

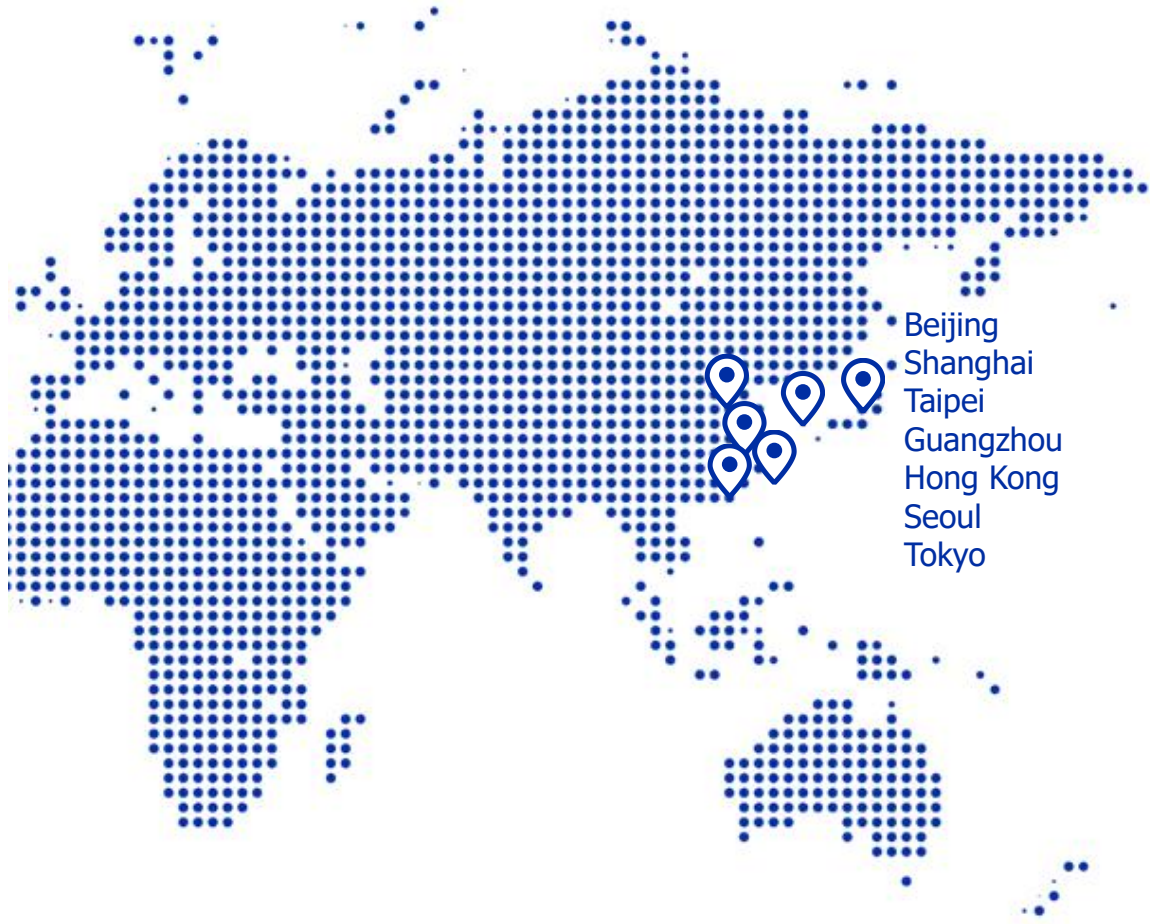
An aerial night view of a city, likely Singapore, with a complex network of glowing white lines overlaid on the image, representing a global or digital network. The city lights are visible in the background, and the lines connect various points across the city and beyond.

**BUSINESS
FINLAND**

• **Bio and Circular
Finland launch
event 27.2.2019**

**Opportunities in
Asia**

Team at your service - REA



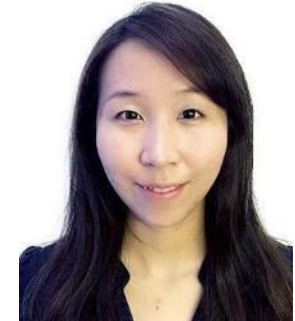
Inka-Liisa Häkälä
Tokyo



Yeon-mi Lee
Soul



Oliver Zhou
Beijing



Anna Ni
Shanghai



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Team at your service – SEA & India



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Health, Edu,



Harry DHAVILLA

SENIOR ADVISOR

INDONESIA
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Kai TUORILA

TRADE REPRESENTATIVE

MYANMAR
Cleantech, Bio
(50% BF)



