



Newsletter

Embassy of the Kingdom of the Netherlands Helsinki

November 2009

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Embassy of the Kingdom of the Netherlands Helsinki publishes monthly economic newsletter at the end of each month, summarizing economic news from Finnish publications, ongoing events and activities related to the Netherlands. Should you or anyone of your acquaintances be interested in receiving the newsletter, please contact the Embassy by e-mail: hel-ea@minbuza.nl. The newsletter can also be read via the Internet, from www.netherlands.fi.
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DUTCH REAL-ESTATE INVESTMENT IN HELSINKI

Kluuvi shopping gallery downtown Helsinki will be renovated for a value of 30 million euro. Kluuvi real-estate is owned by ING Real Estate, a subsidiary of the Dutch banking group ING (Internationale Nederlanden Groep), and one of the biggest real-estate owners in the world. ING Real Estate entered the Finnish market in 2007 through purchase of Kluuvi and Megahertsi shopping centers in Helsinki and Stockmann's department store in Oulu. Today the company is also owner of "Merikortteli" (Sea quarter) apartments in Punavuori, a chic and popular living area in Helsinki. The aim of the renovation of Kluuvi, expanding the shopping area of the gallery by 25 %, is to attract "young professionals". The new Kluuvi will be opened in 2012.
 Source: Hufvudstadsbladet 20.11.2009



NEWS



HELSINKI WORLD DESIGN CAPITAL 2012

After a tough final round with the competing City of Eindhoven, Helsinki was chosen World Design Capital (WDC) 2012. The selection was made by the International Council of Societies of Industrial Design (Icsid) on the basis of Helsinki's accomplishments and commitment to design as an effective tool for social, cultural and economic development. Helsinki will be the third city to hold the biennial designation, following in the footsteps of Torino (2008) and Seoul (2010). For Helsinki, design has been a pivotal enabler to build an open city. The concept of "Embedded Design" has tied design to innovation and has enabled desirable solutions that have addressed the needs of its inhabitants. Helsinki Design is also part of world design, including well-known global brands, such as Nokia, Kone and Marimekko, popular events, like the annual Helsinki Design Week, outstanding education and research institutions, such as the University of Art and Design Helsinki, and exemplary architects and designers such as Eliel Saarinen and Alvar Aalto.

According to Mr. Jussi Pajunen, Mayor of Helsinki, the WDC designation allows cities to demonstrate that design can be a catalyst for change. Helsinki is ready to be one of those cities and is eager to become a global role model in 2012. Mayor Pajunen said that it was an honor for Helsinki to share the finalist spot for the WDC title with such a reputable city of design as Eindhoven. According to Mayor Pajunen a bond has been established between Helsinki and Eindhoven, which could lead to innovative partnerships between these prominent European design communities.

Source:

<http://www.worlddesigncapital.com/index.htm>





NEWS

DUTCH PROFESSOR: FINNISH COMPANIES LACK CLIMATE IDEAS

According to Adriaan Perrels, Research Professor at the Finnish Meteorological Institute, criticizes Finnish companies for lagging behind in the creation of climate-related products. Finnish companies have the know-how, but lack the enthusiasm for further development. If Finns don't shape up competitors in other countries will conquer the markets. A good example of climate-innovative products are energy-efficient wooden houses, gaining market shares in Sweden and Austria. In Finland these energy-efficient passive houses were only recently introduced, following the sharp increase in energy prices. Construction is not the only sector where Finns have been slow in awakening to the climate change. Emissions generated within the food chain, from cultivation to trade logistics, also deserve more attention.

In the Netherlands and Great Britain banks are providing green loans or compensation services to household who want to reduce their carbon dioxide emission. Finnish banks see no consumer interest in these type of services. There are several means to help consumers measure and minimize their "carbon footprint", thus combating the inevitable climate change. Norway plans to introduce a special "Greenhouse gas account" where people could keep track of their emissions. Britain considers placing special carbon budgets which cannot be exceeded. Finnish consumers can chose among a number of carbon dioxide calculators on the Internet. There could also be a niche for banks to develop a special green bankcard, collecting climate information of individual consumers. Source: Kauppalehti 24.11.2009



FINLAND RELAXES RETAIL OPENING HOURS

The Finnish Parliament has made history by approving a long-awaited legislation reform allowing all retail stores to be open on Sundays throughout the year. The relaxed store opening hours are good news for both consumers and the stores, providing a boost to the retail sector as a whole. It will be easier for stores to plan their business activities and develop logistics with a longer term perspective. The new law becomes effected in December 2009. Source: Invest in Finland 20.11.2009



NO QUICK RECOVERY OF FINNISH INDUSTRY

According to the October Business Tendency Survey of the Confederation of Finnish Industries, Finnish companies remained in a very weak stage of the business cycle, although some positive signs were apparent. Output was still at a low level and there were reductions in personnel in all sectors. Nevertheless, there was no further decline in the number of orders as stockpiles of finished goods had already dropped below the normal level.

