
Official Language	Finnish	Bokmal Norwegian, Nynorsk Norwegian	Danish, Faroese	Swedish
Foreign Languages Spoken	Swedish	English	English, Greenlandic	Danish, Frisian, Sorbian and Romani
Government Type	Parliamentary republic	Parliamentary constitutional monarchy	Parliamentary constitutional monarchy	Parliamentary constitutional monarchy
Membership	EU[7] (since 1995)	EFTA[8] (non-EU)	EU (since 1973)	EU (since 1995)
VAT (%)	24	25	25	25

[7] European Union - 27 member states
[8] European Free Trade Association - the intergovernmental organisation of **Iceland, Liechtenstein, Norway and Switzerland**

The **Nordic economies** of **Denmark, Finland, Norway, and Sweden** rank among the world's wealthiest, characterized by high standards of living, small wage gaps, high employment, and robust social security systems funded by high taxation.

These countries perform well above EU and OECD averages, forming a coherent macroregion despite some internal differences. **Sweden boasts** the highest overall GDP, while **Norway leads** in GDP per capita.

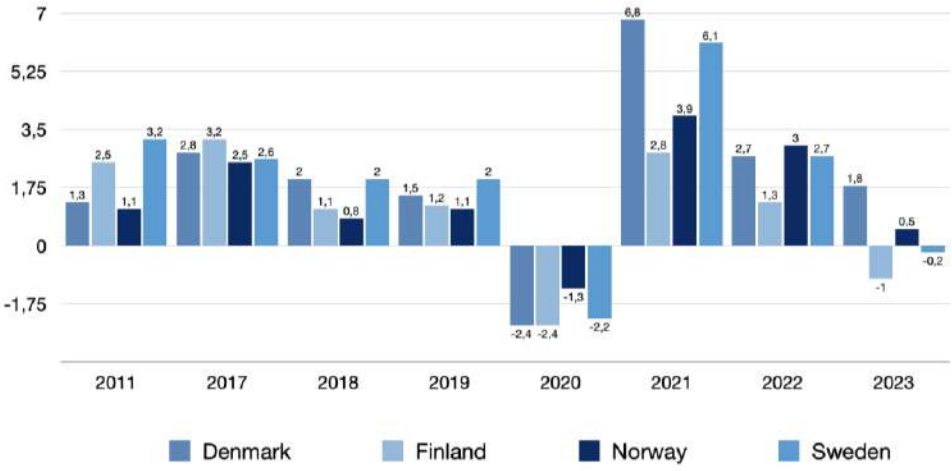
Figure 3 *Gross domestic product (GDP) at current prices in the Nordic countries from 2011 to 2022, by country (billion U.S. dollars)*



Source: International Monetary Fund

From 2011 to 2023, **Sweden** consistently maintained the highest GDP among the Nordic countries, reaching 627.4 billion USD in 2023. Denmark held the second-highest GDP during this period, reaching 406.9 billion USD in 2023. Norway, while experiencing fluctuations due to its reliance on natural resources, maintained the third-highest GDP, reaching 501.1 billion USD in 2023. Finland consistently had the lowest GDP among the four countries, reaching 298.1 billion USD in 2023.

Figure 4 *Real GDP growth, Annual percent change*

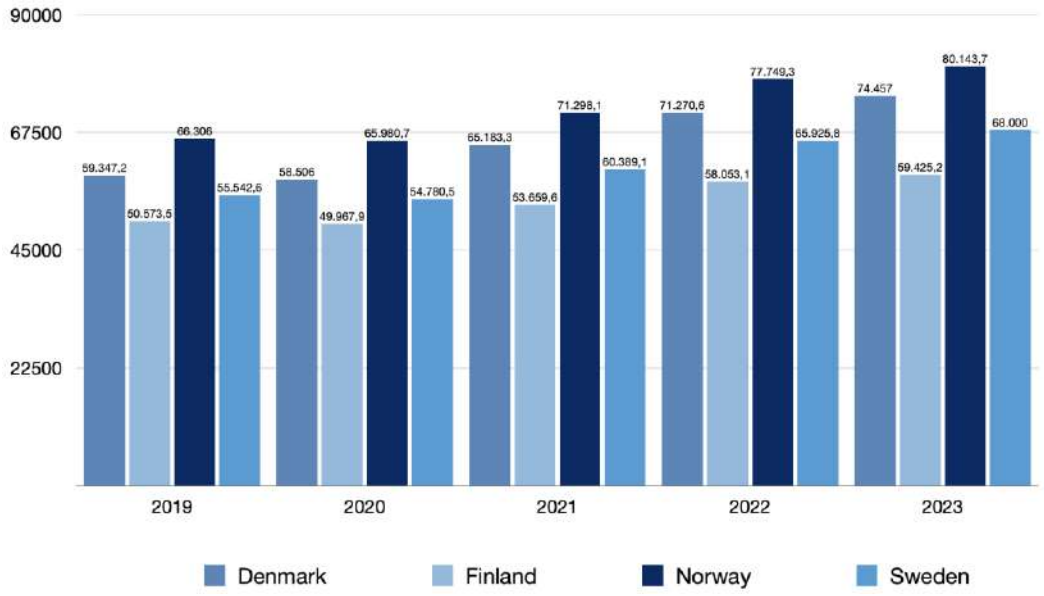


Source: International Monetary Fund

The real GDP growth data for the Nordic countries from 2011 to 2023 highlights the following key points:

1. **Impact of Global Events**: The COVID-19 pandemic significantly impacted all four economies in 2020, with subsequent recoveries in 2021 reflecting strong economic resilience.
2. **Denmark**: Demonstrated strong post-pandemic recovery with growth stabilizing at moderate levels in recent years.
3. **Finland**: Showed fluctuating growth with recent economic challenges leading to negative growth in 2023.
4. **Norway**: Experienced moderate growth with strong recovery post-2020, but recent years indicate slowing growth.
5. **Sweden**: Maintained robust growth pre-pandemic with significant recovery in 2021, followed by stabilization and slight contraction in 2023.

Figure 5 *GDP per capita, current prices (Purchasing power parity; international dollars per capita)*



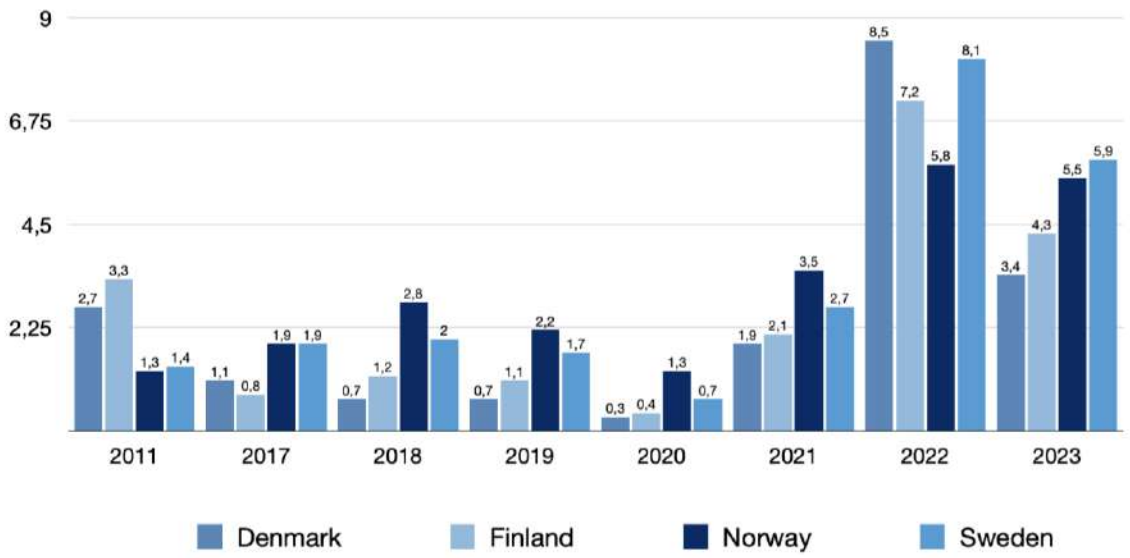
Source: International Monetary Fund

The Nordic countries have maintained high GDP per capita rankings globally, with Norway leading the pack. The economic performance has been influenced by sectors such as pharmaceuticals in Denmark and oil in Norway.

Norway's GDP per capita experienced a significant drop following the 2014 oil price decline but has since stabilized and is expected to continue growing as global oil prices recover.

Global events such as the COVID-19 pandemic and the Russia-Ukraine war have had notable impacts on inflation and economic growth across the Nordic region, influencing GDP per capita trends.

***Figure 6** Inflation rate in the Nordic countries from 2011 to 2023 (%, compared to previous year)*



Source: International Monetary Fund

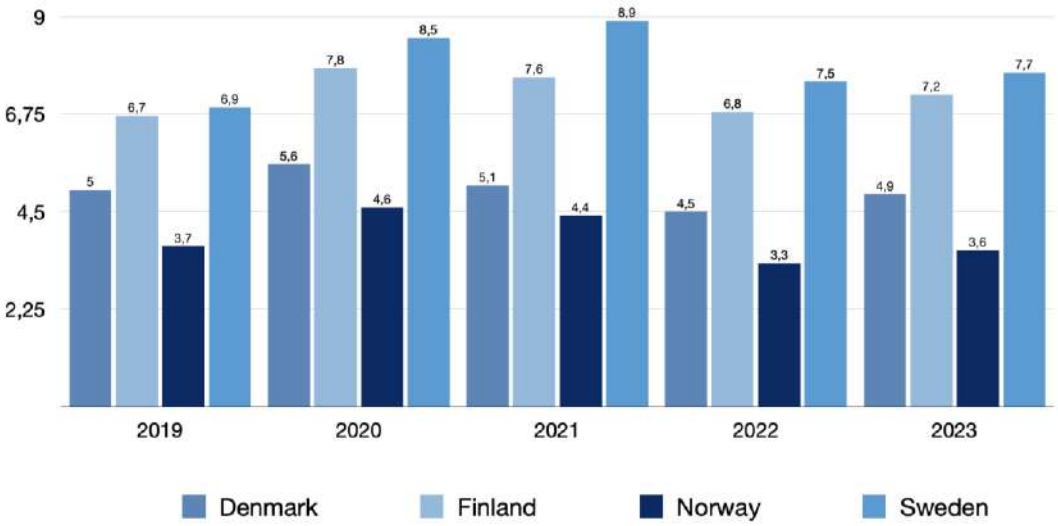
In July 2023, Sweden, which has consistently maintained the highest GDP among the Nordic countries, also experienced the highest inflation rate in the region.[9]

However, inflation in the Nordic countries has been less severe than in several other European countries, particularly in Eastern Europe, where some countries experienced inflation rates nearing 20 percent.

In June 2023, the Harmonized Index of Consumer Prices for the entire European Union was 6.4 percent, with food and non-alcoholic beverages being the most affected sector.

All four Nordic nations are consistently **among the top 20 countries** globally for GDP per capita, underscoring their economic success.

***Figure 7** Unemployment rate, Percent*



Source: International Monetary Fund

[9] https://www.statista.com/topics/9694/inflation-in-the-nordic-countries/#topicOverview

From 2011 to 2023, Norway consistently had the lowest unemployment rate among the Nordic countries, except for a brief period in 2020 when Denmark's rate dipped slightly lower due to the impact of the COVID-19 pandemic. However, by 2023, Norway had firmly re-established its position with the lowest unemployment rate.

Sweden and Finland followed similar trends, both experiencing an increase in unemployment from 2011 to 2013, followed by a general decline until 2019.

However, the pandemic caused a sharp rise in unemployment in both countries in 2020, with Sweden being particularly affected. By 2023, Sweden's unemployment rate was the highest among the Nordic countries.

Overall, the Nordic countries have generally maintained low unemployment rates compared to other European countries. However, the data shows that they are not immune to economic fluctuations and external shocks, as seen in the impact of the COVID-19 pandemic.

Recent import trends in target markets (emerging and highly growing products)

This chapter provides an analysis of recent import trends in the Nordic markets of Denmark, Finland, Norway, and Sweden. It focuses on identifying emerging and highly growing products, offering insights into the dynamics driving these trends. Understanding these trends will help Moldovan exporters identify potential opportunities and tailor their strategies to meet the demand in these markets.

Denmark

Denmark's import market is characterized by its strong demand for advanced technology, pharmaceuticals, and various energy products. Key import sectors include machinery, electronic equipment, and medical devices.

- **Technology and Electronics**: Denmark has seen significant growth in the import of advanced technology and electronic equipment, including automatic data-processing machines and telephone sets. The country's push towards digitalization and smart technologies has driven demand for high-tech imports.
- **Pharmaceuticals**: The pharmaceutical sector remains robust, with increasing imports of medications, indicating a strong demand for both finished products and raw materials.
- **Energy Products**: Denmark continues to import significant amounts of energy products, including petroleum gases and electrical energy. This suggests a focus on ensuring energy supply, although the data does not specifically indicate renewable energy technologies.

Table 1 *Top 20 products of Denmark imports, 2023*

N/o	Product label	Imported value in 2023, mln USD	Share of total, %	Growth, 2022/2023	Growth, 2019/2023[10]
1	Petroleum gas and other gaseous hydrocarbons	8.197,6	6,5%	316,2%	102,7%
2	Motor cars and other motor vehicles	7.063,8	5,6%	30,7%	7,5%
3	Medicaments for therapeutic or prophylactic uses	3.609,9	2,9%	-6,7%	2,9%
4	Petroleum oils and oils obtained from bituminous minerals, crude	3.129,9	2,5%	-14,5%	5,5%
5	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	3.117,9	2,5%	-16,1%	1,6%
6	Telephone sets	2.579,0	2,0%	4,9%	2,5%
7	Automatic data-processing machines and units	2.565,4	2,0%	-6,1%	3,7%
8	Fish, fresh or chilled (excl. fish fillets)	1.962,0	1,6%	47,5%	14,0%

[10] Average annual growth during 2019-2023

9	Cruise ships, excursion boats, ferry-boats, cargo ships, barges	1.816,2	1,4%	89,8%	4,1%
10	Motor vehicles for the transport of goods	1.400,2	1,1%	41,1%	8,3%
11	Electrical energy	1.391,2	1,1%	-57,3%	19,5%
12	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses	1.318,5	1,0%	-9,5%	7,8%
13	Furniture and parts thereof	1.082,5	0,9%	-14,5%	2,8%
14	Instruments and appliances used in medical, surgical, dental or veterinary sciences	1.059,1	0,8%	3,2%	4,3%
15	Electrical transformers, static converters	1.043,0	0,8%	5,5%	7,5%
16	Parts and accessories for tractors, motor vehicles	977,5	0,8%	2,9%	2,0%
17	Taps, cocks, valves and similar appliances for pipes, boiler shells, tanks	964,1	0,8%	-3,7%	3,8%
18	Insulated wire, cable	854,0	0,7%	9,5%	11,4%
19	Seats and parts thereof	842,6	0,7%	-18,4%	3,1%
20	Flat-rolled products of iron or non-alloy steel	841,1	0,7%	3,0%	12,7%

Source: Intracen.org, Trademap

Denmark's total import value in 2023 was 126.329 billion USD. There was a slight decline of 0.6% compared to 2022, but a compound annual growth rate (CAGR) of 5.4% from previous years.

Denmark's import market in 2023 is characterized by significant investments in energy, automotive, healthcare, and technology sectors, despite some areas experiencing declines.

Energy Transition:

- ✓ The surge in imports of **petroleum gas** (316.2%) reflects a shift towards cleaner energy sources, aligning with Denmark's ambitious renewable energy goals. This indicates a growing demand for transitional fuels as the country phases out traditional fossil fuels.
- ✓ The significant drop in **electrical energy** imports (-57.3%) suggests Denmark's increased domestic production of renewable energy, reducing reliance on external sources.

Transportation and Automotive Industry:

- ✓ Robust growth in **motor cars** (30.7%) and **motor vehicles for goods transport** (41.1%) demonstrates a strong consumer and commercial demand for vehicles, possibly driven by economic recovery and infrastructure projects.
- ✓ The substantial increase in **cruise ships, excursion boats, and ferries** (89.8%) reflects the rebound of the tourism sector after the pandemic.

Technological Advancements:

- ✓ Steady growth in **telephone sets** (4.9%) and **insulated wire/cable** (9.5%) indicates continued demand for communication and networking infrastructure, likely driven by 5G deployment and digitalization efforts.
- ✓ Although **automatic data-processing machines** experienced a decline (-6.1%), their consistent presence in the top imports suggests ongoing investment in digital technologies.

Health and Pharmaceuticals:

- ✓ **Medicaments** import value decreased slightly (-6.7%), but they remain a significant import category, highlighting Denmark's focus on healthcare and pharmaceutical research.
- ✓ The decline in **human blood and animal blood products** (-9.5%) could be attributed to supply chain disruptions or changes in medical practices.

