

BUSINESS
FINLAND

BUSINESS
FINLAND

Business
Opportunities
LATAM

Anna Niittylä, Chile
Matti Landin, Brazil

BUSINESS FINLAND IN LATIN AMERICA


HEIDI VIRTA
Senior Director, Head of
Region, Latin America
Heidi.virta@businessfinland.fi



**JUAN PABLO ROMERO
RUBELLO**
Advisor
juan.romero@businessfinland.fi




PIA LUSTIG
Senior Advisor
pia.lustig@businessfinland.fi



JORGE FERNÁNDEZ GATES
Senior Advisor
jorge.fernandez@businessfinland.fi




MARIA ALA-KAILA
Senior Advisor
maria.ala-kaila@businessfinland.fi



LUIS LUCATERO
Strategic Advisor (external advisor
from Connectivity program)
luis.lucatero@businessfinland.fi



LAURA TOUKOLEHTO
Advisor (external advisor from
Connectivity program)
laura.toukolehto@elokvant.com




MATTI LANDIN
Trade Commissioner
matti.landin@businessfinland.fi



JOÃO BORDON
Advisor
Joao.bordon@businessfinland.fi



ANNA NIITTYLÄ
Advisor
anna.niittyla@businessfinland.fi



BASED IN FINLAND

JUKKA MÄKI
Specialist
jukka.maki@businessfinland.fi





**BUSINESS FINLAND IS
DRIVING
OPPORTUNITIES**



TARGETS FOR 2019

**Advice cases
Building business
opportunities**

HOW WE OPERATE FOR THE BENEFIT OF FINNISH COMPANIES IN LATAM

Our LATAM team helps you to

- **Drive opportunities - rather than spot opportunities**
- **Build world class ecosystems**
- Identify business opportunities & strategies
- Find partners
- Create networks and build relationships
- Help find funding



**How we create
international collaboration
in practise:**

CUSTOMER CASES

1 | Waste-to-Value
Plant for Curicó,
Chile

2 | Bioeconomy case in
Brazil

Customer case 1) Waste-to-Value Plant for Curicó, Chile



Photo: Visit to Päijät-Hämeen Jätehuolto with the Mayor of Curicó in November 2018