Forecasts suggest that the Finnish economy will bottom out for the rest of this year and at the beginning of 2010. Although the market situation is in fact expected to stabilize gradually, there are no expectations of a rapid recovery and return to growth. Outlooks vary somewhat between sectors. In the forest and chemical industry and in information and communication services the weak market situation is expected to improve somewhat. The technology industry is predicting a weak economy far into next year. In construction, the worst part of the recession seems to be over, although owing to seasonal factors the coming months will remain bleak. Capacity utilization in manufacturing companies was extremely low despite a small rise. In October only 45% of the companies were operating at full capacity. Personnel decreased rapidly during the first part of the autumn as was estimated three months ago. The greatest decline was in manufacturing and construction. No relief is in the offing, neither at the end of the year nor the beginning of 2010. The rapid decrease in workforce in manufacturing and construction will, however, decline somewhat, although the downturn is still not expected to level off in the service sectors.

In October a turn for the better was expected by 12% of the respondents while 18% believed that conditions would deteriorate further. Insufficient demand was an obstacle in 58 per cent of manufacturing. The corresponding figure was 56% in construction and 41% in the service sectors. A labour shortage was a problem in 6 % of the construction and service companies.

The Confederation of Finnish Industries' Business Tendency Survey is published four times per year. The survey has been carried out regularly since 1968. 1 095 companies employing approximately 290 000 people in Finland replied to the survey carried out in October. Source: EK 5.11.2009





NEWS

GOVERNMENT CUTS 2020 ELECTRICITY CONSUMPTION OUTLOOK

Finland's employment and economy ministry has cut its 2020 electricity consumption forecast from 98 to 91 terawatt-hours (TWh). "Electricity consumption has settled into a lower-than-expected growth trend, due to the current economic recession, structural change in the forest industry and the intensely growing efficiency of electricity consumption in households and services," the ministry said in a statement. The country's estimated power consumption this year is about 80 TWh. The government added Finland needed new generating capacity despite the lowered demand forecast. "The electricity supply corresponding to condensing power, import of electricity or electricity capacity to be removed from use, and growth in consumption, would in 2020 total some 12 TWh and some 17 TWh in 2030."

According to the ministry, it appears that Finland will miss its 38-percent renewable energy target, set by the EU for 2020, without "a large number of new methods". The Finnish Energy Industries said the ministry's forecast did not give an accurate picture of how much new generating capacity was needed. Greenpeace said the ministry's figure showed that Finland did not need further nuclear power generating capacity, adding the cut in the government forecast was nearly equivalent to the output of one nuclear power station. Finnish News Agency 11.11.09



HELSINKI-VANTAA AIRPORT BEST IN BAGGAGE DELIVERY

According to World Airport Survey by Skytrax, international air passengers have chosen Helsinki-Vantaa Airport the best airport in the world for baggage delivery. Statistics show that passengers at Helsinki-Vantaa Airport receive their luggage quickly. Almost 90% of the flights arriving at the airport are unloaded in less than 30 minutes. The survey covered more than 190 airports around the world and included 8.6 million respondents of 97 different nationalities. World Airport Award is the premier recognition of quality for the world airport industry, assessing front-line customer service and general airport customer facilities. The survey measures more than 38 aspects of passenger satisfaction for airport product and service standards.

Source: Invest in Finland 4.11.2009

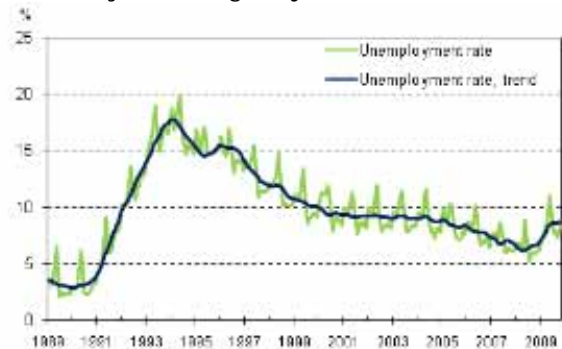


UNEMPLOYMENT ON THE RISE

According to Statistics Finland, the number of employed persons has contracted by 119,000 or 3.5% by October this year compared with figures one-year ago. The downslide continues and next year the labour force participation rate will dip to 65% compared with 70.6% in 2008.