Other Notable Trends:

- ✓ Increased imports of **fresh fish** (47.5%) could signify changing consumer preferences towards healthier food options or a shift in supply chains.
- ✓ The decline in **furniture** imports (-14.5%) might be due to supply chain disruptions, changing consumer spending habits, or increased domestic production.

Table 2 *Top 20 import partners of Denmark, 2023*

N/o	Exporters	Imported value in 2023, mln USD	Share of total, %	Growth, 2022/2023	Growth, 2019/2023[11]
1	Germany	23.569,2	18,7%	-7,6%	2,3%
2	Sweden	14.523,1	11,5%	-6,3%	4,4%
3	Norway	13.648,7	10,8%	136,4%	27,2%
4	Netherlands	11.202,3	8,9%	2,7%	8,2%
5	China	7.595,3	6,0%	-28,6%	1,6%
6	Poland	5.741,4	4,5%	1,2%	7,3%
7	United States of America	5.281,8	4,2%	4,5%	9,8%
8	Italy	4.114,0	3,3%	-4,8%	5,3%
9	Belgium	3.956,2	3,1%	-7,1%	6,0%
10	France	3.492,2	2,8%	-0,6%	3,7%
11	United Kingdom	2.698,1	2,1%	-13,5%	-5,9%
12	Spain	2.223,2	1,8%	-1,5%	4,1%
13	Czech Republic	1.981,7	1,6%	3,9%	4,9%

[11] Average annual growth during 2019-2023

14	Finland	1.395,3	1,1%	-10,3%	2,8%
15	Türkiye	1.252,1	1,0%	-10,8%	4,1%
16	Austria	1.074,2	0,9%	-8,1%	4,6%
17	India	964,5	0,8%	-28,3%	4,5%
18	Bangladesh	941,2	0,7%	-26,7%	4,6%
19	Korea, Republic of	930,2	0,7%	32,4%	10,0%
20	Lithuania	920,5	0,7%	-13,9%	4,8%

Source: Intracen.org, Trademap

Germany remains Denmark's largest import partner, despite a 7.5% decrease in 2023. This reflects the close economic ties and geographical proximity between the two countries.

Sweden and **Norway**, as fellow Nordic nations, are also major import sources for Denmark, with significant trade flows in various sectors.

The most notable growth is seen in imports from **Norway**, with a dramatic increase of 136.4%. This could be attributed to factors such as increased energy cooperation or shifts in supply chains.

Conversely, **China** experienced the most significant decline (-28.5%), likely due to global economic factors, supply chain disruptions.

Other European partners like the **Netherlands**, **Italy**, and **Belgium** show modest growth or slight declines, indicating relatively stable trade relationships.

Finland

Finland's import market is driven by its need for industrial machinery, chemical products, and automotive components.

- **Industrial Machinery**: The Finnish market has seen a steady increase in the import of industrial machinery, including automatic data-processing machines, driven by the country's strong industrial base.
- **Chemical Products**: There is a growing demand for various chemical products, including pharmaceuticals and petroleum oils.
- **Automotive Components**: Imports of motor vehicles and their parts and accessories have grown, reflecting the strength of Finland's automotive sector.

Table 3 *Top 20 products of Finland imports, 2023*

N/o	Product label	Imported value in 2023	Share in total, %	Growth 2022/2023	Growth 2019/2023[12]
1	Petroleum oils and oils obtained from bituminous minerals, crude	6.397,0	7,7%	-12,9%	2,0%
2	Motor cars and other motor vehicles	4.490,6	5,4%	23,5%	6,7%
3	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	3.269,8	4,0%	-33,0%	3,3%
4	Medicaments for therapeutic or prophylactic uses	1.857,6	2,2%	6,6%	3,5%
5	Telephone sets	1.691,1	2,0%	1,9%	2,7%
6	Automatic data-processing machines and units	1.469,2	1,8%	-9,0%	0,8%
7	Parts and accessories for tractors, motor vehicles	1.302,8	1,6%	-25,5%	-8,3%
8	Nickel mattes, nickel oxide sinters	1.247,6	1,5%	-32,0%	6,7%
9	Electronic integrated circuits	1.202,0	1,5%	4,3%	7,6%
10	Petroleum gas and other gaseous hydrocarbons	1.166,3	1,4%	106,7%	57,7%
11	Motor vehicles for the transport of goods	987,3	1,2%	15,5%	2,2%
12	Electric accumulators, incl. separators	930,9	1,1%	17,2%	41,8%
13	Copper ores and concentrates	925,5	1,1%	-19,6%	6,1%
14	Electrical transformers, static converters	897,3	1,1%	8,1%	12,4%
15	Parts suitable for use solely or principally with the machinery	700,0	0,8%	-8,6%	2,7%
16	Instruments and appliances used in medical, surgical, dental or veterinary sciences	679,7	0,8%	7,9%	4,6%
17	Structures and parts of structures	665,5	0,8%	-26,8%	2,5%
18	Electrical energy	592,1	0,7%	-81,3%	-13,2%
19	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses	562,2	0,7%	-17,9%	2,9%
20	Insulated wire, cable	548,2	0,7%	-15,6%	1,0%

Source: Intracen.org, Trademap

[12] Average annual growth during 2019-2023

Energy Transition and Challenges:

- ✓ The decline in imports of **crude petroleum oils** (-12.9%) and **refined petroleum oils** (-33.0%) indicates a shift away from fossil fuels, aligning with Finland's commitment to renewable energy sources.
- ✓ The dramatic drop in **electrical energy** imports (-81.3%) reflects a significant shift towards domestic energy production and reduced reliance on external sources.
- ✓ However, the surge in **petroleum gas** imports (105.7%) suggests that the transition is ongoing and that natural gas still plays a crucial role in meeting energy demands.

Technological Advancements and Automotive Industry:

- ✓ Strong growth in **electric accumulators** (17.2%) indicates a growing demand for electric vehicles and energy storage solutions, aligning with Finland's focus on sustainable transportation.
- ✓ The consistent import of **motor cars** (23.5%) reflects a robust automotive market, likely driven by economic recovery and consumer preferences.
- ✓ Modest growth in **telephone sets** (1.9%) and **automatic data processing machines** (0.8%) suggests continued investment in digital infrastructure and technologies.

Industrial Inputs and Raw Materials:

- ✓ The decrease in **copper ores and concentrates** (-19.6%) and **nickel mattes** (-32.0%) could be attributed to fluctuations in global commodity prices or changes in industrial production.
- ✓ The steady growth in **electrical transformers** (8.1%) reflects ongoing demand for electrical infrastructure development and upgrades.

Healthcare and Pharmaceuticals:

- ✓ The modest increase in **medicaments** (6.5%) indicates a stable demand for pharmaceutical products, highlighting the importance of healthcare in Finland.
- ✓ The decline in **human blood and animal blood products** (-17.9%) might be due to changes in medical practices or supply chain issues.

Other Notable Trends:

- ✓ The decline in **parts and accessories for motor vehicles** (-25.5%) could reflect changes in the automotive industry's supply chains or production cycles.
- ✓ Decreased imports of **structures and parts of structures** (-25.8%) might be due to a slowdown in construction projects or changes in sourcing strategies.

Table 4 *Top 20 import partners of Finland, 2023*

N/o	Exporters	Imported value in 2023, mln USD	Share in total, %	Growth, 2022/2023	Growth, 2019/2023
1	Sweden	14.021,8	16,9%	15,5%	11,4%
2	Germany	12.314,7	14,9%	2,6%	1,5%
3	Netherlands	6.787,5	8,2%	49,9%	15,6%

4	Norway	6.311,5	7,6%	-5,6%	31,3%
5	China	3.470,2	4,2%	-60,8%	-8,8%
6	Estonia	3.138,0	3,8%	-12,8%	7,1%
7	Belgium	3.036,2	3,7%	79,0%	14,6%
8	United States of America	3.011,3	3,6%	-30,8%	3,9%
9	Denmark	2.800,6	3,4%	43,9%	9,7%
10	Poland	2.658,8	3,2%	-6,5%	4,9%
11	Italy	2.504,4	3,0%	1,1%	4,5%
12	France	2.011,0	2,4%	-1,5%	-3,1%
13	United Kingdom	1.721,1	2,1%	-24,1%	-1,7%
14	Russian Federation	1.448,7	1,8%	-77,6%	-32,1%
15	Spain	1.378,3	1,7%	-22,1%	1,6%
16	Czech Republic	1.104,9	1,3%	-0,7%	0,8%
17	Austria	889,7	1,1%	-7,0%	3,0%
18	Türkiye	821,3	1,0%	-17,8%	5,3%
19	Lithuania	747,0	0,9%	-1,3%	6,0%
20	Singapore	744,3	0,9%	134,2%	38,8%

Source: Intracen.org, Trademap

Sweden: Remains Finland's largest import partner, with a 15.5% increase in imports in 2023, reinforcing the strong economic ties between these Nordic neighbours.

Germany: Continues to be a major trade partner, though with a more modest growth of 2.6%, reflecting the established and stable trade relationship between the two countries.

Netherlands: Experienced the most significant growth (49.9%) in imports, indicating a strengthening trade relationship and potential new opportunities for Finnish businesses.

China: Witnessed a sharp decline (-60.8%), reflecting the impact of global economic factors, supply chain disruptions.

Russia: Faced a significant drop (-77.6%) in imports, primarily due to the ongoing war in Ukraine and subsequent trade restrictions.

United States: Also experienced a substantial decrease (-30.8%), possibly due to global economic factors and changes in supply chains.

Norway

Norway's import trends are influenced by its oil and gas industry, as well as its commitment to sustainability and green technology.

- **Oil and Gas Equipment**: Despite a global shift towards renewable energy, Norway continues to import significant amounts of petroleum oils and related products, indicating the ongoing importance of the oil and gas sector.
- **Sustainable Technology**: There is an increasing trend towards importing green technologies, likely including electric vehicles and related infrastructure, as evidenced by the high import values of motor vehicles and nickel products.
- **High-Quality Imports**: Norway also imports a range of high-quality products, including pharmaceuticals and advanced technology, reflecting its high standards for quality and sustainability.

Table 5 *Top 20 products of Norway imports, 2023*

N/o	Product label	Imported value in 2023, mln USD	Share in total, %	Growth, 2022/2023	Growth, 2019/2023[13]
1	Motor cars and other motor vehicles	6.179,48	6,4%	-29,9%	1,0%
2	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	5.197,15	5,4%	-26,8%	13,4%
3	Nickel mattes, nickel oxide sinters	2.664,73	2,8%	-16,6%	9,3%
4	Telephone sets	2.134,74	2,2%	-3,7%	1,4%
5	Automatic data-processing machines and units thereof	1.911,06	2,0%	-6,3%	3,4%
6	Motor vehicles for the transport of goods	1.803,73	1,9%	21,0%	2,6%
7	Medicaments for therapeutic or prophylactic uses	1.661,17	1,7%	-1,1%	1,6%
8	Structures and parts of structures	1.256,72	1,3%	-4,5%	-4,1%
9	Petroleum oils and oils obtained from bituminous minerals, crude	1.216,60	1,3%	166,5%	-4,7%
10	Furniture and parts thereof	1.119,02	1,2%	-12,5%	-0,2%
11	Taps, cocks, valves and similar appliances for pipes, boiler shells, tanks	1.011,45	1,0%	13,5%	2,5%
12	Parts and accessories for tractors, motor vehicles	987,26	1,0%	3,9%	2,1%
13	Artificial corundum	949,36	1,0%	-11,0%	0,2%

[13] Average annual growth during 2019-2023

14	Fats and oils and their fractions of fish	918,22	0,9%	50,6%	17,0%
15	Parts suitable for use solely or principally with the machinery	912,86	0,9%	14,5%	3,5%
16	Preparations of a kind used in animal feeding	889,06	0,9%	-19,0%	20,0%
17	Machines and mechanical appliances having individual functions	858,19	0,9%	20,5%	0,5%
18	Electrical energy	789,15	0,8%	-65,9%	7,3%
19	Electrical transformers, static converters	765,30	0,8%	18,0%	11,1%
20	Cruise ships, excursion boats, ferry-boats, cargo ships, barges	749,68	0,8%	193,4%	4,8%

Source: Intracen.org, Trademap

Energy Transition and Fluctuations:

- ✓ The decline in imports of **crude petroleum oils** (-4.5%) and **electrical energy** (-65.9%) suggests a gradual shift towards cleaner energy sources, aligning with Norway's commitment to environmental sustainability.
- ✓ However, the increase in **petroleum oils (excl. crude)** (166.5%) indicates continued reliance on refined petroleum products for various sectors.

Transportation and Automotive Industry:

- ✓ Strong growth in **motor vehicles for the transport of goods** (21.0%) reflects a robust demand for commercial vehicles, likely driven by economic recovery and infrastructure projects.
- ✓ The decline in imports of **motor cars** (-29.9%) and **parts and accessories for motor vehicles** (3.9%) might be due to supply chain disruptions, changing consumer preferences, or a shift towards electric vehicles.

Technological Advancements and Telecommunications:

- ✓ The modest growth in **telephone sets** (-3.7%) and **automatic data processing machines** (-6.3%) suggests a relatively stable demand for communication and information technology products.
- ✓ The increase in **electrical transformers** (18.0%) indicates ongoing investment in electrical infrastructure development and upgrades.

Industrial Inputs and Raw Materials:

- ✓ The significant decline in imports of **nickel mattes** (-16.6%) could be attributed to fluctuations in global commodity prices or changes in industrial production.
- ✓ The decrease in **artificial corundum, aluminum oxide, and aluminum hydroxide** (-11.0%) might reflect shifts in the manufacturing sector or supply chain disruptions.

Other Notable Trends:

- ✓ The substantial increase in **cruise ships, excursion boats, and ferries** (193.4%) indicates a strong rebound in the tourism sector after the pandemic.

- ✓ The growth in imports of **fats and oils of fish or marine mammals** (50.6%) could reflect changing consumer preferences towards healthier food options or a shift in the fishing industry.

Table 6 *Top 20 import partners of Norway, 2023*

N/o	Exporters	Imported value in 2023, mln USD	Share in total, %	Growth 2023/2022	Growth, 2019/2023
1	Germany	10.985,20	11,4%	-10,4%	3,4%
2	China	10.797,18	11,2%	-18,4%	4,3%
3	Sweden	10.473,46	10,8%	-22,8%	0,7%
4	United States of America	7.365,08	7,6%	11,9%	1,7%
5	Netherlands	4.630,77	4,8%	1,7%	7,3%
6	Denmark	4.509,19	4,7%	-9,8%	-1,4%
7	United Kingdom	4.333,83	4,5%	-5,7%	0,3%
8	Poland	3.483,56	3,6%	-4,9%	1,0%
9	Italy	3.001,47	3,1%	4,7%	2,3%
10	France	2.752,16	2,8%	-8,2%	-0,6%
11	Finland	2.418,46	2,5%	-1,5%	4,5%
12	Canada	2.205,67	2,3%	-32,1%	3,9%
13	Spain	2.111,86	2,2%	-3,8%	3,5%
14	Belgium	2.049,07	2,1%	-9,1%	8,7%
15	Brazil	1.981,96	2,0%	9,8%	6,5%
16	Japan	1.699,45	1,8%	4,8%	0,9%
17	Czech Republic	1.265,36	1,3%	-7,1%	6,0%
18	Lithuania	1.209,58	1,2%	-8,4%	2,7%
19	Viet Nam	948,82	1,0%	-7,9%	5,6%
20	Switzerland	945,15	1,0%	8,3%	0,5%

Source: Intracen.org, Trademap

Germany remains Norway's largest import partner, despite a 10.4% decrease in 2023. This reflects the close economic ties and geographical proximity between the two countries.

China and **Sweden,** as major global and regional trade partners, are also significant import sources for Norway, with substantial trade flows in various sectors.

The most notable growth is seen in imports from the **United States of America**, with a remarkable increase of 11.9%.This could be attributed to factors such as increased energy cooperation or shifts in supply chains.

Conversely, **Sweden** experienced the most significant decline (-22.8%), likely due to global economic factors and supply chain disruptions.

Other European partners like the **Netherlands** and **Poland** show modest growth, indicating relatively stable trade relationships.

Sweden

Sweden's import market is diverse, with significant demand for industrial machinery, automotive products, and consumer electronics.

- **Industrial Machinery and Equipment**: The import of machinery and equipment, including automatic data-processing machines, continues to be a key driver, supporting Sweden's manufacturing sector.
- **Automotive Products**: Sweden remains a major importer of motor vehicles and automotive components, driven by its robust automotive industry.
- **Consumer Electronics**: There is a growing market for consumer electronics, including smartphones, computers, and related devices.