Identifying the opportunity

Identifying the local challenge
→ **Waste problem**

Recognizing the solution from
Finland

Bringing together stakeholders

**Waste-to-value proposition to
Curicó in 2018:**

→ Curicó selected Finland as
partner

→ **Project definition**

→ **Pre-feasibility**

≈ 3 YEARS



Pilot project

**Legislative amendment
2019/2020**

MoU with Curicó in March 2019

Waste-to-Value workshop in 2019

**3 Finnish companies are
committed to this project**

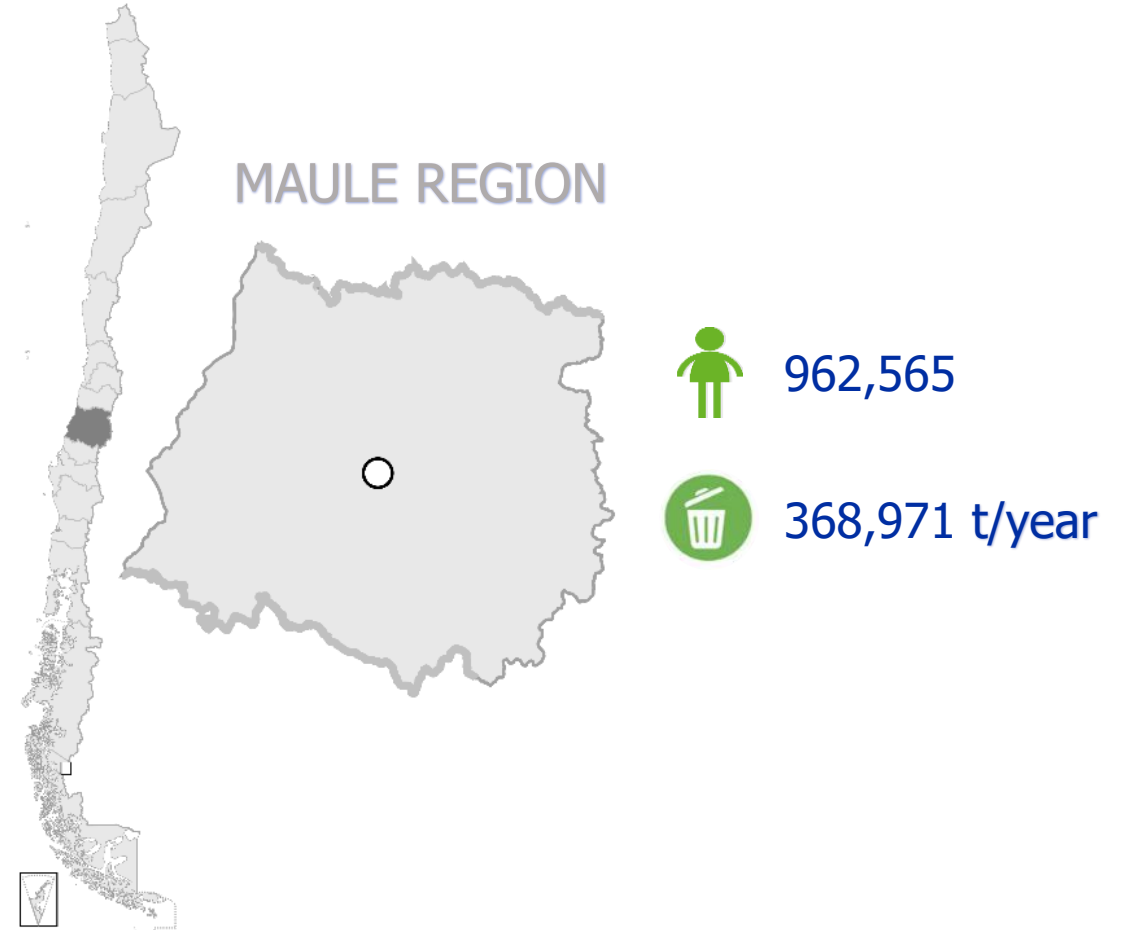
Funding

Feasibility study

At Vantaan Energia
with the Mayor of
Curicó, Chile



→ Continuous business opportunity in Chile





Background

- LA has been the largest market in World for Pulping technology for last 10 years.
- Local companies in Brazil and Chile are investing and growing fast based on very competitive wood costs of plantation forests. (not rain forests)
- Currently many of the companies report EBITDA results or over 50 %



Identifying new opportunities

- Printing Paper consumption is going down - > Leading Brazilian P&P companies are looking new alternatives how to monetize the very competitive wood of plantation forest.
 - Investments to Finland – Suzano (exFibria) has invested in Spinnova
- Brazilian and Chilean PP companies are also looking for new solutions to increase productivity in mills and forests. IOT increasingly important

New Biomass based products

- Y 2018
 - apr 20 companies introduced y2018
 - Apr 10 companies met by Brazilian executives
 - Very good feedback from Finnish and Brazilian companies
 - Proposals and tests
 - Results of negotiations still confidential
 - Y 2019 - Plan to Continue
 - in Brazil eventually in Chile also
- Continuous business opportunity in Brazil and Chile

▪ **New productivity increasing solutions**

- **Y 2018**
 - apr 25 companies introduced y2018
 - Apr 10 companies met by Brazilian executives of three companies
 - Very good feedback from Finnish and Brazilian companies. Quotations made.
 - Results of negotiations still confidential
- **Y 2019 - Plan to Continue on y2019**
 - in Brazil eventually in Chile also
 - Also IOT based solutions included
- → Continuous business opportunity in Brazil and Chile

**BUSINESS
FINLAND**

Main sectors Latin America:
Bioeconomy, cleantech, connectivity,
cybersecurity, healthcare, mining

Thank you

Anna Niittylä
Advisor, Chile
anna.niittyla@businessfinland.fi

Matti Landin
Trade Commissioner, Brazil
matti.landin@businessfinland.fi