

Finpro's Life Sciences Industry

Meria Heikelä

South Africa 31.3-3.4

FINPRO

Finpro is a public/private organization and part of Finnish Ministry of Foreign Trade and industry . Finpro carries out its national task through a client-oriented approach in co-operation with other service organizations working towards the same goals.

Finpro's six Global Industries guarantee the best service and information on global opportunities and trends.



BUSINESS OPPORTUNITIES WORLDWIDE



Over 50 Finland
Trade Centers
In over 40 countries

Working Together with the Finnish Life Sciences Industry

Finpro Team

Identify, create, manage projects
based on global business
opportunities.

Partners abroad

Local Governments
Local Health Authorities,
Organizations and
Companies
National financing sources
International financing sources

**Innovative global
business opportunities,
partners,
market studies**

Finnish Life Sciences Industry; Main Sub-Sectors

Life Sciences Companies

Medical Equipment

Pharma and Bio Industry

Health ICT

Health and
Social Services

Functional and Health food

FOOD Safety

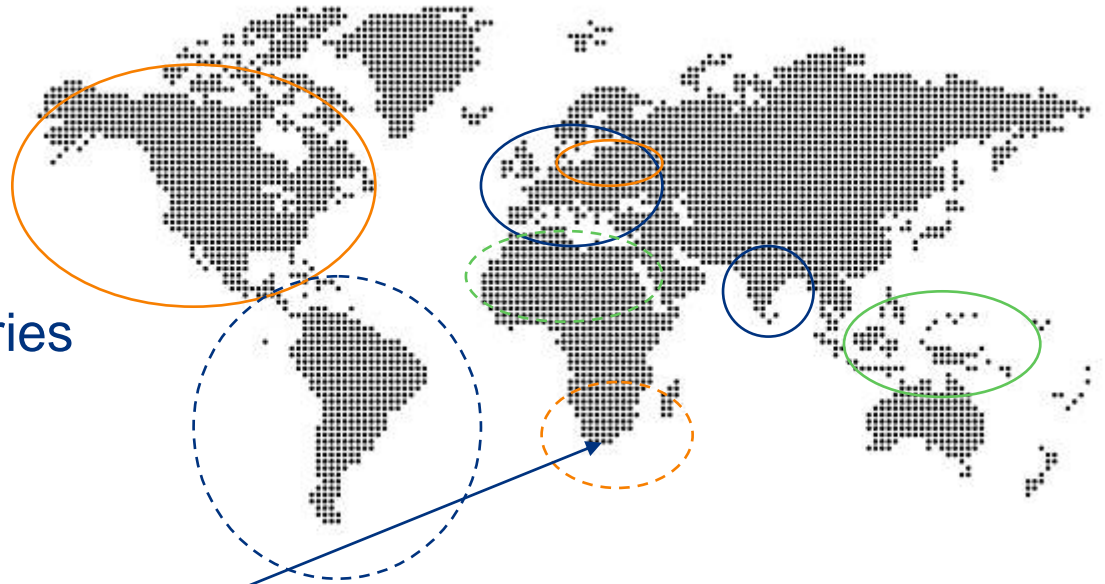
- Mostly innovations for niche markets
- Small high tech start up companies
- 90 % of production exported
- Science Parks, Universities involved