Table 7 *Top 20 products of Sweden imports, 2023*

N/o	Product label	Imported value in 2023, mln USD	Share in total, %	Growth, 2022/2023	Growth 2019/2023[14]
1	Motor cars and other motor vehicles	11.538,1	6,0%	18,0%	5,9%
2	Petroleum oils and oils obtained from bituminous minerals, crude	11.213,2	5,8%	-25,2%	6,7%
3	Petroleum oils and oils obtained from bituminous minerals (excl. crude)	7.436,5	3,9%	-18,3%	2,0%
4	Parts and accessories for tractors, motor vehicles	6.684,6	3,5%	15,3%	1,3%
5	Telephone sets	6.643,5	3,4%	-4,5%	2,2%
6	Automatic data-processing machines and units	5.143,7	2,7%	6,7%	8,0%
7	Fish, fresh or chilled (excl. fish fillets)	4.363,5	2,3%	7,9%	4,6%
8	Medicaments for therapeutic or prophylactic uses	3.326,6	1,7%	6,6%	3,7%
9	Human blood; animal blood prepared for therapeutic, prophylactic or diagnostic uses	2.752,4	1,4%	0,9%	10,7%

[14] Average annual growth during 2019-2023

10	Motor vehicles for the transport of goods, incl. chassis with engine and cab	2.335,7	1,2%	53,3%	9,5%
11	Electric accumulators	2.061,8	1,1%	73,9%	24,6%
12	Electrical transformers, static converters	1.711,8	0,9%	32,3%	15,2%
13	Insulated wire, cable	1.539,4	0,8%	9,2%	5,5%
14	Electronic integrated circuits	1.408,5	0,7%	13,6%	21,5%
15	Parts suitable for use solely or principally with internal combustion piston engine of heading	1.392,7	0,7%	23,6%	2,0%
16	Furniture and parts thereof	1.320,5	0,7%	-11,2%	1,2%
17	Parts suitable for use solely or principally with the machinery	1.311,5	0,7%	2,7%	5,3%
18	Instruments and appliances used in medical, surgical, dental or veterinary sciences	1.282,0	0,7%	23,8%	6,0%
19	Petroleum gas and other gaseous hydrocarbons	1.257,8	0,7%	-33,7%	13,0%
20	Fish fillets and other fish meat	1.186,0	0,6%	9,1%	8,2%

Source: Intracen.org, Trademap

Automotive Dominance:

- ✓ **Motor cars:** Remain the top import, despite an 18% decrease in value compared to 2022, reflecting the ongoing significance of the automotive industry in Sweden. The 5.9% CAGR indicates a steady long-term demand for cars.
- ✓ **Parts and accessories for motor vehicles:** Showed a significant 15.3% increase in 2023, suggesting a growing aftermarket and potential opportunities for parts suppliers.

Energy Transition and Challenges:

- ✓ **Crude petroleum oils:** Imports decreased by 25.2% in 2023, likely reflecting a shift towards cleaner energy sources and ongoing efforts to reduce reliance on fossil fuels. However, the 6.7% CAGR indicates a continued demand for crude oil in the short to medium term.
- ✓ **Petroleum oils (excluding crude):** Also experienced a decrease (-18.3%), further supporting the trend towards alternative energy sources.
- ✓ **Electric accumulators:** These witnessed a remarkable 73.9% increase, highlighting a burgeoning demand for electric vehicles and energy storage solutions, aligning with Sweden's sustainability goals.

Technological Advancements:

- ✓ **Telephone sets (including smartphones):** Experienced a slight decrease (-4.5%), potentially due to market saturation or longer product life cycles.
- ✓ **Automatic data processing machines:** Showed modest growth (6.7%), indicating continued investment in digital infrastructure and technologies.

- ✓ **Electronic integrated circuits:** Exhibited a notable 13.6% increase, reflecting the growing demand for electronics and semiconductor components.

Health and Pharmaceuticals:

- ✓ **Medicaments:** Remained a significant import category with a 7.9% increase, emphasizing the importance of healthcare in Sweden.
- ✓ **Human blood and animal blood products:** Experienced minimal growth (0.9%), indicating a stable demand for these essential medical products.

Other Notable Trends:

- ✓ **Motor vehicles for the transport of goods:** Experienced a substantial 53.3% increase, reflecting a growing demand for commercial vehicles to support economic activities.
- ✓ **Fish, fresh or chilled:** Showed steady growth (7.9%), suggesting a sustained demand for seafood products.
- ✓ **Furniture and parts:** Decreased by 11.2%, potentially due to changing consumer preferences or supply chain disruptions.

Table 8 *Top 20 import partners of Sweden, 2023*

N/o	Exporters	Imported value in 2023, mln USD	Share in total, %	Growth, 2022/2023	Growth 2019/2023
1	Germany	32.130,7	16,7%	104,0%	13,9%
2	Netherlands	20.910,3	10,8%	97,6%	40,4%
3	Norway	20.104,6	10,4%	84,5%	51,0%
4	Denmark	12.341,3	6,4%	96,0%	17,8%
5	China	10.379,2	5,4%	73,2%	7,4%
6	Belgium	10.001,1	5,2%	106,1%	47,6%
7	Finland	9.193,5	4,8%	100,9%	18,3%
8	Poland	8.570,3	4,4%	98,5%	28,4%
9	France	7.185,9	3,7%	110,6%	19,9%
10	United States of America	6.631,0	3,4%	90,6%	39,8%
11	Italy	6.424,8	3,3%	99,0%	20,9%
12	United Kingdom	6.122,1	3,2%	81,9%	-15,4%
13	Spain	3.696,4	1,9%	100,6%	66,1%
14	Czech Republic	3.612,0	1,9%	119,5%	39,6%
15	Ireland	2.615,3	1,4%	140,9%	63,7%
16	Austria	2.165,2	1,1%	98,3%	9,9%

17	Hungary	1.919,6	1,0%	111,4%	12,1%
18	Switzerland	1.758,3	0,9%	136,9%	76,1%
19	Estonia	1.683,7	0,9%	88,4%	13,5%
20	Türkiye	1.523,8	0,8%	98,4%	27,1%

Source: Intracen.org, Trademap

Germany remains Sweden's largest import partner, despite a 4.0% decrease in 2023. This reflects the strong economic ties and geographical proximity between the two countries.

Netherlands and **Norway**, as major European trading partners, also hold significant positions, highlighting the importance of intra-European trade for Sweden.

The most significant decline is observed in imports from **China** (-26.8%), reflecting global economic factors, supply chain disruptions.

Conversely, **Ireland** witnessed the most substantial growth (40.9%), indicating a strengthening trade relationship and potential new opportunities for Swedish businesses.

Other European partners like **France**, **Belgium**, and **Czech Republic** experienced varying degrees of growth, signalling a dynamic trade landscape within Europe.

Analysing the import partners of the four European Nordic countries (Denmark, Finland, Norway, and Sweden) collectively reveals a diverse and evolving trade landscape. While each country has unique relationships and priorities, some common trends and key partners emerge when considering the region as a whole:

1. **Germany as a Dominant Partner:** Germany consistently ranks as the top import partner for all four Nordic countries, highlighting its central role in the region's trade. This is due to its strong industrial base, geographical proximity, and well-established economic ties.
2. **Intra-Nordic Trade:** Trade among the Nordic countries themselves is significant, with each country featuring prominently as an import partner for the others. This reflects the deep integration and cooperation within the region.
3. **China's Declining Influence:** All four countries experienced a decline in imports from China in 2023, suggesting a potential shift away from reliance on Chinese goods due to various factors such as supply chain disruptions, and a focus on diversifying trade partners.
4. **Rise of Emerging Partners:** Several emerging economies, such as the Netherlands, Belgium, and South Korea, have seen significant growth in their trade with the Nordic countries. This indicates a growing interest in diversifying import sources and exploring new markets.
5. **Impact of Geopolitical Events:** The ongoing war in Ukraine has significantly impacted trade with Russia, leading to a sharp decline in imports from the country across all Nordic nations.
6. **Focus on Sustainability:** The growing importance of renewable energy and sustainable technologies is reflected in the increasing imports of electric vehicles, batteries, and related components.

7. **Overall Trade Dynamics:** While the total imports for some Nordic countries declined in 2023 due to global economic uncertainties, the long-term trend indicates a steady increase in trade, particularly with European partners and emerging markets.

Based on the previous analysis of the top 20 imported products of Denmark, Finland, Norway, and Sweden in 2023, we can identify several commonalities and trends:

- ✓ **Energy Transition:**

All four countries show a decreasing reliance on crude petroleum oils, reflecting a shift towards cleaner energy sources. However, there's still a significant demand for refined petroleum products and natural gas, indicating a transitional phase in their energy mix. The growing imports of electric accumulators across the Nordic countries highlight a shared commitment to electric mobility and renewable energy solutions.

- ✓ **Automotive Industry:**

While the demand for traditional motor cars fluctuates, there's a consistent demand for commercial vehicles (transport of goods) across the region, likely driven by economic activity and infrastructure development. The rise of electric accumulators also points to a growing market for electric vehicles and associated components.

- ✓ **Technological Advancements:**

All countries demonstrate a steady demand for telecommunications equipment, automatic data processing machines, and electronic components, reflecting the ongoing digitalization and technological advancements in the region.

- ✓ **Pharmaceuticals and Healthcare:**

Medicaments consistently rank among the top imports for all four countries, underscoring the importance of healthcare and pharmaceutical products in the Nordic markets.

- ✓ **Industrial Inputs:**

The demand for industrial inputs like electrical transformers and various raw materials remains significant, although fluctuations exist due to global economic conditions and supply chain disruptions.

Across the four countries, the following product categories experienced notable increases in import values in 2023:

- **Petroleum gas:** Denmark (316.2%), Finland (105.7%)
- **Electric accumulators:** Finland (17.2%), Sweden (73.9%)
- **Motor vehicles for the transport of goods:** Norway (21.0%), Sweden (53.3%)
- **Cruise ships, excursion boats, ferry-boats, cargo ships, barges:** Norway (193.4%)
- **Fats and oils of fish or marine mammals:** Norway (50.6%)
- **Electrical transformers:** Finland (8.1%), Norway (18.0%), Sweden (29.4%)
- **Electronic integrated circuits:** Sweden (13.6%)

1. Market-Specific Insights in FINLAND

1.1. Market Trends

Foreign investors are attracted to Finland[15] due to its **advanced technology, skilled workforce, stable business climate**, and **strong commitment to sustainability**. Finland provides a stable and transparent business environment with a reliable legal system and low levels of corruption. Establishing operations in Finland is relatively straightforward, thanks to its clear regulatory processes. The country consistently ranks high in quality-of-life indices.

In **April 2023**, Finland **joined NATO**, and the centre-right National Coalition Party emerged as the largest party in the parliamentary elections. They formed a centre-right coalition government with the far-right Finns Party, the centre-right Swedish People's Party, and the centre-right Christian Democrats.

Finland is dedicated to **clean energy** and **environmental sustainability**. In **May 2022**, the Finnish government approved the **Climate Change Act**, which aims for carbon neutrality by 2035 through emissions reduction and climate adaptation. Investors interested in green technologies can find numerous opportunities in renewable energy, circular economy initiatives, and eco-friendly solutions.

ECONOMY AND BUSINESS STRUCTURE

Finland's economy is currently facing a challenging period, marked by a recession in 2023 with a 1% contraction in real GDP. This downturn was primarily due to increased borrowing costs and the impact of high inflation on domestic demand. Consumer and business sentiment remains weak, suggesting a slow recovery. However, there are some positive signs, such as receding inflation, tax cuts boosting disposable incomes, and an expected improvement in financing conditions, which could stimulate private consumption in 2024. Additionally, an anticipated acceleration in export growth and increased investment are projected to drive a return to growth in 2025.

Inflation has significantly decreased in 2023, falling to 4.3% from 7.2% in 2022, primarily due to lower energy prices and contained wage growth. This trend is expected to continue, with inflation projected to fall below 2% in 2024.

Finland's fiscal situation has deteriorated, with the budget deficit widening to 2.7% of GDP in 2023. This is due to a combination of factors, including lower tax revenues, increased government spending, and higher interest rates. The government has introduced a consolidation package aimed at addressing this issue, but the deficit is still expected to exceed 3% of GDP in 2024.

The labour market has shown resilience, with the employment rate reaching 78.2% in 2023. However, unemployment has also increased to 7.2%, partly due to structural issues like skills mismatches. Addressing these mismatches and encouraging reskilling and upskilling will be crucial for future growth.

Productivity growth has been weak, hindering the economy's growth potential. This is partly due to structural shifts in the economy towards the services sector and a decline in manufacturing. While the ICT sector has the potential to boost productivity, it faces challenges related to skill shortages.

Finland's banking sector is well-capitalized and profitable, and households are expected to manage higher financing costs. However, the high level of household debt and the prevalence of variable

[15] https://www.theworldlawgroup.com/membership/news/doing-business-in-finland

interest rate loans pose risks. The commercial real estate sector is also facing challenges due to lower demand for office space.

KEY INDUSTRIES

Finland's economic landscape is shaped by several key industries, each contributing to its overall performance and facing unique challenges and opportunities:

1. **ICT (Information and Communication Technology):** This sector is a cornerstone of

Finland's modern economy, playing a crucial role in driving innovation and productivity. It encompasses a wide range of activities, from software development and telecommunications to electronics manufacturing. Finland boasts a high level of digitalization, with widespread adoption of advanced technologies and a strong focus on research and development in this field.

Finland has achieved full 5G coverage in 2023, and 99% of households have access to fixed very high-capacity networks (VHCN). However, the sector faces a significant shortage of highly skilled workers, which could hinder its growth potential.

2. **Manufacturing:** Despite facing a decline in recent years, manufacturing remains a vital part of Finland's economy. The sector is characterized by high productivity and a focus on advanced technologies. Key sub-sectors include electronics, machinery, metal products, forest industry, and chemicals.

In 2023, labour productivity per person employed in manufacturing decreased by 2.5%. The decline in the construction sector, which is part of the broader manufacturing industry, contributed significantly to the economic recession in 2023.

3. **Forestry:** Finland is renowned for its vast forests, which have traditionally played a central role in its economy. The forestry sector encompasses wood processing, pulp and paper production, and the manufacture of wood-based products. While facing challenges related to sustainability and competition from other materials, the sector remains a significant contributor to Finland's exports.

The forest industry accounted for 13.1% of Finland's total industrial output in 2020. The country is committed to sustainable forest management practices, with a focus on preserving biodiversity and reducing environmental impact.

4. **Energy:** Finland's energy sector is undergoing a significant transformation, with a strong focus on transitioning towards renewable sources. The country has set ambitious targets for reducing greenhouse gas emissions and achieving carbon neutrality by 2035.

In 2023, 87.6% of Finland's electricity generation came from renewable sources, primarily hydropower, wind power, and biomass. The country is also investing in nuclear power and exploring new technologies like hydrogen to further diversify its energy mix.

5. **Other Key Sectors:** Other notable sectors in Finland's economy include:

- ✓ **Services:** This sector accounts for a significant portion of the GDP and employment, with sub-sectors like finance, insurance, and real estate playing a crucial role.
- ✓ **Mining and Quarrying:** Finland possesses valuable mineral resources, such as copper, nickel, zinc, and gold. The mining industry contributes to the country's exports and provides raw materials for other industries.
- ✓ **Tourism:** The tourism sector, while impacted by the pandemic, is gradually recovering and plays a role in boosting local economies and showcasing Finland's natural beauty and cultural heritage.

Each of these industries faces distinct challenges and opportunities. For example, the ICT sector's growth is hindered by skill shortages, while the manufacturing sector is grappling with declining productivity and structural changes. The forestry sector is navigating the transition towards sustainable practices, and the energy sector is undergoing a major shift towards renewable sources.

COMMERCIAL DATABASES

For comprehensive and detailed company information, consider investing in a commercial database. These platforms offer a wealth of data, including financial information, contact details, company size, industry, and more. Here are some reputable options:

- **Dun & Bradstreet[16]:** Provides global company data, including detailed information on Nordic companies.
- **Woofonda[17]**: Offers a free, publicly accessible database of worldwide companies that can be searched easily. This platform allows you to find company information without any costs.
- **The Finnish Trade Register[18]**, known as YTJ (Business Information System), is a comprehensive resource for accessing official business information in Finland.
- **Finnish Patent and Registration Office (PRH)[19]:** Provides free access to basic company registration information in Finland. You can search for companies and access their registration details without charge.
- **LinkedIn[20]:** Can be used to find company information and employee profiles.
- **Google Search:** Basic company information can often be found through a simple Google search.
- **TradeMap.org**

TradeMap.org, provided by the International Trade Centre (ITC), is a valuable resource for identifying companies involved in international trade. Here's how you can leverage it to find companies in Denmark, Finland, Norway, or Sweden:

1. Accessing TradeMap.org:

Head over to the official website: https://www.trademap.org/

2. Selecting "Companies":

On the homepage, you have two options for finding companies:

- **Import & Export Statistics:** This provides an overview of trade flows between countries and product categories. It doesn't directly display company information, but can be useful for identifying relevant sectors and potential trading partners.