Gurpreet KALSI

ADVISOR

NEW DELHI
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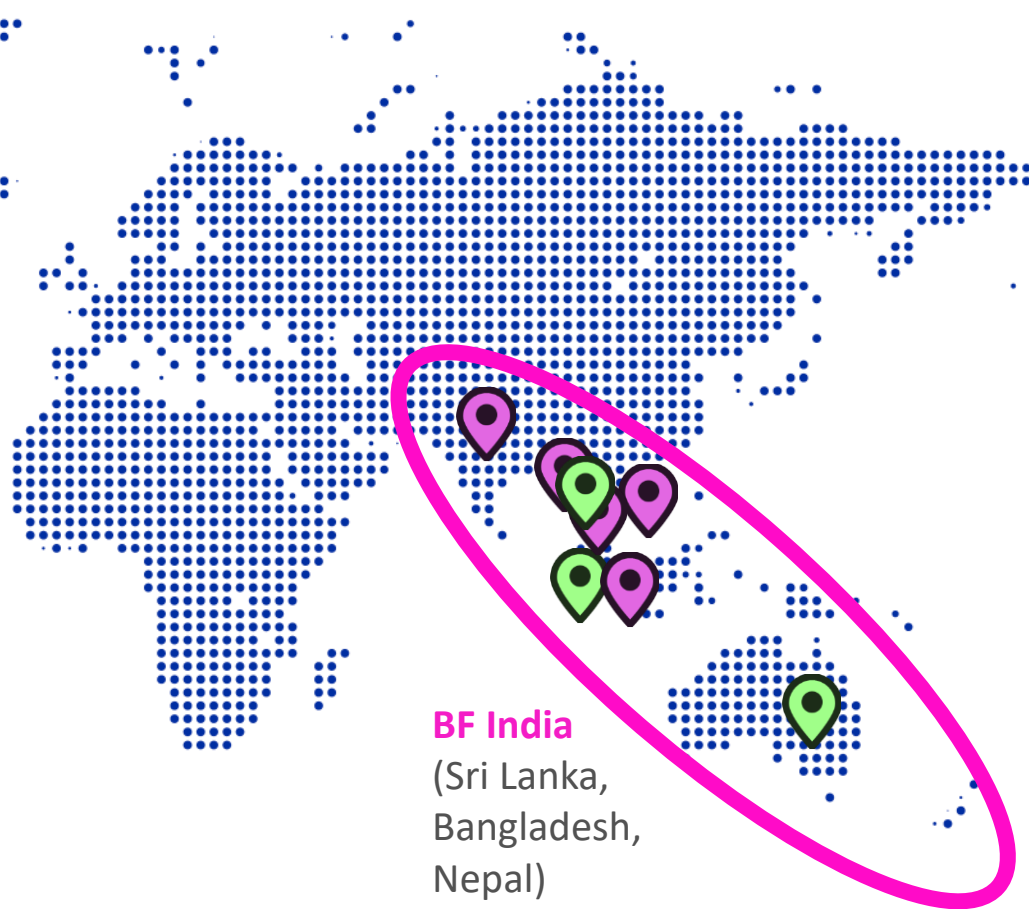
NEW DELHI
Energy, Infra
Cleantech



Embassy



Business Finland office and Embassy



BF Indonesia
BF Malaysia
BF Myanmar
BF Vietnam

Embassy
Singapore
Embassy
Thailand

(Philippines,
Cambodia,
Brunei)

BF India
(Sri Lanka,
Bangladesh,
Nepal)

Embassy
Australia
(New Zealand)

CE as Team Finland effort

Country / Region	CE as national policy?	Bio / CE part of Team Finland plan?
Japan	x	x
Korea		
China	x	x
Taiwan	x	
Vietnam		Team Finland ASEAN plan to promote Finnish CE know-how in respective countries
Thailand	Plans starting; has approached Finland	
Myanmar		
Malaysia		
Indonesia		
Singapore	x (focus on zero waste)	
India		

