Sweden
Sverige

BUSINESS CLIMATE SURVEY FOR SWEDISH COMPANIES IN FINLAND 2025

A REPORT FROM TEAM SWEDEN IN FINLAND

TABLE OF CONTENTS

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FOREWORD

Finland, together with the other Nordic countries, commonly stands out as a first export destination for Swedish businesses. A testament to the importance of trade with Finland is the fact that Sweden has the highest number of foreign companies in Finland. The long, shared history and close ties between Sweden and Finland are reflected in their similar legal systems, economic models, and cultural connections. Swedish is also an official language in Finland, with approximately five per cent of the population having Swedish as their first language.

Christian Weckman
Country Manager Finland, Business Sweden

Many Swedish companies regard Finland and the Nordic countries as a natural first step in expanding to other markets. Furthermore, the Nordics as a whole represent 25 per cent of Swedish exports and, together with Sweden being the 12th largest economy in the world, is characterised by high purchasing power, leading innovation, political stability and strong historical and cultural connections. There is also a shared vision to become the world's most integrated region by 2030.

The strong relationship between Finland and Sweden continues to foster collaboration and mutual growth in different industries. For example, Finland has a dynamic startup scene, epitomised by the globally recognised Slush event, which attracts thousands of entrepreneurs, investors, and innovators from around the world. Sweden's thriving tech industry, with companies like Spotify and Klarna, complements this by providing a robust ecosystem for continued innovation and investment.

Peter Ericson
Ambassador of Sweden to Finland

The maritime industry is another cornerstone of Finland's economy, known for its expertise in constructing advanced vessels such as icebreakers and cruise ships. Swedish engineering enhances this sector, and both countries collaborate on projects to develop next-generation icebreakers and other maritime solutions. Similar strengths, successes and collaborations also exist in several other areas of manufacturing.

Additionally, Finland's energy sector is diverse and innovative, with significant contributions from bioenergy, nuclear power, and wind energy. Sweden's leadership in renewable energy technologies, including wind and solar power, in turn complements Finland's efforts. Swedish companies such as Vattenfall and ABB are key players in the Nordic energy market, driving advancements in sustainable energy solutions.

This Business Climate Survey 2025, which is a global initiative by Team Sweden, provides for the first time a comprehensive overview of the current business environment in Finland, especially highlighting the resilience and optimism of Swedish companies operating here. Despite recent economic challenges, many companies expect an increase in industry turnover and are planning future investments. This positive outlook is bolstered by the close cooperation between Finland and Sweden in many areas of our societies.

Team Sweden in Finland, consisting of the Embassy of Sweden and Business Sweden, as well as other organisations, is dedicated to promoting Sweden, Swedish industry, and Swedish economic interests in Finland. The commitment and cooperation within Team Sweden help to better position and grow Sweden in Finland ever stronger through activities and programmes.

A thank you to all who took the time to participate in the survey and contribute your thoughts and experiences. We hope this report serves as a valuable resource for Swedish companies looking to navigate and succeed in the Finnish market.

+50 respondents in Finland

Current business climate

Neutral

The majority perceive the current business climate as neutral.

Industry turnover

71%

of Swedish companies expect their industry turnover to increase

Future investments

41%

of Swedish companies plan to increase their investments slightly or significantly in the next 12 months

Globally valued success factors

1. Cost efficiency
2. Sales competence
3. Partnerships/relationships

Brand Sweden

66%

of Swedish companies abroad consider Brand Sweden beneficial for business

Local conditions with high satisfaction

1. Personal safety
2. Customs
3. Physical safety

Local conditions with least satisfaction

1. Corporate taxation
2. Market access
3. Labour market regulation

Environmental considerations

63%

of respondents believe environmental considerations are a factor in their customers' purchasing decisions

Corruption

Finland is one of the world's least corrupt countries, and almost all respondents report rarely encountering it.

Human rights violations and labour rights abuse

The majority of respondents have not encountered any form of human rights violations and/or labour abuse, although some have through partners or customers.

ABOUT THE SURVEY

The majority of the respondents are small-sized, experienced, and operate across several industries

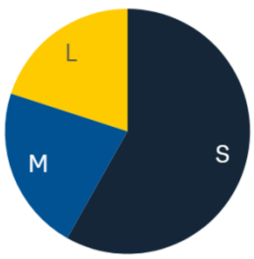
The Business Climate Survey is a global initiative by Team Sweden and was conducted for the first time in Finland in 2025. This survey is an important tool for Team Sweden and Swedish companies to evaluate the business environment.