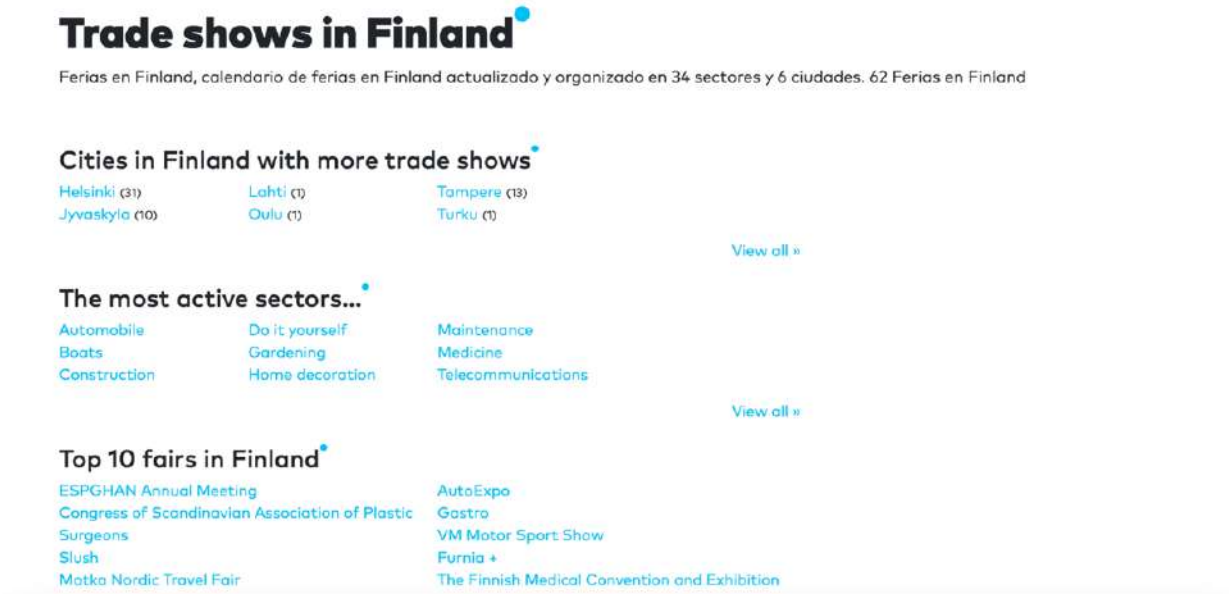
Companies: Choose this option to access the company database.

TRADE AND FAIRS

In order to successfully participate in trade fairs and exhibitions, it's essential to identify the most relevant events.

[16] https://www.dnb.com
[17] https://woofonda.com
[18] https://www.ytj.fi/en/index/companysearch.html
[19] https://www.prh.fi/en/kaupparekisteri.html
[20] https://www.linkedin.com/

1. **Ntradeshows**[21]: A comprehensive list of trade shows in Finland, including upcoming events and detailed descriptions.



Trade shows in Finland

Ferias en Finland, calendario de ferias en Finland actualizado y organizado en 34 sectores y 6 ciudades. 62 Ferias en Finland

Cities in Finland with more trade shows

Helsinki (31) Lahti (1) Tampere (13)
Jyvaskyla (10) Oulu (1) Turku (1)

View all »

The most active sectors...

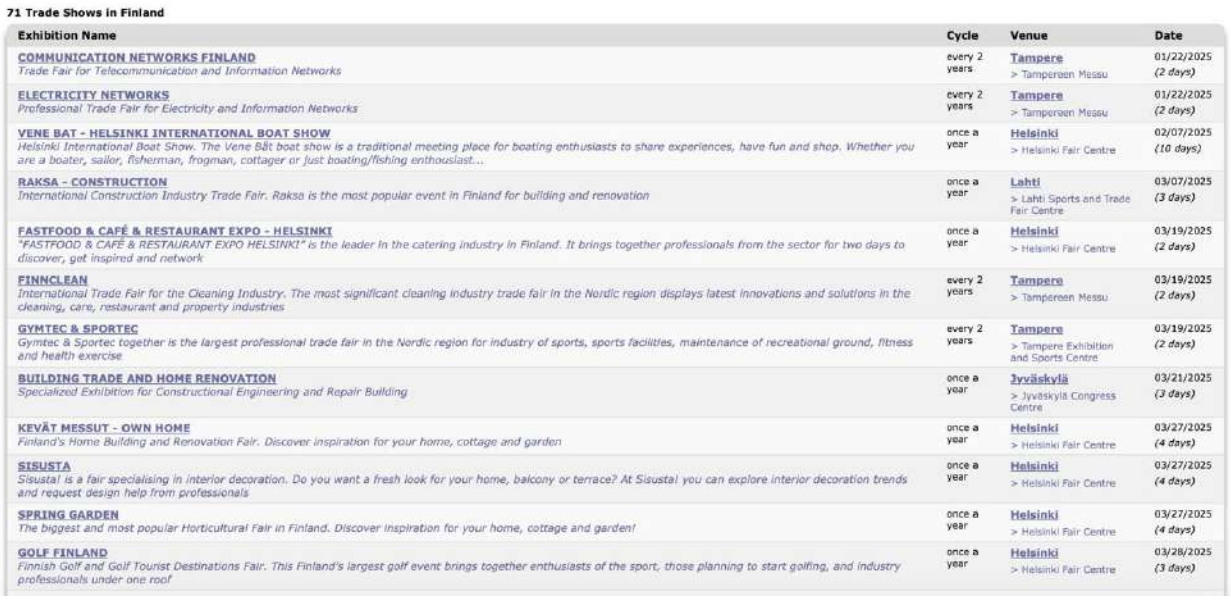
Automobile Do it yourself Maintenance
Boats Gardening Medicine
Construction Home decoration Telecommunications

View all »

Top 10 fairs in Finland

ESPGHAN Annual Meeting AutoExpo
Congress of Scandinavian Association of Plastic Surgeons Gastro
Slush VM Motor Sport Show
Matka Nordic Travel Fair Furnia +
The Finnish Medical Convention and Exhibition

2. **EventsEye**[22]: Provides a wide range of trade shows in Finland with dates, venues, and categories

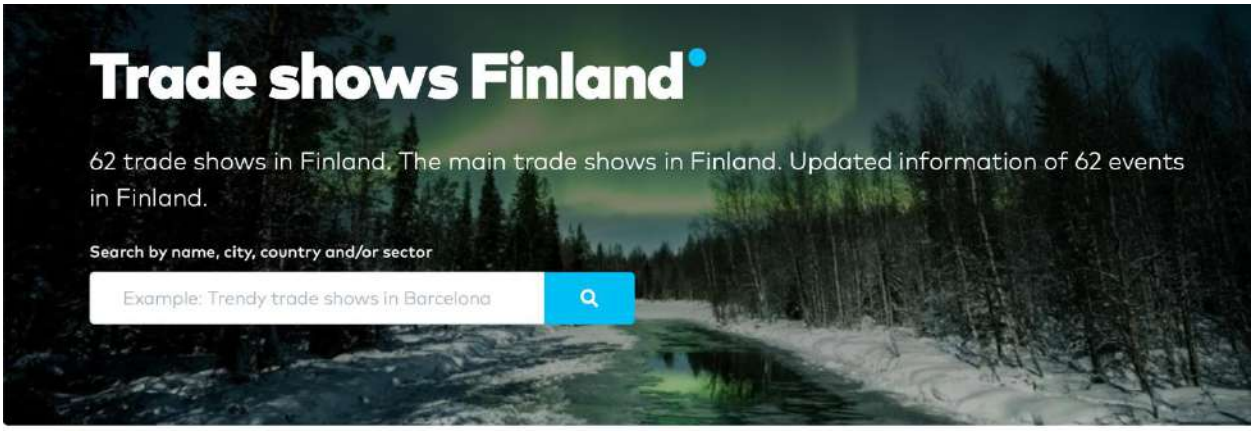


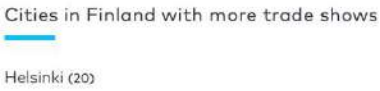
71 Trade Shows in Finland

Exhibition Name	Cycle	Venue	Date
COMMUNICATION NETWORKS FINLAND *Trade Fair for Telecommunication and Information Networks*	every 2 years	**Tampere** > Tampereen Messu	01/22/2025 *(2 days)*
ELECTRICITY NETWORKS *Professional Trade Fair for Electricity and Information Networks*	every 2 years	**Tampere** > Tampereen Messu	01/22/2025 *(2 days)*
VENE BAT - HELSINKI INTERNATIONAL BOAT SHOW *Helsinki International Boat Show. The Vene Båt boat show is a traditional meeting place for boating enthusiasts to share experiences, have fun and shop. Whether you are a boater, sailor, fisherman, frogman, cottager or just boating/fishing enthousiast...*	once a year	**Helsinki** > Helsinki Fair Centre	02/07/2025 *(10 days)*
RAKSA - CONSTRUCTION *International Construction Industry Trade Fair. Raksa is the most popular event in Finland for building and renovation*	once a year	**Lahti** > Lahti Sports and Trade Fair Centre	03/07/2025 *(3 days)*
FASTFOOD & CAFÉ & RESTAURANT EXPO - HELSINKI *"FASTFOOD & CAFÉ & RESTAURANT EXPO HELSINKI" is the leader in the catering industry in Finland. It brings together professionals from the sector for two days to discover, get inspired and network*	once a year	**Helsinki** > Helsinki Fair Centre	03/19/2025 *(2 days)*
FINNCLEAN *International Trade Fair for the Cleaning Industry. The most significant cleaning industry trade fair in the Nordic region displays latest innovations and solutions in the cleaning, care, restaurant and property industries*	every 2 years	**Tampere** > Tampereen Messu	03/19/2025 *(2 days)*
GYMTEC & SPORTEC *Gymtec & Sportec together is the largest professional trade fair in the Nordic region for industry of sports, sports facilities, maintenance of recreational ground, fitness and health exercise*	every 2 years	**Tampere** > Tampere Exhibition and Sports Centre	03/19/2025 *(2 days)*
BUILDING TRADE AND HOME RENOVATION *Specialized Exhibition for Constructional Engineering and Repair Building*	once a year	**Jyväskylä** > Jyväskylä Congress Centre	03/21/2025 *(3 days)*
KEVÄT MESSUT - OWN HOME *Finland's Home Building and Renovation Fair. Discover inspiration for your home, cottage and garden*	once a year	**Helsinki** > Helsinki Fair Centre	03/27/2025 *(4 days)*
SISUSTA *Sisusta! is a fair specialising in interior decoration. Do you want a fresh look for your home, balcony or terrace? At Sisusta! you can explore interior decoration trends and request design help from professionals*	once a year	**Helsinki** > Helsinki Fair Centre	03/27/2025 *(4 days)*
SPRING GARDEN *The biggest and most popular Horticultural Fair in Finland. Discover inspiration for your home, cottage and garden!*	once a year	**Helsinki** > Helsinki Fair Centre	03/27/2025 *(4 days)*
GOLF FINLAND *Finnish Golf and Golf Tourist Destinations Fair. This Finland's largest golf event brings together enthusiasts of the sport, those planning to start golfing, and industry professionals under one roof*	once a year	**Helsinki** > Helsinki Fair Centre	03/28/2025 *(3 days)*

[21] https://www.ntradeshows.com/finland/
[22] https://www.eventseye.com/fairs/c1_trade-shows_finland.html

3. **Neventum**[23]: Offers information on trade shows in Denmark, including dates and locations.





1.2. Consumer Behaviour

In Finland, consumer behaviour is strongly influenced by quality, with other key factors being security, product origin, and brand image. Compliance with European standards is seen as a mark of quality, and purchasing venues vary widely. For quick purchases, Finns often use the internet. Shopping centres are becoming more popular, attracting 351 million visitors in 2020, according to the Finnish Council of Shopping Centers, while specialty stores remain frequented. Due to high prices, the average Finnish shopping basket is costlier than elsewhere in Europe.

Consumer confidence, which sharply declined in 2020 due to COVID-19, began to recover in 2021 but dropped again amid the Ukraine war. In March 2022, consumer confidence reached its lowest level since the early COVID-19 period (Statistics Finland). Online shopping comprises 7-10% of retail purchases, and e-commerce makes up about 3% of the overall grocery market (Finnish Commerce Federation). Finnish consumers are adept with technology, using computers, tablets, and smartphones for purchases and product research. They generally prefer domestic products, though international brands are increasingly popular, particularly when targeting specific segments.

Finland ranks as the 36th largest eCommerce[24] market, with expected revenues of USD 8,368.2 million by 2024, surpassing Czechia. In 2024, Finland's eCommerce market is anticipated to grow by 5.6%, contributing to a global growth rate of 10.4%. Similar to global trends, Finland's eCommerce sales are expected to rise in the coming years.

The Finnish eCommerce market includes seven key segments identified by ECDB. The largest is Hobby & Leisure, which represents 26.1% of the revenue, followed by Electronics at 20.5%, Fashion at 17.1%, Furniture & Homeware at 11.7%, Care Products at 9.4%, DIY at 9.1%, and Grocery at 6.1%.

To keep Finnish consumers loyal, focusing on customer service and the overall buying experience is essential. In January 2022, there were 4.7 million social media users, accounting for 85.2% of the

[23] https://www.neventum.com/tradeshows/finland
[24] https://ecommercedb.com/markets/fi/all

population (Data Reportal). While access to information and user reviews influence purchasing decisions, these are not the main reasons for joining social networks. Data protection is a significant concern for Finns, who desire strong data access and security measures.

Emerging consumer trends in Finland include a focus on environmental protection and progressive values. Consumers are gravitating towards non-gendered fashion and are showing increased interest in high-quality, ecological foods. The demand for healthy, convenient prepared meals is on the rise. Products that are simple, practical, minimally packaged, and environmentally friendly are increasingly popular. Sales of organic groceries grew by 9.7% in 2020, reaching EUR 409 million (Finnish Organic Food Association).

The circular economy is well-developed in Finland, with the second-hand market expanding both in stores and online. The sharing economy, exemplified by platforms like Airbnb and Uber, is growing, particularly in Helsinki, in sectors such as transport, housing, and food.

1.3. Competitive Landscape

Finland's competitive landscape is a mix of strengths and weaknesses. The country has traditionally been a good environment for doing business, ranking 11th in the 2023 International Institute for Management Development (IMD) world competitiveness rankings. This ranking, however, represents a decline from previous years, attributed to lower scores in government and business efficiency.

Finland's competitiveness is underpinned by several factors:

- ✓ **Favourable Business Environment**: Finland offers a good business environment, characterized by low regulatory barriers and good access to finance. This is further supported by the government's efforts to speed up the green transition, which is expected to create new business opportunities and attract investments.
- ✓ **Access to Private Capital**: Finnish businesses, particularly small and medium-sized enterprises (SMEs), have continued to benefit from favourable financing conditions, even amidst the economic downturn. This access to capital is crucial for business investment and growth.
- ✓ **Renewable Energy**: Finland's strong focus on renewable energy, particularly from sources like biomass and wind, contributes to its competitiveness. The country's commitment to sustainability and energy security is not only environmentally responsible but also economically advantageous, as it reduces dependence on fossil fuels and promotes the development of green technologies.

However, Finland also faces several challenges to its competitiveness:

- ✓ **Weak Productivity Growth**: One of the most significant challenges is the weak productivity growth, which has been below the EU average for over a decade. This is partly due to structural shifts in the economy towards the services sector and a decline in manufacturing, particularly in sub-sectors with higher productivity growth.
- ✓ **Low Trade Integration**: Finland's trade integration, measured as the ratio of imports and exports to GDP, is lower than in other small, open economies. This suggests that Finland could benefit from greater participation in international trade, particularly within the single market.
- ✓ **Declining R&D Investment**: Despite being recognized as one of Europe's innovation leaders, Finland's spending on research and development (R&D) has not yet recovered to pre-

2008 financial crisis levels. This decline in R&D investment could hamper innovation and long-term competitiveness.

- ✓ **Skills Shortages**: Shortages of skilled labor, particularly in the ICT sector, pose a significant challenge. This is partly due to lower attainment of tertiary education compared to other advanced OECD economies. Addressing this issue will be crucial for attracting investments and fostering innovation.

In conclusion, Finland's competitive landscape is a complex picture with both strengths and weaknesses. While the country benefits from a favorable business environment, access to private capital, and a focus on renewable energy, it needs to address challenges related to productivity growth, trade integration, R&D investment, and skills shortages to maintain and enhance its competitiveness in the global economy.

2. Regulatory Navigation in FINLAND

2.1. Import/Export Policies (Tariffs and duties; Licensing and permits; Documentation requirements)

Finland has a strong commitment to international cooperation, as evidenced by its participation in numerous global conventions:

International Conventions

- **World Trade Organization (WTO):** As a WTO member, Finland supports free and fair trade, contributing to global economic prosperity.
- **Organisation for Economic Co-operation and Development (OECD):** Finland actively participates in the OECD's efforts to promote economic growth, sustainable development, and good governance.
- **Kyoto Protocol:** Demonstrating its commitment to environmental protection, Finland is a party to the Kyoto Protocol, aiming to reduce greenhouse gas emissions.
- **Washington Convention (CITES):** Finland supports the conservation of endangered species by adhering to CITES regulations, restricting trade in threatened flora and fauna.
- **Basel Convention:** Finland contributes to the safe management of hazardous waste by being a party to the Basel Convention, controlling its transboundary movement and disposal.
- **Montreal Protocol:** Finland actively participates in protecting the ozone layer by complying with the Montreal Protocol's phase-out of ozone-depleting substances.
- **Wassenaar Arrangement:** Finland is committed to responsible arms control and trade, participating in the Wassenaar Arrangement to regulate the export of conventional arms and dual-use goods.
- **International Coffee Agreement:** Finland supports fair trade practices and sustainable development in the coffee sector through its involvement in the International Coffee Agreement.