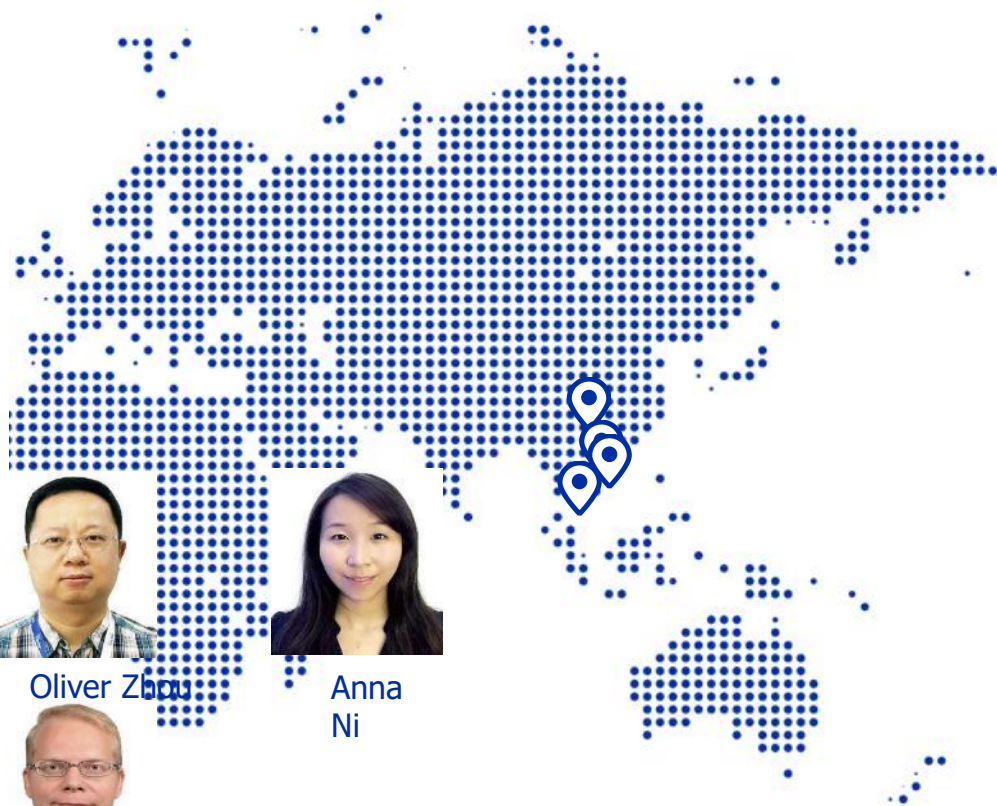
Top to down approach important in Asia

Platform creation

- Finland – Hebei MOU on smart cities in China (Xiong'an new district)
- Plan to initiate discussion with MEE in China (CE also relevant)

Trends and selected opportunities

China, Hong Kong, Taiwan selected trends



Oliver Zhai



Anna Ni



Jari Seilonen

Country / region	Trends & Opportunities
China	<p>Key policies in 5 year plan – some practical measures to implement CE</p> <p>Industrial parks are upgraded to promote circular operations - pilots</p> <p>Build industrial centers that comprehensively utilize industrial waste</p> <p>Establish platforms for online recycling of urban waste, resource management in industrial parks, and waste trading</p>
Hong Kong	<p>Plastics recycling – traditionally exported to China. Need to create domestic recycling sector – starting now</p>
Taiwan	<p>Electronics and high-tech industry: technological know-how to purify, upcycle and recycle wastes</p> <p>Holland and Finland often referred as model countries in CE</p>

Japan and Korea



Inka-Liisa
Häkälä



Yeon-mi
Lee

Country	Trends & Opportunities
Japan	<p>Recognized as leading country in CE in Asia</p> <p>Japanese construction markets are increasingly focusing on wooden structures and environmentally friendly solutions. Soon available at www.marketopportunities.fi</p> <p>Bio packaging Bio based materials (E.g. Itochu – Metsä group industrial demo plant for pulp based textiles in Äänekoski)</p>
Korea	<p>Biodegradable packaging materials with unique design shows a sharp increase</p> <ul style="list-style-type: none">• Reduce disposable plastic bags, cups and straws <p>Growing interest in micro house/mini wooden house both young and old generation</p> <ul style="list-style-type: none">• Increasing number of urban-to-rural migrants and retirees• Trends: well being, work and life balance, healing, healthy, premium, DIY