Finland is an important trading partner for Sweden, and many companies view Finland and the Nordics as a natural first step for expansion due to its geographical proximity, similar societal structures, government, industries and business environment. Finland and Sweden share historical ties and a long history of business collaboration. According to Statistics Finland, Sweden has the highest number of foreign companies in Finland, with approximately 1,500 Swedish subsidiaries registered. However, it is important to note that some may not be active.

Among the 56 respondents, 58 per cent were representatives from small companies in terms of employees, with the remainder almost evenly divided between medium-sized (20 per cent) and large companies (22 per cent). The majority (42 per cent) of respondents work in industrial sectors, 33 per cent in professional services, and the rest in consumer goods. The respondents have been active in the market for a long time, with 87 per cent describing themselves as experienced or mature in the market, having been registered up until 2020.

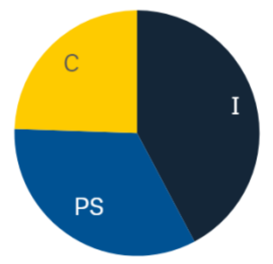
In the following chapters, we will present the responses to the Business Climate Survey in Finland, starting with the economic outlook, the market, success factors for Swedish companies, and sustainability. The report also includes a chapter about the Nordics, as these countries often promote themselves together in exports and investment and are closely collaborating beyond business.

SIZE OF COMPANIES



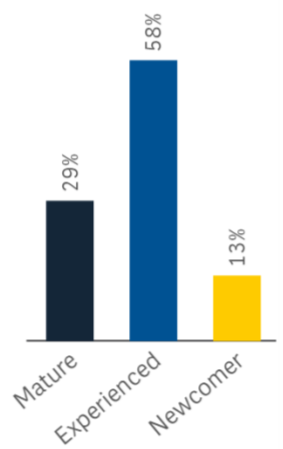
NOTE: Global employees. Large >1000. Medium 250-1000. Small 0-249

MAIN INDUSTRY



NOTE: Industrial 42%. Professional services 33%. Consumer goods 24%.

AGE OF COMPANIES



NOTE: Mature (-2003). Experienced (2004-2019). Newcomer (2020-)

ECONOMIC OUTLOOK

The majority of the respondents were profitable or breakeven

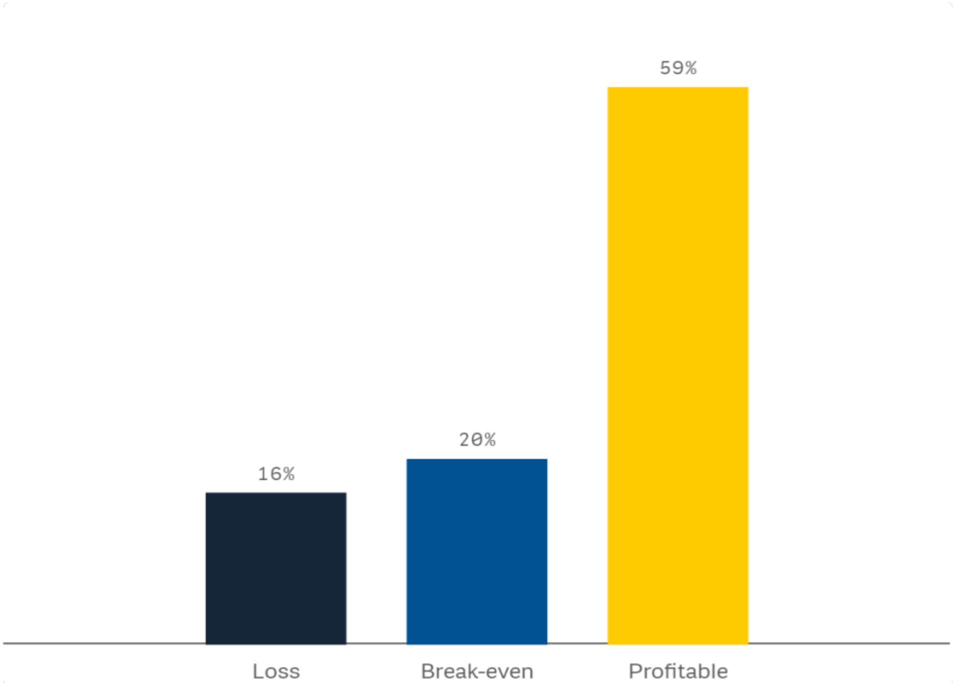
Although 2024 presented a challenging economic environment overall, Swedish companies in Finland demonstrated resilience, with 79 per cent being profitable or breaking even, while 16 per cent reported a financial loss.