International Economic Cooperation

Finland's integration into the global economy is evident through its membership in several key international organizations:

- **International Chamber of Commerce (ICC):** Finland actively supports the ICC's initiatives in promoting international trade and investment.
- **European Economic Area (EEA):** As an EEA member, Finland benefits from the single market and participates in shaping European economic policies.
- **World Trade Organization (WTO):** As previously mentioned, Finland is a committed member of the WTO, promoting free and fair trade.
- **European Union (EU):** As an EU member state, Finland benefits from the single market and participates in shaping EU trade policies.
- **Group of Nine (G9):** Finland collaborates with other developed countries within the G9 to address global economic challenges.
- **International Monetary Fund (IMF):** Finland contributes to the IMF's mission of global economic stability and financial cooperation.
- **Organisation for Economic Co-operation and Development (OECD):** As previously mentioned, Finland is a committed member of the OECD, contributing to its economic and development agendas.

Tariffs and duties

Finland is a member of the European Union (EU), which means it follows the EU's common external trade policy. This policy sets the tariffs and duties for goods imported from countries outside the EU.

For exporters from outside the EU:

- **Customs Duties:** These are tariffs based on the type of product being imported. The EU has a harmonized system of classifying goods, and each classification has a corresponding customs duty rate. These rates can vary significantly depending on the product. You can find the specific duty rates for your products on the EU's TARIC database.
- **Value-Added Tax (VAT):** This is a consumption tax applied to most goods and services in Finland. The standard VAT rate in Finland is 24%. For importers, VAT is usually calculated on the customs value of the goods plus any customs duties.

For exporters from within the EU:

- **No Customs Duties:** There are no customs duties on goods traded between EU member states.
- **VAT:** VAT is still applicable when exporting goods from one EU country to another. However, there are specific rules and procedures for intra-EU trade to avoid double taxation.

Other Considerations:

- **Preferential Trade Agreements:** The EU has trade agreements with several countries that offer reduced or zero tariffs on certain goods. If your country has a trade agreement with the EU, you may be able to benefit from lower duty rates.
- **Excise Duties:** Some specific products, such as alcohol, tobacco, and energy products, are subject to excise duties in addition to customs duties and VAT.

- **Import Licenses and Restrictions:** Certain goods may require import licenses or be subject to restrictions. It is important to check the specific requirements for your products before exporting to Finland.

Resources:

- **Finnish Customs:** The Finnish Customs website provides detailed information on customs procedures, tariffs, and duties.
- **EU TARIC[25] Database:** This database allows you to search for the specific duty rates for your products.
- **Your Local Trade Authorities:** Your country's trade authorities can provide guidance on exporting to the EU and may offer specific support programs.

For More Information:

For detailed information on customs duties, taxes, and other import regulations in Finland, refer to the Taxation and Customs Guide published by the European Commission. It provides comprehensive guidance on the EU's customs procedures, tariff rates, and preferential trade arrangements.

Licensing and permits

In Finland, as a member of the European Union (EU), the import of most goods is generally unrestricted and does not require specific licenses or permits. However, certain categories of goods are subject to import restrictions and require special authorization to ensure compliance with safety, security, health, and environmental standards.

Specific Goods Requiring Import Licenses or Permits in Finland:

Name	Description
Firearms, Ammunition, and Explosives	The import of firearms, ammunition, and explosives is strictly regulated and requires a license from the Finnish Police
Pharmaceuticals and Medicinal Products	The import of pharmaceuticals and medicinal products is subject to licensing requirements to ensure their safety and efficacy. The Finnish Medicines Agency (Fimea) is responsible for issuing import authorizations for these products
Agricultural Products	Certain agricultural products, such as plants, seeds, and animal products, may require import permits or phytosanitary certificates from the Finnish Food Authority to prevent the introduction of pests and diseases
Chemicals and Hazardous Substances	The import of chemicals and hazardous substances is regulated to protect human health and the environment. Importers may need to obtain permits or notifications under the REACH regulation (Registration, Evaluation, Authorisation, and Restriction of Chemicals) or other relevant legislation from the Finnish Safety and Chemicals Agency (Tukes)
Cultural Goods and Antiquities	The import of cultural goods and antiquities may be subject to restrictions to prevent illicit trafficking and protect cultural heritage. The Finnish Heritage Agency is responsible for issuing import permits for cultural goods

[25] https://ec.europa.eu/taxation_customs/dds2/taric/taric_consultation.jsp?Lang=en
https://taxation-customs.ec.europa.eu/customs-4/calculation-customs-duties/customs-tariff/eu-customs-tariff-taric_en

Dual-Use Goods	Dual-use goods, which have both civilian and military applications, are subject to export controls and may require licenses for import into Finland. The Ministry for Foreign Affairs of Finland is responsible for issuing export authorizations for dual-use items

Import Licensing Procedures:

The specific licensing procedures and requirements vary depending on the type of goods and the relevant regulatory authority. Generally, importers must submit an application to the relevant authority, providing detailed information about the goods, their intended use, and compliance with applicable regulations. The authorities may also require additional documentation, such as technical specifications, safety data sheets, or certificates of origin.

Penalties for Non-Compliance:

Failure to obtain the necessary licenses or permits for restricted goods can result in severe penalties, including fines, seizure of goods, and even criminal charges. It is crucial for importers to be aware of the import restrictions and licensing requirements for their specific products and to ensure compliance with all applicable regulations.

Below we provide an overview of the **import license system for agricultural products**[26] within the European Union (EU) and its specific application in Finland. This system is part of the EU's Common Agricultural Policy, which seeks to establish a balanced market.

The legal framework for import and export licenses is established in EU regulations and national legislation, including Commission Delegated Regulation (EU) 2016/1237, Commission Implementing Regulation (EU) 2016/1239, Commission Delegated Regulation (EU) No 907/2014, and the Finnish Act on the Organisation of Markets in Agricultural Products (999/2012).

The Market Department of the Finnish Food Authority is responsible for issuing AGRIM import and AGREX export licenses, while the Financial Management of the Finnish Food Authority handles securities and maintains a register.

It's important to note that this guide focuses primarily on non-quota import and export licenses and may not cover all specific provisions for quota licenses. For quota-related matters, the competent authority is the Foreign Trade and Taxation Department of Finnish Customs.

While this guide serves as a helpful resource, it's crucial to consult the most up-to-date legislation and procedures, as EU regulations are subject to change. You can find the latest information on the Official Journal of the European Union website and by contacting the Market Department. Forms referenced in this guide are available on the Finnish Food Authority[27] website.

To import specific agricultural products into the European Union from countries outside the EU, an AGRIM import license is required under the agricultural market organization framework. These licenses serve to monitor the flow of goods and ensure proper market management.

Eligibility for an AGRIM import license requires registration as a customer with the Market Department, obtaining an EORI number from Customs, lodging a security if applicable, and submitting a complete application for a product quantity that necessitates a license.

[26] https://www.ruokavirasto.fi/en/companies/oppaat/import-and-export-licences-for-agricultural-products/import-and-export-licences-for-agricultural-products/
[27] https://www.ruokavirasto.fi

Once issued, the import license is valid across all EU Member States, except for specific situations outlined in EU legislation.

Certain agricultural products imported from outside the EU may receive preferential treatment, often in the form of tariff quotas. These quotas allow for reduced customs duties on a limited quantity of imports. Once the quota is reached, any further imports are subject to the full duty rate.

Tariff quotas can be divided into two categories:

1. **Agreement-based quotas:** These arise from multilateral or bilateral agreements between the EU and other countries, such as the Europe agreements, the ACT-EC Agreement, and Euro-Mediterranean agreements. These quotas apply only to products originating from the specified country. WTO quotas also fall under this category.
2. **Unilateral quotas:** These are granted by the EU to partially or fully exempt products not produced in sufficient quantities within the EU from import duties.

Different methods are used to apply for quotas and allocate quantities among applicants. Agricultural product quotas are managed either through an application process or a quota register.

Documentation requirements[28]

Finland, as a member of the European Union (EU), adheres to the EU's customs regulations and documentation requirements for importing goods. The following are the essential documents required for importing goods into Finland:

Core Documents

1. **Single Administrative Document (SAD):** This is the primary customs declaration form used for both imports and exports within the EU. It contains detailed information about the goods, their origin, value, destination, and applicable customs procedures. The SAD is typically prepared electronically through the Finnish Customs' systems.
2. **Commercial Invoice:** A detailed invoice describing the goods, their quantity, unit price, total value, terms of sale (e.g., FOB, CIF), and the seller's and buyer's information. This document is crucial for determining the customs value and calculating duties and taxes.
3. **Packing List:** A comprehensive list detailing the contents of each package or container, including the description of goods, quantity, weight, and dimensions. This helps customs authorities verify the shipment's contents and ensure they match the SAD declaration.
4. **Bill of Lading or Airway Bill:** This transport document serves as a contract between the shipper and the carrier and as a receipt for the goods. It provides details about the shipment, including the mode of transport, consignor, consignee, and goods description.

Additional Documents

Depending on the type of goods being imported, additional documents may be required:

- **Certificate of Origin:** This document certifies the origin of the goods, which is essential for determining applicable tariff rates and preferential treatment under trade agreements.
- **Import License or Permit:** Required for restricted or controlled goods, such as firearms, pharmaceuticals, or certain agricultural products.

[28] https://www.2globalmarkets.com/blog/essential-questions-for-exporting-to-finland

- **Health Certificate:** Essential for food and agricultural products to ensure they meet sanitary and phytosanitary standards.
- **Conformity Certificate:** May be required for industrial products to demonstrate compliance with EU technical standards and regulations.
- **Insurance Certificate:** To cover potential losses or damages during transit.
- **Other Documents:** Such as test reports, analysis certificates, or technical specifications, depending on the nature of the goods.

Finnish Specifics

- **EORI Number:** To operate customs procedures in the EU, including Finland, you need a valid Economic Operators Registration and Identification (EORI) number.
- **Finnish Customs Authority:** For detailed guidance and specific requirements, always consult the Finnish Customs Authority (Tulli).

2.2. Standards and Compliance (Product labelling and packaging; Technical specifications; Certifications and quality marks)

When exporting consumer products to Finland, adherence to specific labelling requirements is crucial. These regulations, based on the Act on Product Safety and EU directives, ensure consumer safety and informed decision-making.

Essential Labelling Information:

- **Country of Origin:** Clearly and permanently indicate the country of manufacture ("Made in [country]").
- **Product Identification:** The product name, manufacturer's name, and contents (in metric units) must be prominently displayed.

Additional Safety Information (when applicable):

- **Product Composition and Size:** Detail the product's ingredients and net quantity.
- **Batch Number:** Include a unique identifier for the specific production batch.
- **Assembly Instructions:** If assembly is required, provide clear instructions and specify any necessary qualifications for safe assembly.
- **Usage and Storage Instructions:** Guide consumers on proper product use and storage conditions.
- **Warning Labels and Safety Gear:** Include warnings and instructions for using personal protective equipment, if necessary.
- **Maintenance Instructions:** Provide guidelines for washing, cleaning, and care.
- **Disposal Instructions:** Explain how to dispose of the product safely and any associated hazards.

Language Requirements:

- **User Guides:** Products requiring a user guide must provide it in both Finnish and Swedish, the official languages of Finland.

Specific Labelling Requirements:

- **Foodstuffs:** Follow the EU Regulation 1169/2011 for specific labelling requirements for food products.
- **CE Marking:** Mandatory for certain product categories across the EU, signifying compliance with relevant directives.
- **Eco-labels:** Voluntary labels like the Swan Label or the EU eco-label can be used to highlight environmentally friendly products.

For information on labelling and marking requirements, please visit:

- **Finnish Standards Association (SFS)[29]:** Provides information on SFS-EN standards derived from European standards.
- **Finnish Competition and Consumer Authority[30]:** Offers guidance on consumer protection and product safety.
- **Finnish Food Authority[31]:** Regulates food labelling and safety.
- **Finnish Safety and Chemicals Agency (Tukes)[32]:** Oversees product safety and chemical regulations.

It's important to differentiate between marks and labels on products. Marks are symbols or pictograms that convey information about safety, health, energy efficiency, and environmental aspects of a product. Labels, on the other hand, are written or numerical statements providing specific details like measurements or material composition.

The EU has mandatory marks and labels for various product categories, including

1. automotive,
2. cosmetics,
3. dangerous substances,
4. electrical and electronic equipment,
5. energy efficiency,
6. explosive atmosphere,
7. food-related,
8. footwear,
9. household appliances,
10. maritime, measuring instruments,
11. noise emissions,
12. pricing,
13. pyrotechnics,
14. recycling,
15. tire labelling,
16. textiles,
17. units of measurement
18. wood packaging.

Voluntary marks and labels exist for materials in contact with food, e-mark, Eco-Label, the Green Dot, and recycling marks.

These regulations apply to all EU member states, countries in the European Economic Area, European Free Trade Association, and candidate countries for EU membership.

[29] https://sfs.fi/en/information-and-assistance-on-standards/#SFS
[30] https://www.kkv.fi/en/
[31] https://www.ruokavirasto.fi/en/
[32] https://tukes.fi/en/frontpage

1. MANDATORY MARKS AND LABELS

The CE marking is a mandatory mark required for many products sold in the European Union, including Denmark. It serves as the manufacturer's declaration that the product meets all EU regulatory requirements for safety, health, energy efficiency, and environmental concerns.

The CE marking is required for a wide range of products, including but not limited to cableway installations, construction products, electrical and electronic equipment, machinery, medical devices, and toys.

It's important to note that not all products need a CE mark, only those falling under specific EU regulations or directives. Misuse or false application of the CE mark is prohibited by EU law.

Since July 16, 2021, all CE-marked products must also include a label identifying a point of contact within the EU. This is to facilitate communication between customs and market surveillance authorities and the responsible party for the product. If an importer or distributor cannot fulfill this role, the exporter must appoint an Authorized Representative in the EU.

The e-mark is a symbol that indicates a vehicle or vehicle component has been approved by a national authority in the European Union. The number inside the rectangle on the label shows which member state conducted the approval process. A four-digit base approval number is also included, corresponding to the specific directive and device type.

The country-number correlation is as follows (this is not an exhaustive list):



E-Mark issued by ECE member states



e-Mark issued by EU member states

Countries with Base approval Numbers

1	Germany	6	Belgium	18	Denmark
2	France	9	Spain	21	Portugal
3	Italy	11	UK	23	Greece
4	Netherlands	13	Luxembourg	24	Ireland

A similar marking to the e-mark is an 'E' enclosed in a circle. This mark applies to the testing of various vehicle lights, such as headlights, brake lights, and turn signals, for all vehicles entering the European Union market. This includes a wide range of vehicles, from consumer cars and trucks to motorcycles

and specialized vehicles. The number within the circle indicates the country where the testing was conducted.

Cosmetics

The EU Cosmetics Regulation (1223/2009) outlines specific labelling requirements for cosmetic products sold within the European Union, including Denmark. These requirements include displaying the manufacturer's information, net contents, expiration date (if less than 30 months), period-after-opening symbol, precautions, batch number, and product function. If space constraints prevent including all information on the packaging, a separate leaflet or label must be provided. Unpackaged cosmetics are subject to labelling procedures determined by individual member states. The regulation also mandates that nanomaterials in cosmetics be explicitly listed in the ingredients with the word "nano" in brackets.



Hour-Glass-Symbol for Cosmetics



Open Cream Jar Symbol



Packaging Symbol

Dangerous Substances

The CLP[33] Regulation (1272/2008) mandates that labels on hazardous substances include the substance's name, the manufacturer or distributor's name and address, hazard symbols indicating the type of danger, and a description of the specific risks associated with the substance.



The label must be a minimum size and the symbols must occupy at least one-tenth of the label's area. EU member states can require the use of their national language(s) on the label. Alternative labelling methods are allowed for small packaging. Products containing minimal amounts of hazardous substances that pose no risk to consumers may be exempt from labeling requirements.

Specific symbols are required on the labels of substances classified as explosive, oxidizing, flammable, harmful, toxic, irritant, corrosive, or environmentally hazardous.

In addition to these symbols, containers of hazardous substances should also feature a raised triangle to alert visually impaired individuals. The CLP Regulation, which governs the classification, labeling, and packaging of hazardous substances, has been amended multiple times to include additional substances and align with the Globally Harmonized System of Classification and Labelling of Chemicals (GHS).