The number of unemployed persons increased by 60,000 and the unemployment rate went up by 2.4% to 8.2% from twelve months back.

Unemployment is predicted to hit 8.9% before the end of 2009, comprising some 250,000 jobseekers. Declining figures are also forecast for 2010, registering a 11.1% rate in unemployment. The rapidly growing youth unemployment is a cause for great concern, as every fourth person under 25 years of age is jobless.



Source: Statistics Finland



FORTUM TO INVEST IN BIOFUEL AND WIND POWER

Finnish utility Fortum will launch an environmental impact assessment process over a five-turbine wind farm in Maalahti in western Finland. The total capacity of the farm would be between 15 and 20 megawatts, depending on turbine size. Fortum plans to have the farm generating electricity in 2013, pending approval from the local council and other authorities.

Fortum is also considering investing € 1 billion in Sweden over the next eleven years to cut emissions and boost the use of renewable fuels. The company would build new biofuel-based power and heat capacity in the Stockholm area and replace fossil fuels in current production with "climate neutral" fuels. The investments would also include a waste-based unit at Fortum's Brista plant, a biofuel-based unit at Vartan, and a completely new CHP plant, seen to be commissioned in 2020.

Source: Finnish News Agency 26.11.2009





SCIENCE & TECHNOLOGY NEWS

FINNISH INTERACTIVE TOUCH TECHNOLOGY WINS ITEA GOLD ACHIEVEMENT AWARD

The Finnish SmartTouch project has been given the 2009 gold ITEA Achievement Award of the Information Technology for European Advancement. The winning SmartTouch project is based on near field communication (NFC) and has been coordinated by the Technical research Centre of Finland (VTT). The SmartTouch project was rewarded for its outstanding contribution to the programme of ITEA 2 – the EUREKA Cluster for Software-intensive Systems and Services (SiSS).

SmartTouch develops new and innovative mobile services, which are easy and intuitive to use as touch. NFC offers short-range wireless connectivity that enables smart consumer devices to interact quickly and easily when they touch or are brought close together. This creates opportunities for new user-friendly applications, transactions and communications. The ITEA 2 Board particularly appreciated the simple touch and interactive user orientation of the platform and concepts developed, based on the NFC short-range wireless connectivity.

According to VTT, the companies participating in the project have already developed 22 commercial products and registered 15 patents by the end of last year. Nokia has stated that NFC will have a strong role in the next versions of the Symbian platform. Research company Juniper Research recently predicted that one in six mobile phone users will have an NFC-phone by the year 2014. More information at <http://www.itea2.org/>

Source: Invest in Finland 13.11.2009



NOKIA SEES ENORMOUS POTENTIAL IN MOBILE MONEY

Nokia, the world's top cell phone maker, sees a good chance for mobile financial services to become big business in coming years, and hopes to take a slice of the emerging market at its takeoff. Telecom operators, banks and handset makers are increasingly looking at the opportunity to find additional revenue from mobile financial services. Teppo Paavola,

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head of Nokia's Money service, sees enormous opportunities particularly in emerging, growth markets but the business is very complex. Quoting independent research firms, he says the global mobile financial services market would reach 18 billion euros by 2014. The market for Western Europe will surge from almost nil to between 4 billion and 5 billion euros by 2013. Paavola declined to specify the markets where the service would be opened first, saying that would depend on deals with banks and regulatory approvals. In developed countries, the popularity of online banking and security worries has hurt takeoff. Operators and banks alike are still building consumer trust in terms of transferring money and paying bills over the phone, Nokia Money service will use the mobile payment platform of Obopay, a privately owned firm that Nokia invested in earlier this year. It uses text messaging and mobile Internet access, and charges users a fee to send money or to top up their accounts. Nokia will also cooperate with banks to roll out the services, scheduled to be opened early next year.

Source: Finnish News Agency 13.11.2009



NOKIA LAUNCHES THREE NEW PHONES FOR CDMA STANDARD

The world's largest mobile phone maker Nokia has launched three new CDMA phones, remaining committed to the standard, which has long been overshadowed by the more global GSM. The Nokia 1506 is expected to go on sale in China at the end of 2009, while the Nokia 6316s and the Nokia 3806 would hit the market in the first quarter of 2010, the Finnish company said.