When analysing the results by company size, most small companies reported profitability over the past year. However, small companies also had the highest share of reported losses compared to medium and large companies. Medium-sized companies had the highest share of profitable years. Among large companies, most reported profitability, followed by breakeven, with the least reporting losses.

Comparing industry segments, industrial companies reported the most significant losses, whereas professional services reported none. Interestingly, industrial companies were the most polarised, as they also had the highest share of profitability. Professional services maintained a strong economic position, with no respondents reporting a loss. Similarly, consumer goods companies mostly reported profitability or breakeven, with some reporting losses.

Newcomers experienced the most turmoil, with 20 per cent reporting a loss or breakeven. They had the lowest share of profitability. In contrast, 60 per cent of experienced companies were profitable, and 73 per cent of mature companies reported profitability. Essentially, the newer the company, the higher the share of reported losses, while the more mature the company in the market, the higher the chances of being profitable.

HOW WOULD YOU DESCRIBE YOUR COMPANY'S FINANCIAL PERFORMANCE IN FINLAND IN 2024?



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

Finland's economy has been struggling, but is expected to recover and approach the European GDP growth level within a few years

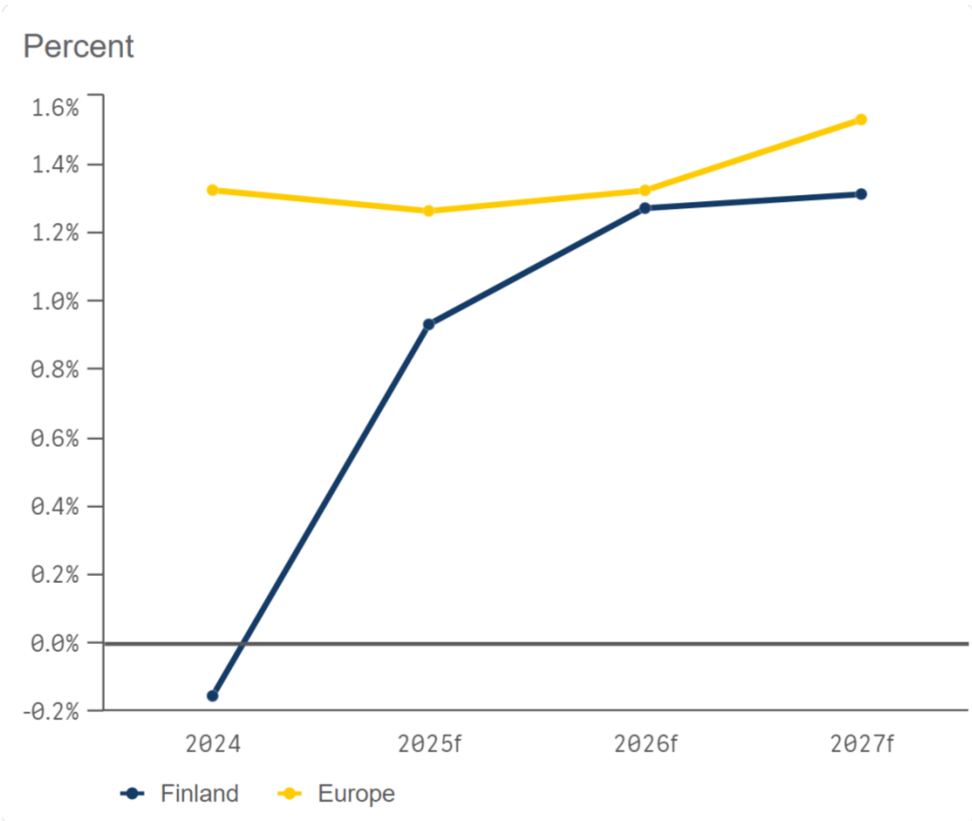
The Finnish economy is poised for gradual recovery and growth over the next few years. The economy initially faced some challenges, but the outlook is positive, with growth expected to pick up from 2025 onwards. This recovery is driven by increased consumer confidence and a boost in private consumption, supported by declining interest rates.

Benchmarking against the broader European economy, Finland's economic trajectory shows a promising trend. While initially lagging behind, Finland's GDP growth is expected to align with or slightly trail the European average in the coming years. This indicates a robust recovery driven by strategic investments and resilient consumer spending.