[33] Classification, Labelling and Packaging of Hazardous Substances (CLP)



The Waste Electrical and Electronic Equipment Directive (WEEE)

WEEE Logo

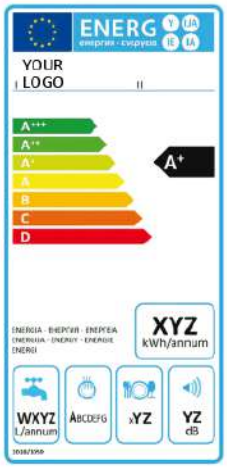
The WEEE directive (Directive 2012/19/EU) aims to address the growing issue of electronic waste by promoting reuse and recycling, setting collection targets, and influencing product design to reduce material use. Businesses importing electrical and electronic equipment into EU member states, including Denmark, must comply with specific requirements, such as registering with authorities or joining compliance schemes to manage the collection and recycling of their products. The crossed-out wheeled bin symbol on products or packaging indicates that they should not be disposed of with regular household waste.

Energy Labelling

Energy labels, as per Regulation 2017/1369, rank household appliances on a scale from A (most efficient) to G (least efficient) based on their energy consumption. These labels, applicable to various appliances like air conditioners, refrigerators, and washing machines, aim to assist consumers in selecting energy-efficient and environmentally friendly products.

Since March 1, 2021, new energy labels feature QR codes for easy scanning and access to additional product information.

Additionally, manufacturers, importers, and authorized representatives must register products requiring energy labels in the European Product Database for Energy Label and Eco-Design, accessible to EU consumers.



Energy Labelling Logo

Devices for Use in Potentially Explosive Atmosphere (ATEX)



Besides the CE marking, products falling under the ATEX Directive (2014/34/EC) must also display the "Ex" mark. This mark signifies that the equipment or protective system meets the essential health and safety requirements for use in potentially explosive atmospheres, such as offshore platforms and mines. The "Ex" mark will be accompanied by a symbol indicating the product's group or category as defined in the directive.

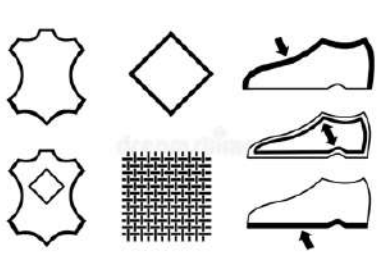
DEVICES FOR USE IN POTENTIALLY EXPLOSIVE ATMOSPHERE (ATEX)

Do Not Eat

Regulation No 450/2009 mandates that active and intelligent materials and articles intended to come into contact with food, but are not meant for consumption, must be labelled with the words "Do Not Eat." If technically feasible, a corresponding symbol should also be included to help consumers identify these non-edible components.



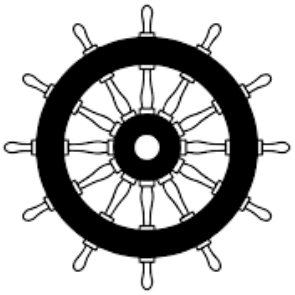
Footwear



Directive 94/11/EC mandates labelling for footwear materials, including separate parts. Labels must provide information about the upper, lining, insole, and outer sole using approved pictograms or text. The label should be clear, securely attached, and easily accessible. The manufacturer or EU representative is responsible for the label's accuracy. While only the required information is mandatory, additional details can be included.

Footwear Symbol

Maritime



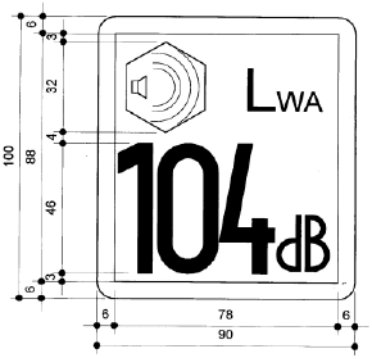
The "wheel mark" is a mandatory marking for marine equipment used on new and existing ships in the European Union, similar to the CE marking for other products. It applies to various equipment categories like life-saving appliances, pollution prevention, fire protection, navigation, and radio communication.

However, it doesn't apply to equipment already on board before the directive's implementation in 1997. A revised directive (2014/90/EC) came into effect in September 2016.

Steering Wheel Mark - Maritime Logo

Noise Emission of Outdoor Equipment

Outdoor machinery subject to the CE marking under the Outdoor Noise Directive (2000/14/EC) must also display a marking indicating the "guaranteed sound power level" alongside the CE mark.



NOISE EMISSION OF OUTDOOR EQUIPMENT

Packaging Recycling



Plastic Recycling Symbol

The Mobius loop, also known as the chasing arrows symbol, is commonly found on products across Europe and signifies that the product is recyclable. It can be found on printed packaging and is sometimes incorporated into the molds of glass, metal, paper, or plastic products.

Chasing Arrows Recycling Symbol

In the EU's voluntary plastic identification system, the Mobius loop symbol with a number and letter code inside indicates the type of plastic used in the packaging. This system helps identify the most common types of plastics.



Plastic Mark Symbol (PET and number)

Commonly Used Types of Plastics

EU Number	Abbreviated Description	Full Plastic Description
1	PET	Polyethylene Terephthalate
2	HDPE	High Density Polyethylene
3	PVC	Poly Vinyl Chloride
4	LDPE	Low Density Polyethylene
5	PP	Polypropylene
6	PS	Polystyrene



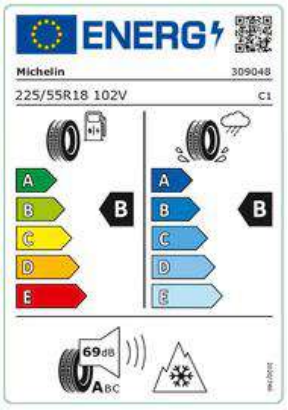
Glass Symbol

While there isn't a standardized EU symbol for recyclable glass, various symbols are used at the national level to promote glass recycling. The symbol mentioned is just one example of how recyclability can be indicated.

Textiles

Textile products intended for production or sale in the EU must be labelled or marked with details about their fibber content, including names, descriptions, and specifics. This information must be presented separately from trademarks or company names. EU member states may require labelling in their national language. The regulation (1007/2011/EU) mandates the inclusion of textile fibber names, related labelling, and fibber composition marking on textile products.

Tire Energy Labelling



EU tire labelling regulations mandate that tire manufacturers disclose information about fuel efficiency, wet grip, and external rolling noise for C1, C2, and C3 tires (used on passenger cars, light vehicles, and heavy-duty vehicles). The energy efficiency is rated from A (most efficient) to G (least efficient), wet grip from A (shortest braking distance on wet asphalt) to G (longest), and external noise from A (quietest) to B (loudest). This regulation aims to inform consumers and promote energy-efficient transportation.

Units of Measurement

The EU Metric Directive (80/181/EEC) governs the use of units of measurement in the European Union. Although metric units are the standard, the directive allows for the continued use of supplemental units (like U.S. customary units) alongside metric units for consumer goods.

The EU pre-packaging Directive (76/211/EEC) specifies acceptable ranges for quantities, capacities, and weights/volumes of pre-packaged products, ensuring accurate labelling of net quantity and volume. While metric units are required on labels, dual labelling with supplemental units is permitted.

The e-mark ⟨e⟩ serves as a "metrological passport" for pre-packaged goods, indicating compliance with the directives and facilitating their free movement within the EU. Containers with the e-mark must display the product's nominal weight or volume, and the packer or importer is responsible for ensuring compliance with the directive's requirements.

2. VOLUNTARY MARKS AND LABELS

Materials in Contact with food



Manufacturers of food contact materials like containers, plates, and cups must ensure their products meet EU chemical safety standards. While using the cup/fork symbol indicates compliance, it's not mandatory. However, adhering to the legislation itself is required.

Wine Glass and Fork Mark

European Ecolabel



The European Ecolabel helps consumers identify eco-friendly products across the EU and some other European countries. Introduced in 1992, this voluntary label indicates that a product meets specific environmental criteria. It covers 25 product and service groups, including cleaning products, electronics, and gardening supplies. While using the Ecolabel is optional, it can open up new business opportunities, especially with the growing demand for green products in public procurement. Manufacturers should be aware of similar national eco-labels like the Nordic Swan and the German Blue Angel.

European Ecolabel

Green Dot



The Green Dot system facilitates the collection, sorting, and recovery of used packaging. It operates under national packaging laws and involves various stakeholders like manufacturers, retailers, and importers. Each participating country has its own independent system, while Pro Europe oversees the overall Green Dot labelling system in Europe. The Green Dot is not mandatory in all EU member states, only in Spain and Cyprus.

Medical Device Regulations

The European Union's updated Medical Device Regulation became effective in May 2021. On October 14, 2021, the European Commission suggested a phased implementation of the new In Vitro Diagnostic Medical Devices Regulation, which began in May 2022. This proposal does not alter any substantive requirements of the In Vitro Diagnostic Regulation but modifies the transitional arrangements for a gradual rollout.

On January 6, 2023, the Commission proposed extending the period during which devices compliant with the previous EU medical device legislation can remain on the market. Additionally, the Commission suggested removing 'sell-off' deadlines for devices legally placed on the market during the transition. The duration of these proposed transition periods varies by device type: higher risk devices like HIV or hepatitis tests (class D) and certain influenza tests (class C) have until May 2025 and 2026, while lower risk devices such as class B and sterile class A devices have until May 2027. This extension is due to the insufficient number of notified bodies designated to handle the increased certification demands of this regulation. Moreover, COVID-19 related restrictions have hindered many audits necessary to certify device compliance under the Medical Device Regulation.

The European Commission has issued a notice allowing initial audits of medical device quality management systems to be conducted virtually, which includes audits of manufacturers' suppliers and subcontractors. This applies to the Medical Device Regulation but not the In Vitro Diagnostic Device Regulation.

Machinery Regulation

In April 2021, the European Commission introduced a proposed regulation to update the existing Machine Safety Directive from 2006. This new regulation broadens the definition of machinery to include assemblies with at least one moving component, powered by sources other than human or animal effort. Officially effective in July 2023, the regulation establishes a new framework for the machinery and equipment industry, incorporating cybersecurity and AI requirements, and will be implemented starting in 2027.

2.3. Legal Considerations (Intellectual property rights; Contracts and dispute resolution; Environmental regulations)

Intellectual property rights[34]

Finland's Intellectual Property Rights: A Comprehensive Overview

Finland has cultivated a robust intellectual property rights (IPR) ecosystem that underpins its status as a global innovation leader. The country's commitment to protecting intellectual assets is evident in its comprehensive legal framework and supportive institutional infrastructure.

Core Intellectual Property Rights in Finland

Finland's IPR framework encompasses a range of legal protections

Name	Description
Patents:	Safeguarding inventions for a specified period, granting exclusive rights to commercialize and prevent unauthorized use.
Trademarks	Protecting distinctive signs, symbols, or words used to identify goods or services, preventing market confusion
Copyrights	Automatically protecting original literary, artistic, dramatic, and musical works, as well as software and databases
Designs	Safeguarding the aesthetic appearance of products, covering their overall shape or pattern
Trade Secrets	Protecting confidential business information that provides a competitive advantage

The Role of the Finnish Patent and Registration Office (PRH)

The PRH is the central authority responsible for administering Finland's IPR system. Its functions include:

- Processing patent, trademark, and design applications.
- Providing information and guidance on IPR matters.
- Enforcing IPR laws through collaboration with law enforcement agencies.

Challenges and Opportunities

While Finland boasts a strong IPR framework, certain challenges persist:

- **SME Awareness:** Many SMEs lack sufficient understanding of IPR protection and its potential benefits.
- **Enforcement:** Although the Finnish legal system supports IPR enforcement, challenges related to cost and time-consuming procedures remain.
- **Digital Age Challenges:** The rapid evolution of technology, including artificial intelligence and data-driven business models, necessitates continuous adaptation of IPR laws and enforcement mechanisms.

[34] https://julkaisut.valtioneuvosto.fi/bitstream/handle/10024/164520/VN_2023_79.pdf?sequence=1&isAllowed=y

Despite these challenges, Finland's commitment to innovation and its supportive business environment creates opportunities for IPR holders. By investing in IPR protection and leveraging available resources, businesses can enhance their competitive advantage and contribute to Finland's thriving innovation ecosystem.

Key Recommendations for Businesses

- **IPR Audit:** Conduct a comprehensive assessment of intellectual assets to identify protection needs.
- **Seek Professional Advice:** Consult with IPR experts to understand the complexities of the legal landscape.
- **Register and Protect:** Take proactive steps to register and protect valuable intellectual property.
- **Monitor and Enforce:** Regularly monitor for potential infringements and take appropriate legal action when necessary.
- **Stay Updated:** Keep abreast of changes in IPR laws and regulations to ensure compliance.

Contracts and dispute resolution[35]

Finland offers a robust and efficient dispute resolution framework, combining both state-based and private mechanisms. This system is underpinned by the country's strong emphasis on trust, transparency, and legal certainty.

The Finnish Court System

Finland's judicial system is composed of three tiers of state courts: district courts, courts of appeal, and the Supreme Court. These courts handle both criminal and civil matters, providing a comprehensive framework for dispute resolution.

A notable feature of the Finnish legal landscape is the Market Court, a specialized court with jurisdiction over market law, competition law, public procurement, and intellectual property rights (IPR) cases. This court plays a crucial role in safeguarding fair competition and protecting intellectual assets.

Arbitration: A Prominent Alternative

Arbitration has gained significant traction in Finland as a preferred method of dispute resolution, particularly for international commercial disputes. The Finnish Arbitration Institute (FAI) serves as the leading arbitral institution in the country, offering a neutral and efficient platform for resolving conflicts.

Key characteristics of arbitration in Finland include:

- **Arbitration-Friendly Environment:** Finnish courts consistently uphold arbitration agreements and enforce arbitral awards, fostering a supportive legal framework.
- **The Role of the FAI:** The FAI provides a range of services, including administering arbitrations, offering training and promoting arbitration as a dispute resolution method.

[35] https://nordialaw.com/one-minute-guide-to-finnish-law/#:~:text=Dispute%20Resolution%20In%20Finland%2C%20disputes%20are%20resolved%20primarily,competition%20law%2C%20public%20procurement%2C%20and%20civil%20IPR%20cases.

- **International Recognition:** Finland's adherence to the New York Convention on the Recognition and Enforcement of Foreign Arbitral Awards enhances the enforceability of Finnish arbitral awards globally.

Factors Influencing Dispute Resolution Choice

The choice between litigation and arbitration depends on various factors, including:

- **Nature of the dispute:** Complex commercial disputes often favor arbitration due to its flexibility and confidentiality.
- **Cost and time considerations:** Arbitration can generally be more efficient and cost-effective than litigation, especially for international disputes.
- **Expertise of the arbitrators:** The availability of qualified arbitrators with industry-specific knowledge can be a decisive factor.
- **Enforcement considerations:** The enforceability of the chosen method of dispute resolution in the relevant jurisdictions should be carefully evaluated.

Emerging Trends

Several trends are shaping the future of dispute resolution in Finland:

- **Increased use of mediation and other ADR methods:** As a complement to litigation and arbitration, mediation and other alternative dispute resolution (ADR) methods are gaining popularity.
- **Technology-enabled dispute resolution:** The adoption of technology, such as online dispute resolution platforms is expected to increase efficiency and accessibility.
- **Focus on international disputes:** Finland's growing role in international trade is driving demand for efficient and effective cross-border dispute resolution mechanisms.

Environmental regulations[36]

Finland faces specific environmental challenges related to climate change and population growth, yet its contributions to global climate change efforts have been modest. Although Finland ranked 18th out of 178 countries in Yale University's 2014 Environmental Performance Index, it rose to first place in 2016, ahead of Iceland, Sweden, and Denmark. However, by 2018, it had dropped to 10th place. A report from May 2019 indicated that Finland's greenhouse-gas emissions increased by 2% from the previous year, reaching 56.5 million tons of carbon dioxide. Another report highlighted that Finland emits about one metric ton of jet fuel CO2 per capita, the second-highest in the world. During the first year of the pandemic, overall emissions decreased.

Water pollution remains a significant issue in Finland. While emissions from large industrial facilities have been largely controlled and polluted lakes and rivers have been cleaned, nutrient emissions from farms continue to be a problem. Approximately 1,500 lakes need more active restoration efforts to combat eutrophication. Forests are Finland's most valuable natural resource, with tree growth exceeding timber harvest due to institutionalized protections. However, efforts to halt the decline in biodiversity have been insufficient, despite the creation of protected area networks.

[36] https://www.sgi-network.org/docs/2022/country/SGI2022_Denmark.pdf

Environmental and natural resource management is overseen by 13 centres for economic development, transport, and the environment, with the Ministry of Employment and the Economy supervising their administrative work. Recent research indicates a trend towards limiting citizens' rights to be informed about and influence decisions on environmental matters where economic factors are significant.

Global Environmental Protection

International environmental regimes are often focused on specific sectors, with core structures formed by international regulatory and administrative systems established through formal agreements. Although Finland is committed to adhering to numerous multilateral and bilateral environmental agreements on climate change and air pollution, it is not a leading nation in setting the international environmental agenda. However, Finland is ranked 10th out of 180 countries in the latest Environmental Performance Index. Finland's chairmanship of the Arctic Council from 2017 to 2019 bolstered its international standing, particularly regarding Arctic issues.