CDMA, or code division multiple access, is popular in certain markets such as the U.S. and South Korea. It had 500 million subscribers at the end of June, according to the CDMA Development Group (www.cdg.org).

GSM, or Global System for Mobile Communications, is the more global standard, with around 3.45 billion subscribers at the end of the second quarter, according to the GSM Association (www.gsmworld.com).

Source: Finnish News Agency 11.11.2009





ACTIVITIES AND EVENTS



7th FENNOSCANDIAN EXPLORATION AND MINING
1-3 Dec 2009 • Rovaniemi - Finland

FEM 2009, the 7th Fennoscandian Exploration and Mining conference will be arranged at **Lappia Hall in Rovaniemi** on **1-3 December 2009**. FEM 2009 is the seventh in a series of conferences arranged every second year, focusing on exploration and mining in Fennoscandia. The conference offers a range of world-class presentations by invited speakers, pro/post conference short courses as well as a conference trade show, reviewing major advances of the field. The conference provides excellent networking opportunities, a good overview of what's happening in mineral exploration and the mining industry in Fennoscandia, and a chance to learn about the mineral potential of the area. More information at <http://www.lapinliitto.fi/fem2009/index.htm>



The annual **Tekes' Pharma program seminar** will be held on **27 January 2010** at **Finlandia Hall, Helsinki**. The seminar is gathering together Life Science professionals from companies, universities and research institutes. The Life Science as well as the pharmaceutical businesses are both nationally and internationally networked and are based on cooperation between different actors. The Finnish expertise is of high quality but the pharmaceutical field is in a turning point and there are enough challenges to develop the global competitiveness. The actual topics for the seminar 2010 are renewal of the pharmaceutical field by using personalised medicine opportunities, strengthening the competitiveness of the clinical research and the top knowhow of industry and service companies as competitive advantage. More information at www.tekes.fi



Q2010, European Conference on Quality in Official Statistics will be held at **Finlandia Hall, Helsinki**, on **4-6 May 2010**. Q2010 is the fifth international conference on quality in official statistics, offering participants a platform for high-level discussions on various types of quality issues and methodological aspects of statistics production. The conference will in particular focus on meeting current and future challenges for reengineering the statistical business processes of the European Statistical System. In addition to the official three-day program, a series of short courses will be arranged on 3 May 2010. Information on the conference venue, accommodation, deadlines for submission of papers, short courses and leisure time activities can be found at <http://q2010.stat.fi/index/>



EuroITV 2010 8th European Conference on Interactive TV and Video

EuroITV2010, 8th European Conference on Interactive TV and Video will be arranged in **Tampere** on **9-11 June 2010**. EuroITV is the leading international conference for media related to video and television. Academia and professionals from all over the world come together to discuss the latest advances and research of media technology, HCI, media studies, and the content creation community. In addition to previous years' topics of the conference, EuroITV2010 offers new opportunities e.g. Interactive Content & Arts Track, Video in the Age of Web3.0, EuroITV competition Grand Challenge and Targeted Workshops. More information on targeted workshops, tutorials and industrial exhibitions found at <http://www.euroitv2010.org/>.





INFORMATION ON FAIRS

MATKA 2010

21.-24.1.2010



21-24 January 2010

Helsinki Fair Centre

Nordic Travel Fair MATKA is the best travel fair to get contacts from the Nordic Countries, the Baltic region and Russia. In four days you can reach 86,000 visitors of which 17,000 are travel trade professionals.

MATKA 2010 will have 1 ½ days for the travel trade and 2 ½ days for the consumers who seek information about foreign destinations and travel services.

Over 1,300 media representatives will also visit the fair.

The theme of the fair is "Travel as a Preserver of Culture".

MATKA 2010 will be arranged simultaneously with the Caravan fair

More information at
www.finnexpo.fi



12-21 February 2010

Helsinki Fair Centre

Finland's largest boating industry event in terms of physical size and number of visitors, the Helsinki International Boat Show 2010, is a magnet for all enthusiasts of the boating lifestyle.

The event attracts 80 000 – 90 000 visitors annually! Featured is a comprehensive variety of motorboats, yachts, wooden boats, canoes, and boating, electronic, fishing, diving, and other water sports equipment. All the major boat manufacturers and importers will be there, as will other key companies, organisations and official bodies associated with the industry.