IDEA OF PROFITABLE INTERNATIONAL GROWTH

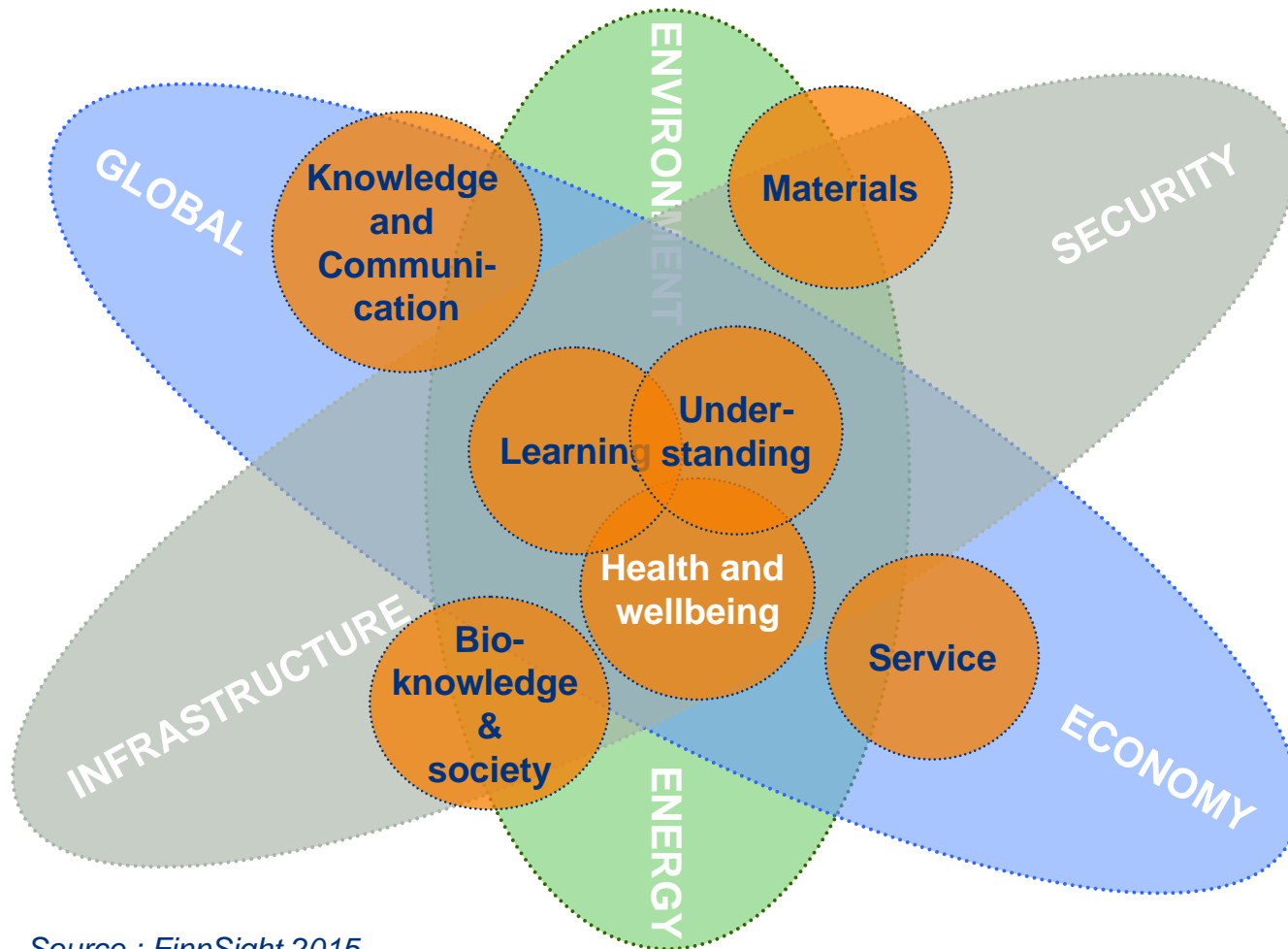
<p>7.1 Idea Phase</p>	<p>7.2 Start-up Phase</p>	<p>7.3 Early Growth Phase</p>	<p>7.4 International Growth Phase</p>	<p>7.5 Strategic Change Phase</p>
<p>Business concept feasibility</p> <hr/> <p>Weak signals & market opportunities</p> <hr/> <p>Input to Business Plan</p> <hr/> <p>Support in financing with key partners</p>	<p>Value proposition & offering</p> <hr/> <p>Market studies & Test Drive</p> <hr/> <p>Strategic options & priorities</p> <hr/> <p>SBA's & market selections</p>	<p>Customer identification & pre-marketing</p> <hr/> <p>Partner searches</p> <hr/> <p>Sales channel development</p> <hr/> <p>Establishing local office</p>	<p>Value chain & competitor analysis</p> <hr/> <p>Customer monitoring</p> <hr/> <p>Channel management</p> <hr/> <p>Outsourcing & local subcontracting</p>	<p>New business opportunities</p> <hr/> <p>New production facilities</p> <hr/> <p>Acquisition candidates</p> <hr/> <p>Investor search</p>

Focus Areas

- EU Countries
- China
- South-East Asia
- The Baltic Countries
- India
- North America
- Emerging Areas
 - South America
 - **South Africa**
 - North Africa



Life Sciences is Connected to Everything!



Source : FinnSight 2015 –

Life Sciences Industry in Finpro

40 people globally,
22 of them in
**7+HI in Global Core Team
& 14 Market Experts**



Meria Heikelä, Head of Industry, (HI) London

Ulrika Björkstam	Mexico
Jonny Cheung	Hong Kong
Hebo Ding	Shanghai
Anna Erkkilä,	India
Christine Grumbach	Munich
Sanna Hartman	Brussels . PAS
Lim Hock Chye	Singapore
Ewa Kicinska,	Warsaw
Masahiro Kimura	Tokyo
Val Kratzman	Stamford
Terja Kuuri-Riutta	Helsinki
Lili Lehtovuori	Wien
Dmitri Makolkin	Moscow
Jenni Mäkipää	Milan
Anneli Okkonen	Milan
Silva Paananen	Helsinki
Heli Pasanen-Zentz	Paris
Marko Salonen	Helsinki
Chumsri Sikaman	Bangkok
Annaleena Soult	Paris
Esa Wrang	Turku

“Sustainable Partnerships in International Markets”