Investments are also expected to rise, particularly in non-residential sectors, as financing conditions become more favourable. Finland's strong trade ties with key partners will help stabilise and boost exports, contributing to economic momentum. Prominent companies in various sectors, such as IT and retail, continue to play a significant role in the economy.

Despite some risks from geopolitical tensions and fluctuations in the construction sector, the overall outlook remains positive. The economy is expected to benefit from improved cyclical conditions and stronger household purchasing power. The influx of companies in recent years suggests that Finland is viewed as a strategic entry point for expansion, leading to a more even distribution of business establishments.

PROJECTED GDP GROWTH IN FINLAND



NOTE: Constant prices.
SOURCE: Oxford Economics, GDP, constant prices and exchange rate, US$. Last update: 11 March 2025

Companies are optimistic about the future, with the majority expecting an increase in industry turnover

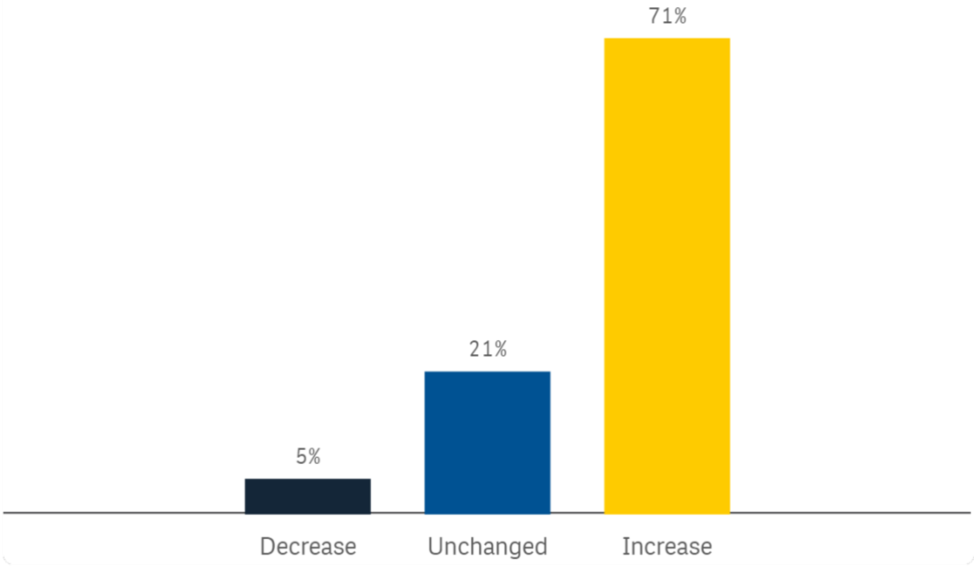
Despite the economic slowdown, companies remain optimistic about the future, and 71 per cent expect the industry turnover to increase in the upcoming 12 months.

Large companies and medium-sized companies are most opportunistic and see the industry turnover increase, while smaller companies tend to more believe the turnover will remain unchanged.

Companies are overall optimistic no matter the industry, but all consumer goods companies expect the industry turnover to either remain unchanged or increase (i.e. none foresee lower turnover). Industrial companies have the highest share that believe their industry turnover will increase, whereas professional services have the highest share of companies expecting their industry turnover to decrease.

All newcomers expect an increase in turnover, whereas mature and experienced companies had the same breakdown of responses: 67 per cent expect an increase, and 27 per cent think it will be unchanged.

COMPARED TO THE DEVELOPMENT IN THE PAST 12 MONTHS, WHAT ARE YOUR EXPECTATIONS FOR THE COMING 12 MONTHS FOR YOUR INDUSTRY IN FINLAND REGARDING TURNOVER?



NOTE: The number of respondents for this question was 56. “Don’t know/Not applicable” responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

Companies are careful with investing in the coming months, with almost half of respondents planning no investments