More information at
www.finnexpo.fi





INFORMATION ON FAIRS

Programme Helsinki Fair 2009 – 2011	2009	2010	2011
American Car Show			
Annual Veterinary Meeting			
Arena – Sports Trade Fair		October	
AudioVisual			
Auto & Korjaamo – Automotive Sector Process and Factory Automation			November
Automaatio - Fair for automation sector			September
BoardExpo			
Business Presents			
Caravan - New camping cars and caravans		January	January
ChemBio Finland – Laboratory products, biotech, chemical industry		May	May
Child – Event for the whole family		March	May
Cleaning Service			October
Colour and Surface			October
DigiExpo – Digital entertainment and consumer electronics		November	November
Do It Yourself – the event for home renovators and handymen		November	November
Educa - Education Fair		January	January
Elkom – Professional Electronics			September
ELMA – Helsinki Food and Agriculture Show		November	November
Eltek – industrial electricity solutions			September
Environmental Technology		October	
European Congress of Clinical Microbiology and Infectious Diseases			
Exhibition for Secretaries & Assistants			
Fashion+Beauty		November	November
Fastfood & Café – easyFairs trade show			
Fillari – the biggest bike fair in Finland		March	March
FinnBuild – Building and building services		October	
Finnish Cardiac Society			
Finnish Dental Congress and Exhibition		November	November
Finnish Medical Convention and Exhibition		January	January
Finnish Nursing Congress and Exhibition		March	March
Finnish Societies of Surgery and Anaesthesiology			
FinnSec – Safety and Security Fair			October
FinnTec - Finnish International Technical Fair		April	
Fishing – Fishing fair		March	March
FoodTec – Food Processing Technology		October	
Forest - for forest owners and the forest sector		November	November
Forma Autumn – Gift Articles and Interior Decoration			
Forma Spring – Gift Articles and Interior Decoration			
Gastro - Catering, Restaurants and Hotels		March	
GIS expo - Geographic Information			
More information on these fairs at: www.finnexpo.fi			



INFORMATION ON FAIRS

Programme Helsinki Fair 2009 - 2011	2009	2010	2011
Habitare – Furniture and Interior Decoration		September	September
Handicraft – Helsinki Arts & Crafts Fair		November	November
Health and Safety Conference			
Health		November	November
Helsinki Book Fair		October	October
Helsinki Chemicals Forum		May	May
Helsinki Motor Show		November	November
Helsinki Music Fair		October	October
Housing Markets – Arena for better living		April	April
Hydraulics and Pneumatics			September
International Congress on Nursing Informatics			
Job Forum – Career and job opportunities for young people	2 – 3 Dec	October	October
Kunto – the biggest fitness fair in Finland		March	
Light, Electricity and Tele			October
Logistics - Transport			
Matka - International Travel Fair		January	January
Maxpo – earth construction and environmental maintenance machines			
MecaTec – Mechanical Engineering and Machine Components			September
Model Expo – the largest hobby show in Scandinavia		March	March
MP Motorcycle Exhibition		February	February
OMA – Open Mobile Alliance			
Own Home - Home building and renovation fair		April	April
Own Cabin - Leisure time living fair		April	April
Own Yard – Construction, equipment and maintenance of yards		April	
Packaging – easyFairs trade show			
PacTec - Packaging and materials handling		October	
ParkTec – Trade fair for landscaping and gardening professionals			October
PetExpo		March	March
Pharmacy Days			
PlasTec – international trade fair for the plastics industry		April	
PulPaper – Intl Exhibition for Suppliers of Pulp and Paper Industry		June	
Real Estate			October
Retki – Annual outdoor fair		March	March
Shop – easyFairs retail market trade show			
Sisusta! Interior decoration fair		April	April
Skiexpo – the largest wintersport fair in the Nordic Countries		November	November
Snowmobile & ATV			
Spring Garden – horticultural fair			April
Studia – education fair	2 – 3 Dec	October	October
Swingi – golf fair		March	March
ToolTec - Industrial tools for professionals		April	
More information on these fairs at: www.finnexpo.fi			



INFORMATION ON FAIRS

Programme Helsinki Fair 2009 – 2011	2009	2010	2011
Vene – Helsinki International Boat Show		February	February
Wedding&Love		November	November
Wine, Food & Good Living		October	October
WineExpo – Wine fair		March	
Winner – International Dog Show and Petfair	12 – 13 Dec		
Wound Management - EWMA conference			
More information on these fairs at: www.finnexpo.fi			