A Coaching Programme for Finnish &
South African Business Cooperations

Project Plan

Christine Grumbach

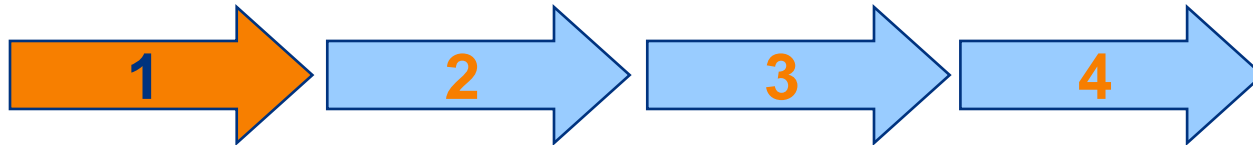
The goals

- To establish and maintain **sustainable partnerships** between Finnish and South African business entities focused on the bioindustry sector and **based on the individual needs** of the companies
- To start joint R&D activities including **commercialisation** initiatives
- To get a better understanding about the needs, strengths and challenges of both regions to minimize the risks of **further internationalization**
- To **improve the business skills** of both partners
- To get a clear knowledge about **funding opportunities** of both regions for the long-term cooperation and joint projects

What the companies can expect ?

- **Project coordination** during all project phases including project planning, organizing and performance of meetings and workshops, reporting
- **Networking** with experts and business partners in Finland and South Africa
- Check for the ability to internationalize
- **Development of a partner profile** for each participant
- **Joint marketing plan**
- Provision of **local business coaches** in both regions to establish and maintain the partnership
- **Access to the global Finpro Network for joint spin-off projects**

Phase 1 – Partner Identification



Services

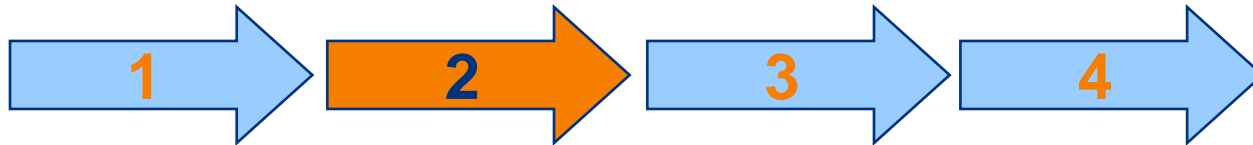
- Basic evaluation of the company
- Definition of the ideal partner
- Partner search in Finland* and South Africa
- Matchmaking arrangements
- Basic information for future cooperations (legal, financial issues)

**6 consulting days
1 matchmaking
conference***

Deliverables

- SWOT analysis
- Search profiles for each participant
- List with potential partners in Finland / South Africa
- Instructions for the first meeting; workshop arrangements

Phase 2 – Build the Partnership



Services

- Prime partner selection
- Focussing the business
- Competitor analysis
- Development of a joint marketing plan
- Support to access the local financing tools*

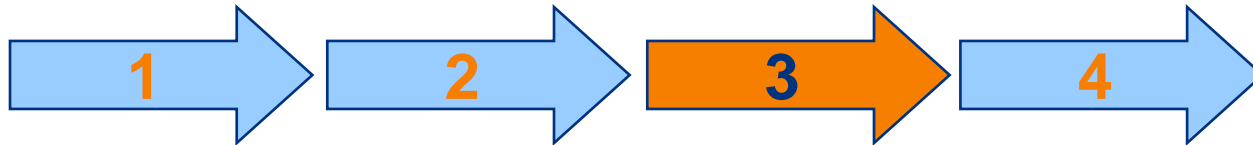


10 consulting days

Deliverables

- Screening and ranking of potential partner candidates
- Value chain and network analysis
- Joint marketing plan
- Personal introduction to local financing experts

Phase 3 – Strengthen the Cooperation



Services

- Up to 4 business coaching sessions based on the actual need and status of the partnership
- Adjustments of the marketing plan (e.g. role distribution)
- Identification of further internationalization options

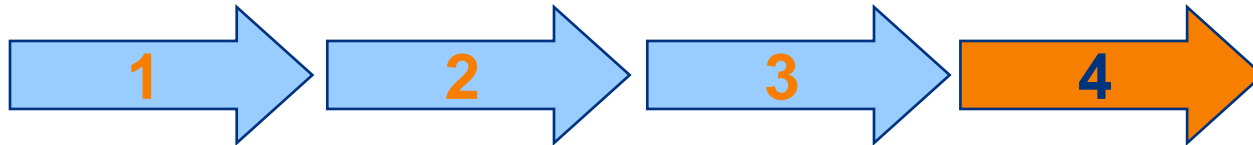


5 consulting days

Deliverables

- Readiness check for internationalization of the partnership
- Revised marketing plan
- Report about **Business Opportunities Worldwide (BOWW)**

Phase 4 – Expanding the Business



Services

- Selection of the target markets and target segments for joint internationalization projects
- Definition of the project scope (e.g. content of market evaluation)
- Roadmap to further internationalize and full access to the Finpro Tradecenter Network worldwide*



4 consulting days

Deliverables

- Specification of the joint target markets and sectors
- Project scope for the next phase
- Introduction to the best Finpro specialist in the respective market including briefing

Financing and more information ?

Companies may be able to cover part of the consulting costs through “Business Partnership Support Facility” provided/granted by Finnpartnership, www.finnpartnership.fi

More information about Finpro

www.finpro.fi

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