



THE BUSINESS POTENTIAL OF THE BALTIC MARITIME CLUSTER

GLOBAL PERSPECTIVES



THE GLOBAL SETTING

US- EU (transatlantic relationship) is the largest and wealthiest market in the world, represents 50% of GDP and 40% of purchasing power.

Generates \$5.3 trillion in total sales per year and employs 15 million workers on both sides.



FOR EUROPE
AS A WHOLE AND THE BALTIC REGION
IN PARTICULAR, THE US IS BY FAR
YOUR MOST IMPORTANT
TRADING PARTNER.



GLOBAL FDI TRENDS

Peak in investment was 2008

Global FDI inflows fell by 18% in 2012, down from \$1.65 trillion in 2011 to \$1.35 trillion.

FDI in 2013 looks to remain at 2012 levels

Much of the decline in developed countries; developing countries stayed largely the same



US is by far the world's largest investor at \$329b in 2012. Next is Japan at \$123b, then China at \$84b

Europe and the US together attract half of all global FDI

Trade is obviously a huge predictor of investment, as the US has \$1.8t invested in the Netherlands, most of which is related to global trade





FINLAND'S POSITION

Finland is in the last place in the Nordics when it comes to foreign affiliates, affiliate HQs, and investment dollars received

In 2011, Finland lost more investment dollars than any other country in the WORLD (- \$8 billion DISINVESTMENT in 2011)

We recovered in 2012 with net inflows of \$2b, but we've still only broken even in the four years since 2008



Finland is classified as a high-potential, low-performance country in terms of FDI attraction

TRENDS

Helsinki 3rd-fastest growing city in Europe

Receiving 8th-most investment by cities in Europe

We're at least stopping the trend of HQs moving to Sweden in the Nordic model – some, like Bayer, are actually here



TTIP POTENTIAL

Increased trade (high-volume, low-value i.e. forest) with the US

AmCham Finland is working with our partners in the EU and US to ensure that the voice of the Finnish business is heard.

US Chamber of Commerce in Washington, AmCham EU in Brussels, and the AmChams in Europe network

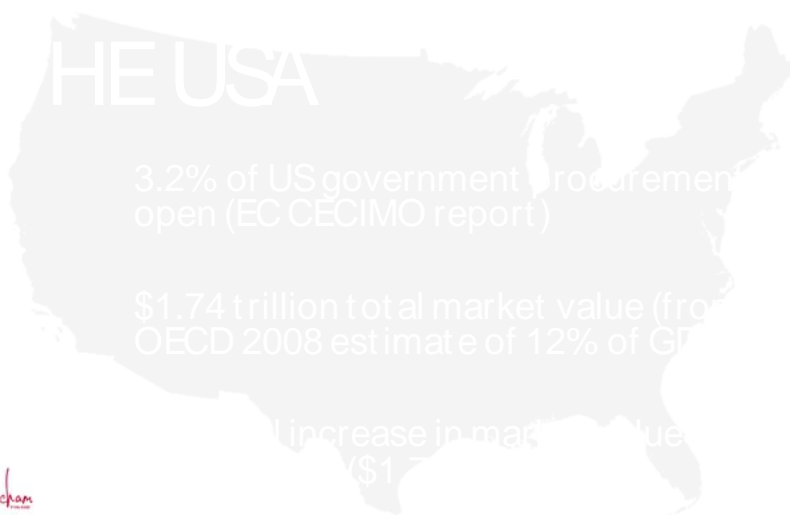
We encourage all our members to get involved in making sure that the TTIP is a comprehensive agreement that benefits all parties, in Finland and beyond.



HOW DOES IT AFFECT YOU?

Regulatory convergence and cross-recognition of standards will lower costs

Increased access to public procurements



THE EUROPEAN UNION



2012 procurement value (€ billion)
€2.40 trillion total market value (estimate of 1/6 of total GDP)
Potential additional value (€ billion)
18,800 contracts

from EC
of



FINLAND

Currently, only 24% of Finnish government procurements are open (OECD, 2011)

Total size of Finland's procurement market €23.4 billion

Potential additional value: €17.8 billion

18,800 contracts



1 in 5 Finnish companies interviewed by ETLA say their business will grow due to the opening of US procurement markets

Reduction of import tariffs

Strengthening of global IP standards



TWIN-CITIES/RAIL BALTICA

Already an inter-twined twin-city area of 1.7 million people

7 million trips between Finland and Estonia annually

Twin-city concept crucial to our pitch for foreign investment as a regional hub



Rail Baltica project and connection to Helsinki offers huge benefits