South East Asia and India

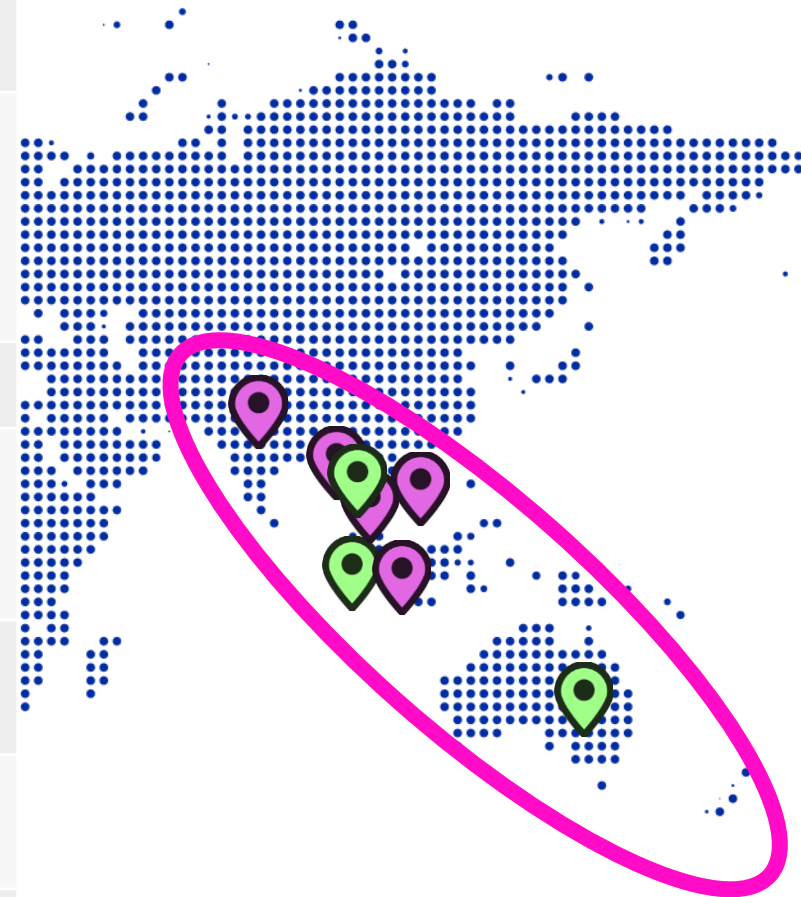
Country	Trends & Opportunities
Vietnam	Waste water treatment and management, waste-to-value solutions, recycling development, bioenergy
Myanmar	Opportunities in Myanmar Rural Development www.marketopportunities.fi Utilization of forest waste, agro biomass, energy efficiency
Thailand	Bioenergy/W2E, Agro biomass
Malaysia	Finnish bioenergy companies have a lot to offer in Malaysia (biomass treatment, biofuel) www.marketopportunities.fi
Singapore	Waste management (focus on zero waste) Sharing of resources in logistics/mobility
Indonesia	B20 program (mandatory 20% content of biodiesel in fuel)
India	Waste-to-value solutions (e.g. high-value products from agro residues and woody biomass), waste water treatment



Business Finland office and Embassy



Embassy



**Case example:
Wood from Finland**

How global network supported in China?



23 participating companies and other stakeholders were served with

- Identifying potential buyers
- Arranging seminars with potential buyers
- Arrangement of match-making events
- Attending conferences to promote Finnish know-how
- Organizing Finland pavilion in trade fairs
- Inbound delegation arrangements to visit Finland
- VIP receptions in China
- etc

BRIEF REVIEW OF FINNISH SAWN TIMBER EXPORTING DEVELOPMENT IN CHINA

Source: Finnish Customs Statistics

2013	FINNISH SAWN TIMBER EXPORT TO CHINA <u>0.39 MILLION M3</u>	2014	EXPORT VOLUME <u>0.4 MILLION M3</u> NO.1 EGYPT, NO.2 JAPAN, NO.3 UK... <u>NO. 7 CHINA</u>
2015	<u>SUMMER WOOD FROM FINLAND PROGRAM LAUNCHED</u> EXPORT VOLUME <u>0.62 MILLION M3</u> NO.1 EGYPT, NO.2 JAPAN, NO.3 UK, <u>NO.4 CHINA</u>	2016	EXPORT VOLUME <u>1.05 MILLION M3</u> NO.1 EGYPT, NO.2 JAPAN, <u>NO.3 CHINA</u> , NO.4 UK
2017	EXPORT VOLUME <u>1.71 MILLION M3</u> <u>NO.1 CHINA</u> , NO.2 JAPAN, NO.3 EGYPT, NO.4 UK 23 MEMBERS	2018	JAN-NOV EXPORT VOLUME <u>1 MILLION M3</u> NO.1 EGYPT, <u>NO.2 CHINA</u> , NO.3 JAPAN, NO. 4 UK

WORLD IDEAS