Operationally, Finland promotes the Paris Agreement on climate change and the United Nations' Sustainable Development Goals. The government has published two reports on Finland's progress in achieving the Agenda 2030 goals. The Ministry for Foreign Affairs has issued guidelines for organizing environmentally sustainable meetings, conferences, and seminars. All meetings during Finland's EU presidency in 2019 adhered to these sustainability guidelines. The Rinne/Marin government placed significantly more emphasis on climate change in its program compared to its predecessor.

3. Cultural Nuances and Business Strategies in FINLAND

3.1. Cultural Awareness[37] (Communication styles; Business etiquette and protocol; Relationship building)

Finland's business landscape is characterized by a unique blend of directness, efficiency, and a strong emphasis on sustainability. To successfully navigate this environment, foreign businesses must understand and adapt to the following key cultural nuances:



(1) Communication Style: Direct and Concise

- **Clarity is King:** Finns value clear and concise communication. Avoid ambiguity and focus on delivering key points directly.
- **Respect for Silence:** Finns often use silence as a tool for reflection. Do not feel pressured to fill every pause with conversation.
- **Avoid Small Talk:** While pleasantries are appreciated, Finnish business interactions tend to be focused and to the point.

(2) Time Management: Punctuality and Efficiency

[37] https://scandicorp.com/guide-to-finnish-business-culture-and-etiquette/#:~:text=Communication%20Style&text=Finns%20value%20straightforward%20discussions%20without,in%20your%20proposals%20and%20presentations.

- **Time is Valued:** Punctuality is paramount in Finnish business culture. Arriving late can be seen as disrespectful.
- **Meeting Efficiency:** Meetings are typically well-structured and adhere to strict timelines. Be prepared to contribute meaningfully to discussions.
- **Work-Life Balance:** Finns prioritize work-life balance. Respecting personal time is crucial for building strong professional relationships.

(3) Decision-Making: Consensus-Oriented and Data-Driven

- **Collaborative Approach:** Finnish companies often adopt a flat organizational structure, encouraging open dialogue and shared decision-making.
- **Consensus Building:** Decisions are typically made through consensus, requiring patience and careful consideration of all perspectives.
- **Data-Driven Approach:** Finns rely heavily on data and facts to support decision-making. Be prepared to present well-researched and quantified information.

(4) Building Relationships: Trust and Long-Term Perspective

- **Trust is Essential:** Building trust is a cornerstone of Finnish business relationships. This takes time and consistent reliability.
- **Networking:** While less emphasis is placed on extensive networking compared to some cultures, building relationships within the business community is beneficial.
- **Long-Term Orientation:** Finns prioritize long-term relationships and sustainability over short-term gains.

(5) Additional Cultural Nuances

- **Modesty and Equality:** Finns tend to be modest and avoid boasting about achievements. Egalitarianism is a core value, and hierarchical structures are less pronounced than in some cultures.
- **Sustainability:** Finland has a strong commitment to sustainability. Incorporating environmentally friendly practices into your business can be a competitive advantage.
- **Privacy and Personal Space:** Finns value their personal space and privacy. Avoid overly familiar behaviour and respect personal boundaries.

3.2. Market Entry Strategies[38] (Partnering with local distributors; Establishing a local presence; E-commerce and digital marketing)

Finland offers a unique blend of technological advancement, sustainability, and a strong emphasis on quality. When considering market entry strategies for this Nordic nation, it's essential to align with these core values.

Direct Export

While Finland is a globalized market with access to international products, direct export can still be a viable option for companies offering unique or specialized goods and services. Due to Finland's

[38] https://www.theseus.fi/bitstream/handle/10024/350123/Thesis_Matiss_Cukurs.pdf;jsessionid=C18A76FF2CCAA905C802D765FC821D44?sequence=2

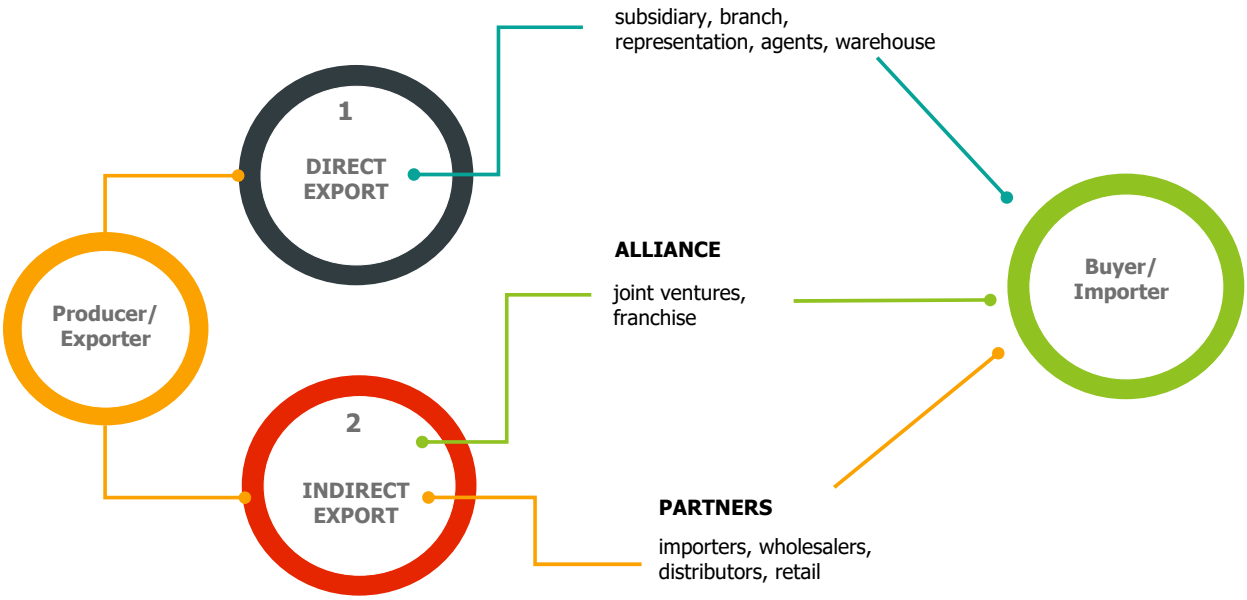
relatively small population, piggybacking on existing distribution networks might be challenging. Building strong relationships with Finnish importers or distributors is crucial for success.

Indirect Export

Given Finland's established distribution channels and import infrastructure, indirect export through Finnish intermediaries can be an effective entry point. This strategy minimizes upfront costs and risks, allowing companies to test the market before making significant investments. However, control over the sales and marketing process is limited.

Contractual Relationships

- **Licensing:** Finland's strong intellectual property rights protection makes licensing an attractive option for technology-driven companies. Collaborating with a Finnish partner can provide access to the local market while minimizing investment.
- **Franchising:** The service sector, especially in retail and food, is well-developed in Finland. Franchising can be a successful strategy for established brands seeking rapid market expansion. However, careful partner selection is essential due to Finland's high consumer expectations.



Equity or Ownership-Based Strategies

Finland's stable economy and supportive business environment make it an attractive destination for foreign direct investment (FDI).

- **Strategic Alliances:** Collaborating with a Finnish partner can provide access to local knowledge, distribution networks, and customer insights. However, cultural differences and shared decision-making can pose challenges.
- **Joint Ventures:** While less common than in other markets, joint ventures can be considered for high-risk or capital-intensive projects. Finding a suitable partner with complementary strengths is crucial.

- **Foreign Direct Investment (FDI):** Establishing a wholly-owned subsidiary in Finland offers maximum control but requires significant investment and resources. Finland's high labor costs and taxation should be carefully considered.

Key Considerations for Finland

- **Sustainability:** Finnish consumers prioritize environmentally friendly products and services. Companies should emphasize sustainability in their business practices and marketing.
- **Technology Adoption:** Finland is a digital leader, and consumers are early adopters of new technologies. Companies should focus on digital channels and e-commerce.
- **Trust and Quality:** Finnish consumers value trust, quality, and reliability. Building a strong brand reputation is essential.
- **Cultural Sensitivity:** Understanding Finnish culture and business etiquette is crucial for successful market entry. Building personal relationships is often key to business success.

E-Commerce and Digital Marketing

E-commerce, also known as electronic commerce or internet commerce, offers a relatively new and exciting way to enter a market. It involves selling products or services through the internet in exchange for electronic payments. Think of it as a virtual storefront accessible to customers worldwide.

There are four main e-commerce models, each connecting different parties in the transaction:

- **Business-to-Consumer (B2C):** Businesses sell directly to individual consumers, like buying clothes online.
- **Business-to-Business (B2B):** Businesses sell products or services to other businesses, such as an office supply company selling to a law firm.
- **Consumer-to-Consumer (C2C):** Individuals sell products or services to other individuals, like on online marketplaces like eBay.
- **Consumer-to-Business (C2B):** Consumers offer their skills or services to businesses, like freelance graphic designers marketing themselves online.

Similar to traditional market entry strategies, e-commerce offers various avenues for conducting business online. Here are some common approaches:

- **Retail:** Businesses sell products directly to consumers without intermediaries, like a clothing brand with its own online store.
- **Wholesale:** Businesses sell products to retailers through online platforms, where retailers then sell these products to consumers.
- **Drop Shipping:** An intermediary sells product directly from manufacturers to other businesses or consumers, often on a commission basis.
- **Crowdfunding:** This approach involves raising capital from a large pool of online contributors to finance a product or service launch.
- **Subscriptions:** Customers pay for a product or service on a regular basis until they cancel, like monthly deliveries of a coffee subscription box.

Products sold through e-commerce can be either:

- **Physical Products:** Tangible items like clothing that require inventory management and shipping.
- **Digital Products:** Downloadable content like templates, software, online courses, or music. These can be purchased or licensed online.

Finally, e-commerce isn't limited to just products. You can also offer services online, such as consulting or freelance work, with payment done electronically.

3.3. Pricing and Distribution (Pricing strategies for the Nordic market; Distribution channels (wholesale, retail, online); Logistics and supply chain considerations)

1. Pricing Strategies in Finland

In Finland, the pricing of consumer goods is influenced by various factors, including market competition, taxation, and consumer preferences. Here's a detailed overview:

✓ **Pricing Mechanisms**

- **CIF Price**: Similar to Sweden, the pricing starts with the Cost, Insurance, and Freight (CIF) price, which includes all costs incurred to bring the product to the Finnish market.
- **Import Duties and Excise Taxes**: Import duties and specific excise taxes apply to certain goods, such as alcohol and tobacco, which can significantly affect retail prices.
- **Value Added Tax (VAT)**: Finland has a standard VAT rate of 24%, with reduced rates of 14% for food products and 10% for certain goods like books and medicines.

✓ **Consumer Price Index (CPI)**

The Consumer Price Index in Finland reflects changes in the prices paid by consumers for a basket of goods and services. As of mid-2024, Finland's CPI showed a year-on-year inflation rate of approximately 4.2%, indicating rising consumer prices across various sectors.



✓ **Sector-Specific Pricing**

- **Food and Beverage Pricing**: The food sector is highly competitive, with prices influenced by agricultural production costs, import duties, and VAT. The Finnish food market has seen fluctuations in prices due to changes in supply chains and consumer demand.
- **Pharmaceutical Pricing**: Finland employs a reference pricing system for pharmaceuticals, where prices are negotiated based on the cost-effectiveness of the drugs compared to alternatives available in the market.



Distribution Channels[39]

Finland offers diverse distribution channels, including:

- **Wholesale and Retail**[40]: Most consumer goods are imported through wholesalers and distributors. Direct sales to retail chains and department stores are also common, but establishing relationships with local distributors can enhance market penetration.

Here are some of the top-rated wholesale/retailer companies in Finland:

1. **S Group (SOK)** - S Group is a Finnish cooperative group of companies in the retail and service sectors. It is Finland's largest company and the market leader in the grocery trade, with over 1,000 stores across Finland.
2. **K Group (Kesko)** - K Group is another major Finnish retail conglomerate, with over 1,200 stores in Finland. It operates in the grocery trade, building and home improvement, and sports retail sectors.
3. **Lidl** - Lidl is a German discount supermarket chain that has been rapidly expanding in Finland. It had 193 stores in Finland as of 2020.
4. **Tokmanni** - Tokmanni is a Finnish variety store chain with 192 stores across Finland as of 2020. It offers a wide range of products at discount prices.
5. **IKEA -** a Swedish multinational conglomerate that designs and sells ready-to-assemble furniture, kitchen appliances and home accessories. It has stores in Helsinki and Espoo.

[39] https://www.trade.gov/country-commercial-guides/finland-distribution-sales-channels
[40] https://www.lusha.com/company-search/wholesale-import-and-export/ba66d803b2/finland/163/

These companies dominate the wholesale and retail landscape in Finland, with S Group and K Group being the clear market leaders in the grocery sector. Foreign chains like Lidl and IKEA have also gained significant market share in recent years.

- **Online Sales**: E-commerce has grown significantly, with online retail trade increasing by 22% in 2021. This trend necessitates that traditional retailers develop robust e-commerce platforms to remain competitive[41].

Top Online Retailers

1. **verkkokauppa.com** - Leading the Finnish eCommerce market, this online store specializes in electronics and has reported significant revenue growth.
2. **gigantti.fi** - Another major player in the electronics sector, Gigantti offers a wide range of products and is known for its competitive pricing.
3. **k-ruoka.fi (Kesko) -** The online grocery platform of Kesko, k-ruoka.fi, has gained popularity among consumers looking for convenient grocery shopping options.
4. **zalando.fi** - An online fashion retailer, Zalando has a strong presence in Finland, offering a variety of clothing and accessories.
5. **karkkainen.com** - This online store offers a diverse range of products, including home goods and electronics, and has seen substantial growth in the Finnish market.

- **Specialty Distribution**: For goods requiring specialized installation or after-sales service, partnerships with engineering firms or consultancies are essential. This approach not only facilitates distribution but also ensures that customers receive the necessary support.

Key Distribution Hubs

The major distribution hubs in Finland include:

- Helsinki: The capital city is a central point for logistics, housing the largest commercial airport and seaports.

- Tampere and Joensuu: These cities serve as significant distribution centres, with extensive road networks facilitating cargo transport throughout the country.

Logistics and Supply Chain Considerations[42]

1. Transportation

Most cargo in Finland is transported by truck, given the limited rail and road entry points. The logistics network is well-developed, but businesses should account for the geographical challenges posed by Finland's vast and sparsely populated areas. Efficient logistics management is crucial for maintaining delivery schedules and minimizing costs.

2. Customs and Duties

Understanding customs regulations is vital for businesses operating in Finland. The de minimis value for duty-free imports is EUR 150, and customs duties are typically calculated based on the customs value of goods. Companies should ensure compliance with these regulations to avoid unexpected costs and delays in the supply chain.

[41] https://www.lloydsbanktrade.com/en/market-potential/finland/distribution
[42] https://www.trade.gov/country-commercial-guides/finland-selling-factors-and-techniques

3. Partnering with Local Agents

Establishing relationships with local agents or distributors can be beneficial for navigating the Finnish market. These agents often have established networks and can facilitate smoother entry into the market. However, finding agents that do not represent competing products can be challenging due to the interconnectedness of the Nordic markets.

In summary, businesses looking to enter the Finnish market must adopt well-considered pricing strategies that reflect local market conditions, leverage diverse distribution channels, and navigate logistical challenges effectively. By doing so, they can position themselves competitively within the Nordic region.

4. Export Procedures and Etiquette in FINLAND

4.1. Export Process (Step-by-step guide to exporting, Customs procedures and documentation; Incoterms and shipping options)

1. **Determine Export Eligibility**
   - Check Product Restrictions: Ensure that the goods you intend to export are permitted in Finland. Some items may be prohibited or restricted, requiring specific licenses or certificates.
2. **Obtain an EORI Number**
   - Register for EORI: If you're a business within the EU, you need a European Union Economic Operators Registration and Identification (EORI) number. This number is essential for customs declarations and can be obtained through your national customs authority.
3. **Prepare Required Documentation**
   - Commercial Invoice: A detailed invoice to the buyer.
   - Packing List: Outlines the contents of the shipment.
   - Air Waybill or Bill of Lading: Shipping document issued by the carrier.
   - Certificates: Depending on the goods, you may need additional documents like a Certificate of Origin (COO) or Certificates of Conformity (CoC).
4. **Customs Declaration**
   - **Submit Declaration**: Upon arrival of the goods, you must submit a customs declaration. This can often be done electronically through the customs portal. Ensure that all details on the documents match to avoid delays.
5. **Pay Duties and Taxes**
   - **Calculate Customs Duties**: The customs value of the goods, along with the commodity code, will determine the applicable customs duties. Duties and taxes must be paid before the goods are released from customs.
6. **Customs Clearance Process**
   - **Clearance Steps**: After submitting the customs declaration and paying the necessary fees, customs will process your declaration. If everything is in order, they will release your goods into Finland.

