

TEAM FINLAND SERVICES FOR FINNISH COMPANIES IN SOUTH AFRICA

- 1) **Advisory services**, offered both by Business Finland and the Embassy, eg. on the regulatory environment and market opportunities. Business Finland advises companies in Southern African countries e.g. in market evaluation, market entry strategies, operation methods, legislation, sales development, sources of financing and sources of information.
- 2) **Official contacts**, which can help open doors for companies and provide them credibility and visibility. These services are provided free of charge by the Embassy, either by the Ambassador or other staff, as well as the political level (eg. during ministerial visits).
 - Contacts with local authorities: The Embassy can advise and assist companies in making the appropriate contacts with public authorities in South Africa.
 - Prestige services: The Ambassador or a high-ranking ministry official can participate in a company function at the request of the company.
 - Removal of trade barriers: The Embassy can help identify and contact the authorities whose assistance is required in resolving a company's problem.
- 3) **Visibility**
 - Trade delegations, usually organized jointly by Business Finland and the Embassy. If requested, the Ambassador is also available to head smaller trade missions, especially to Botswana and Mauritius. Participation fees are decided on a case by case basis.
 - Use of the Embassy or the Ambassador's residence for networking or promotional activities, with the event hosted by the Ambassador or his deputy. The use of the venue is free of charge, but the company must pay for catering and other extra costs.
 - Support for communications. The Embassy can provide media contacts to companies and act as a liaison to media. Companies can also use material on Finland in their branding.
- 4) **Financing**: Various finance support tools are available for Finnish companies for doing business abroad, through eg. Tekes, Finnfund, Finnvera and Finnpartnership. For more information, see: <http://team.finland.fi/en/services/financing>
- 5) **Networking**
 - Introductions to market players: Business Finland can help with introductions to key market players in South Africa, but because of limited resources, the free of charge work per company is limited.
 - Growth programmes: Business Finland runs a number of sector-specific growth programmes for Finnish companies. Some of these have identified South Africa as a focus market. Companies which are members of a growth programme can eg. participate in trade missions and/or trade fairs and receive market information. <http://www.exportfinland.fi/web/eng/services/programs>
 - Local networking events, hosted by the Embassy in cooperation with Business Finland. Companies are encouraged to suggest topics for such events.
 - Service provider search: Business Finland is building networks of market experts, service providers and consultants which can help Finnish companies in Southern Africa.
 - Questions about other Southern African countries: the Finnish embassies in Mozambique, Namibia and Zambia as well as Business Finland Johannesburg have market expertise and networks that can also be utilized for those Finnish companies interested in these neighbouring countries.
 - Matchmaking by Finnpartnership. Companies and organisations in Finland and developing countries can seek new cooperation opportunities and business partners through Finnpartnership: www.finnpartnership.fi
 - The Finnish Exporters Database makes Finnish products and services visible to foreign buyers: <http://www.exportfinland.fi/web/eng/finnish-exporters-database>
- 6) **Information about market opportunities**: Team Finland members verify market opportunities arising from changes in the market as well as sales leads. These are collected jointly on the website marketopportunities.fi. General information on the South African market (and other countries) is available in Finnish in the publication "Maailman Markkinat" on the same website.