Customs Procedures and Documentation

Customs Procedures

- **Customs Clearance**: This involves the inspection of goods and verification of documents to ensure compliance with Finnish regulations. Customs authorities are responsible for enforcing laws and collecting duties and taxes.

Incoterms and Shipping Options

Incoterms

- **Understanding Incoterms**: These are international commercial terms that define the responsibilities of buyers and sellers in international transactions. Common Incoterms include:

- **EXW (Ex Works)**: Seller makes the goods available at their premises.
- **FOB (Free on Board)**: Seller pays for transportation to the port of shipment.
- **CIF (Cost, Insurance, and Freight)**: Seller covers costs and risks until the goods reach the destination port.

Shipping Options

You can choose between various carriers, including:

- **Courier Services**: Fast and suitable for smaller shipments.
- **Freight Forwarders**: Ideal for larger shipments and complex logistics.

4.2. Compliance Requirements (Sanitary and phytosanitary measures; Product safety regulations; Environmental standards)

Sanitary and phytosanitary measures (SPS) are critical components of international trade, especially for countries like Finland, which adhere to stringent regulations to ensure food safety and protect plant and animal health. These measures are governed by the World Trade Organization (WTO) SPS Agreement, which allows countries to establish their own health standards while ensuring that these regulations are based on scientific evidence and do not create unnecessary barriers to trade.

Overview of Sanitary and Phytosanitary Measures

The SPS Agreement outlines the responsibilities of member countries to protect human, animal, and plant life from risks arising from food additives, contaminants, toxins, and diseases. It emphasizes that:

- Measures must be based on scientific justification.
- They should not arbitrarily discriminate between countries with similar conditions.
- Countries are encouraged to use international standards where available, but can adopt stricter measures if scientifically justified[43].

In Finland, the Ministry of Agriculture and Forestry[44] oversees the implementation of these measures, ensuring compliance with both national and EU regulations. The Finnish Standards Association (SFS)

[43] https://www.wto.org/english/tratop_e/sps_e/spsund_e.htm
[44] https://mmm.fi/en/plant-health

plays a significant role in developing and enforcing standards related to food safety and phytosanitary measures, ensuring that they align with international guidelines[45] [46].

Recent Data and Developments in Finland

Finland's approach to SPS measures is reflected in its active participation in international agreements and its commitment to maintaining high standards for food safety. The country has established a national WTO Enquiry Point that facilitates communication regarding technical regulations and standards, helping to prevent trade barriers and ensure compliance with international norms.

Key Points:

- **EU Regulations**: Finland adheres to EU-wide standards that have been developed over decades, particularly in the food sector. The EU's general food law emphasizes traceability throughout the food supply chain.
- **Harmonization Efforts**: Finland collaborates with other EU member states to harmonize SPS measures, which helps reduce trade barriers and facilitates smoother trade relations within the EU.
- **Scientific Basis**: The implementation of SPS measures in Finland is heavily reliant on scientific research and risk assessments, ensuring that health regulations are both effective and justified.
- **Public Resources**: The SFS provides resources and assistance regarding standards, helping businesses understand and comply with SPS regulations. This includes maintaining a database of standards and offering guidance on new regulations.

In 2023, Finland focused on several key areas related to sanitary and phytosanitary (SPS) measures:

1. **Increasing EU SPS Notifications**

Finland contributed to a 19% increase in EU SPS notifications in 2023, with the EU submitting a total of 125 notifications. Most of these notifications concerned feed additives and pesticides, primarily related to food safety and animal health[47].

2. **Supporting SPS Initiatives Financially**

Finland committed $1.3 million to various WTO funds, including the Standards and Trade Development Facility (STDF). This funding aims to assist developing countries in meeting international SPS standards, thereby enhancing their food safety and health systems.

3. **Maintaining National Standards and Support**

The Finnish Standards Association (SFS) played a crucial role in maintaining and disseminating information about national and international standards related to SPS measures. The SFS also served as a WTO Enquiry Point, facilitating communication and compliance with SPS regulations among Finnish businesses and international partners.

[45] https://sfs.fi/en/information-and-assistance-on-standards/
[46] https://www.trade.gov/country-commercial-guides/finland-standards-trade
[47] https://www.foodsafetynews.com/2024/03/eu-wto-sps-notifications-increased-in-2023/

Addressing Challenges

Despite the proactive measures, issues such as missing, late, and incomplete notifications remained a concern for the EU, including Finland. The SPS Committee addressed these challenges, particularly focusing on improving transparency and communication regarding SPS regulations.

Finland's food legislation is primarily shaped by EU directives and regulations, which establish the framework for importing foodstuffs into the country. This framework is detailed in the EU Food and Agricultural Import Regulations and Standards (FAIRS) Report and the EU FAIRS Export Certificate Annual. Below is an elaboration on the specific requirements and regulations governing food imports into Finland.

EU Regulations and Finnish Legislation

As a member of the European Union, Finland adheres to EU-wide regulations that govern food safety, labelling, and import procedures. This includes compliance with the General Food Law, which sets the foundation for food safety across the EU. The FAIRS reports provide comprehensive insights into these regulations, including:

- **Food Safety Standards**: All food products imported into Finland must meet EU food safety standards, which include maximum residue levels for pesticides and contaminants, hygiene regulations, and safety assessments.
- **Labelling Requirements**: Food products must comply with EU labelling regulations, which dictate compulsory information such as ingredients, allergens, and nutritional information. Specific labelling rules may vary by product type, and importers must ensure compliance with these standards.

Importing foodstuffs into Finland involves adhering to strict safety and regulatory requirements to ensure public health and safety. These requirements are primarily governed by **EU regulations** and national laws, enforced by the **Finnish Food Authority (Ruokavirasto)** and **Finnish Customs (Tulli)**.

General Safety Requirements

1. Hygiene Standards: All food imports must comply with hygiene standards set by the EU's food safety legislation. This includes regulations on the handling, processing, and storage of food products.

2. Phytosanitary Certificates: Fresh plants and plant products must be accompanied by a phytosanitary certificate when imported from outside the EU. This certificate verifies that the products are free from pests and diseases.

3. Animal Products: Imports of animal products (such as meat, milk, and fish) are subject to stringent controls due to the risk of animal diseases. For instance, meat and meat products must come from approved establishments and be accompanied by health certificates. Certain products, like meat and milk, are generally prohibited from being brought in by travellers from non-EU countries.

4. Salmonella Control: Fresh meat and meat preparations imported into Finland must undergo salmonella testing at border inspection posts unless accompanied by a certificate confirming negative test results from a recognized authority. This is part of Finland's enhanced salmonella control measures.

5. Labelling Requirements: Food products must have labels in Finnish and Swedish, and they must include information such as the country of origin, ingredients, and allergen warnings. Specific labeling rules apply to various food categories, including alcoholic beverages.

Specific Import Regulations

- Fresh Fruits and Vegetables: Fresh fruits and vegetables can be imported from EU countries without restrictions but require a phytosanitary certificate from non-EU countries. Certain regions, like the Canary Islands, have additional restrictions.

- Processed Foods: Processed foods must meet EU standards for additives, contaminants, and nutritional information. Importers must ensure that their products comply with these regulations before entering the Finnish market.

- Customs Documentation: Importers must submit a customs declaration using the Single Administrative Document (SAD) and provide any necessary certificates and invoices. This documentation is crucial for customs clearance.

Recent Data and Trends

In 2021, Finnish Customs conducted numerous inspections of imported food products, resulting in several rejections due to non-compliance with safety standards. For example, a significant number of batches were rejected for issues such as microbiological contamination, labeling errors, and quality defects.

The Finnish Food Authority continues to emphasize the importance of compliance and monitoring to ensure that imported food products are safe for consumption.

For more detailed information, you can refer to the following resources:

- Food Safety in Finland 2021 Report: (https://www.ruokavirasto.fi/globalassets/tietoa-meista/julkaisut/julkaisusarjat/julkaisuja/food-safety-in-finland-2021.pdf

- Finnish Customs Food Import Regulations: https://tulli.fi/en/restrictions/foods

- Food and Agricultural Import Regulations and Standards: https://apps.fas.usda.gov/newgainapi/api/report/downloadreportbyfilename?filename=food+and+agricultural+import+regulations+and+standards+-+narrative_the+hague_finland_9-21-2009.pdf

4.3. Business Etiquette (Negotiation tactics; Gift-giving customs; Building trust and long-term relationships)

Business Meetings and Etiquette in Finland

(1) Business Protocols:

Adhering to Finnish business protocols and etiquette is crucial for making a positive impression and fostering successful relationships with local partners.

(2) Appointments:

Scheduling meetings well in advance is the norm in Finland. Preferred methods include sending an email or making a phone call. It's important to avoid planning meetings during the summer months of July and early August, as many Finns take their vacations during this period.

(3) Business Attire:

The typical business attire in Finland is formal and conservative. Men generally wear suits and ties, while women opt for professional outfits such as business suits or dresses. It's always better to be slightly overdressed than underdressed in business settings. While formal attire is expected, the Finnish appreciation for practicality means that business wear should also be comfortable and suitable for the season.

(4) Handshakes:

In Finnish business culture, handshakes are the standard form of greeting. When meeting someone for the first time, maintain eye contact and offer a firm handshake. It is customary to shake hands with everyone present when entering or leaving a meeting. This practice underscores mutual respect and recognition of each individual's presence.

Gift Giving and Business Entertaining

(1) Gift Giving:

While not a common practice at the start of business relationships, gift giving is appreciated in Finnish business culture as a gesture of goodwill. If you choose to give a gift, ensure it is of good quality, practical, and not overly expensive. Avoid giving personal or extravagant gifts. Suitable options include books, local products, or a tasteful bottle of liquor.

(2) Business Entertaining:

Business entertaining in Finland focuses on building personal relationships. Invitations to business meals or social gatherings are common and provide an opportunity to strengthen rapport outside the office. Dinner meetings, in particular, may include discussions beyond business topics, allowing colleagues to connect on a personal level.

(3) Sauna Culture:

The sauna holds a special place in Finnish culture and often plays a role in business interactions. Being invited to a sauna session following a business meeting is a sign of trust and an opportunity for informal networking. If invited, it is advisable to accept, as it can significantly aid in relationship building.

Business Negotiations

(1) Negotiation Style:

Finnish business negotiations are characterized by a respectful and patient approach. Finns value fairness and equality, and they appreciate a cooperative negotiation style.

(2) Preparation:

Before entering negotiations, ensure you are thoroughly prepared with extensive research and relevant data. Finns prefer well-prepared, fact-based arguments and clear, detailed presentations.

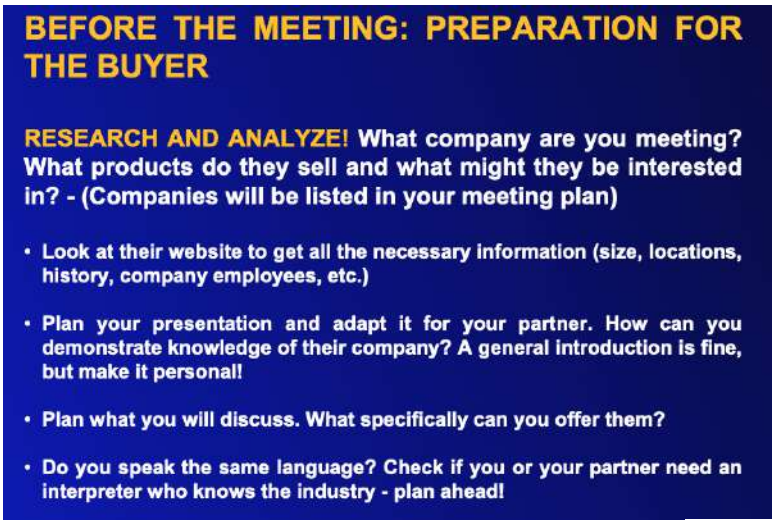
(3) Patience:

Decision-making in Finland often involves reaching a consensus, which can take time. It's important to be patient and not rush the negotiation process, allowing all parties to deliberate thoroughly.

Respecting Hierarchy:

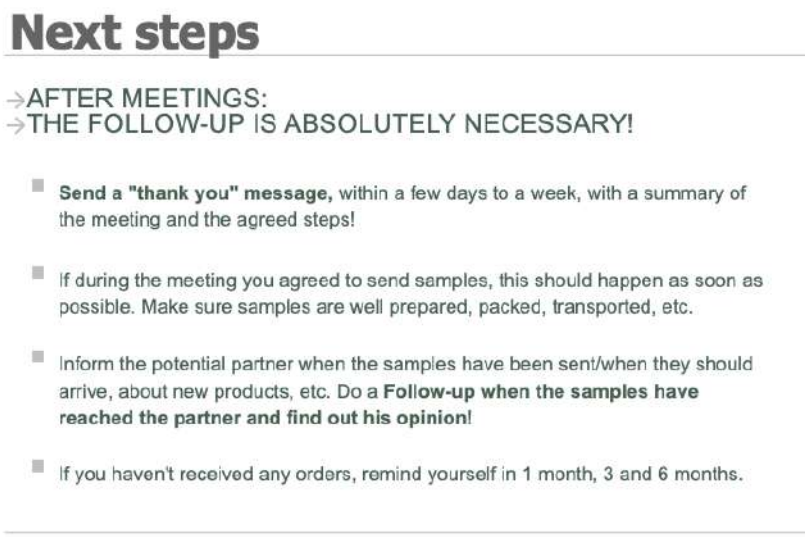
Although Finland is known for its egalitarian society, hierarchical structures do exist in the business world. Respect for seniority and decision-making authority within organizations is important, even as all employees' contributions are valued.

HOW TO PREPARE FOR B2B MEETINGS WHEN EXTENDING GLOBALLY:





#	QUESTIONS FOR GRADING YOUR PREPARATION	YES	NO
1	Didn't I request to change the meeting date/time?	V	
2	Did I show up on time for the meeting?	V	
3	Did the person indicated in the invitation appear at the meeting?	V	
4	Did I analyze the company/buyer before the meeting?	V	
5	Did I test the platform, the camera, the sound before the meeting?	V	
6	Was the camera connected, was the signal good, was the background decent?	V	
7	Did I show a visual presentation of the products, the company, etc.?	V	
8	Did I ask questions to clarify/concrete the client's need?	V	
9	Have I made notes, exchanged contacts, re-confirmed contact details?	V	
10	Did I summarize the meeting with next steps?	V	
	TOTAL MAXIMUM	**10**	



LIST OF SOURCES:

1. 2GlobalMarkets: https://www.2globalmarkets.com/blog/essential-questions-for-exporting-to-finland
2. Access2Markets: https://trade.ec.europa.eu/access-to-markets/en/home
3. Commercial Information Portal of the Republic of Moldova: https://trade.gov.md/ro
4. Dun & Bradstreet: https://www.dnb.com
5. Eastern Partnership Trade Helpdesk: https://eap.tradehelpdesk.org/en
6. EU TARIC Database:
7. Finnish Customs: https://tulli.fi/en/
8. Finnish Food Authority: https://www.ruokavirasto.fi/en/
9. Finnish Patent and Registration Office (PRH): https://www.prh.fi/en/kaupparekisteri.html
10. Finnish Safety and Chemicals Agency (Tukes): https://tukes.fi/en/frontpage
11. Finnish Standards Association (SFS): https://sfs.fi/en/information-and-assistance-on-standards/
12. Food Safety News: https://www.foodsafetynews.com/2024/03/eu-wto-sps-notifications-increased-in-2023/
    https://ec.europa.eu/taxation_customs/dds2/taric/taric_consultation.jsp?Lang=en
13. International Trade Administration (ITA): https://www.trade.gov/country-commercial-guides/finland-distribution-sales-channels
14. International Trade Administration (ITA): https://www.trade.gov/country-commercial-guides/finland-standards-trade
15. Lloyds Bank Trade: https://www.lloydsbanktrade.com/en/market-potential/finland/distribution
16. Ministry of Agriculture and Forestry: https://mmm.fi/en/plant-health
17. National Bureau of Statistics: https://statistica.gov.md/ro/comertul-international-cu-marfuri-al-republicii-moldova-in-luna-decembrie-2023-s-9539_60951.html
18. Nordic Law: https://nordialaw.com/one-minute-guide-to-finnishlaw/#:~:text=Dispute%20Resolution%20In%20Finland%2C%20disputes%20are%20resolved%20primarily,competition%20law%2C%20public%20procurement%2C%20and%20civil%20IPR%20cases.
19. SGI Network: https://www.sgi-network.org/docs/2022/country/SGI2022_Denmark.pdf
20. The Finnish Trade Register: https://www.ytj.fi/en/index/companysearch.html
21. The International Trade Centre (ITC): www.intracen.org
22. The Official Journal of the European Union: https://eur-lex.europa.eu/
23. The World Law Group: https://www.theworldlawgroup.com/membership/news/doing-business-in-finland
24. TradeMap.org: https://www.trademap.org/
25. Woofonda: https://woofonda.com
26. World Trade Organization (WTO): https://www.wto.org/english/tratop_e/sps_e/spsund_e.htm