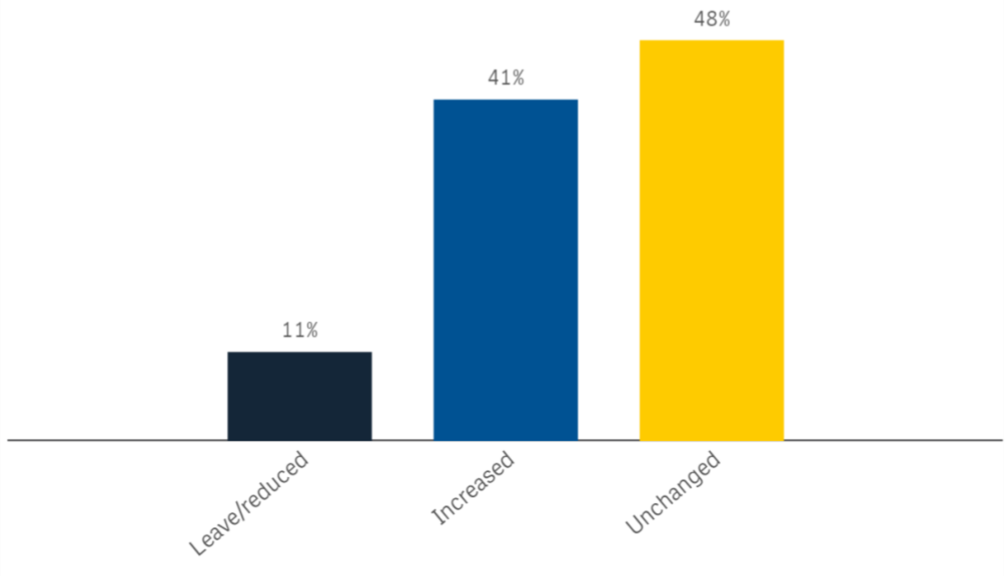
Regarding what the companies plan to invest in the coming year, the results are less optimistic than their expectation for the industry result. Almost half of the respondents report no change in their investment plans for this year. Still, some remain opportunistic and are planning to invest in the coming year.

Medium-sized companies were split 50/50 between an increase in investments or no planned change in investments. Large companies are also evenly divided between increased and unchanged investing plans, but nine per cent say they'll reduce investments. Small companies have the highest share of plans to reduce investment and the smallest share planning to increase investments, which could be because they are not as resilient as medium-sized or large companies.

Industrial companies have the highest share of planning to increase investments or no investments compared to professional services and consumer goods companies. Eighteen per cent of consumer goods companies will reduce their investment plans, but none plan to leave the market. Professional services companies seem to be struggling, as 13 per cent have plans to leave the market.

Fifty seven per cent of newcomers plan to increase investments – significantly higher than the experienced and mature companies operating in the market. There are no major differences between mature and experienced companies, with the majority planning to make no major changes in investments.

WHAT ARE YOUR COMPANY'S INVESTMENT PLANS FOR THE COMING 12 MONTHS IN FINLAND, COMPARED TO THE PAST 12 MONTHS?



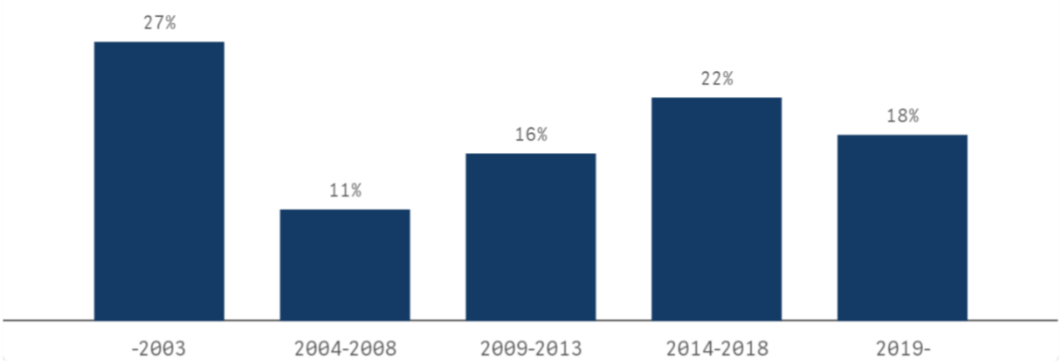
NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025

THE MARKET

The majority of respondents have established operations in Finland in the last 10 years

Finland and Sweden share a long history of trade cooperation, with many Swedish companies having established operations in Finland for over 20 years. The survey reveals a balanced distribution regarding the establishment of operations in Finland. While many Swedish companies have been present for a long time, 40 per cent of respondents reported establishing operations from 2014 onward. This period coincides with the end of the financial crisis and the subsequent economic recovery in Europe. Between 2014 and 2020, Finland experienced steady economic growth, with its GDP increasing annually. The influx of companies in the latter part of the 2010s suggests that Finland is viewed as a strategic entry point for expansion, leading to a more even distribution of business establishments.

IN WHAT YEAR DID YOUR COMPANY ESTABLISH OPERATIONS IN FINLAND?

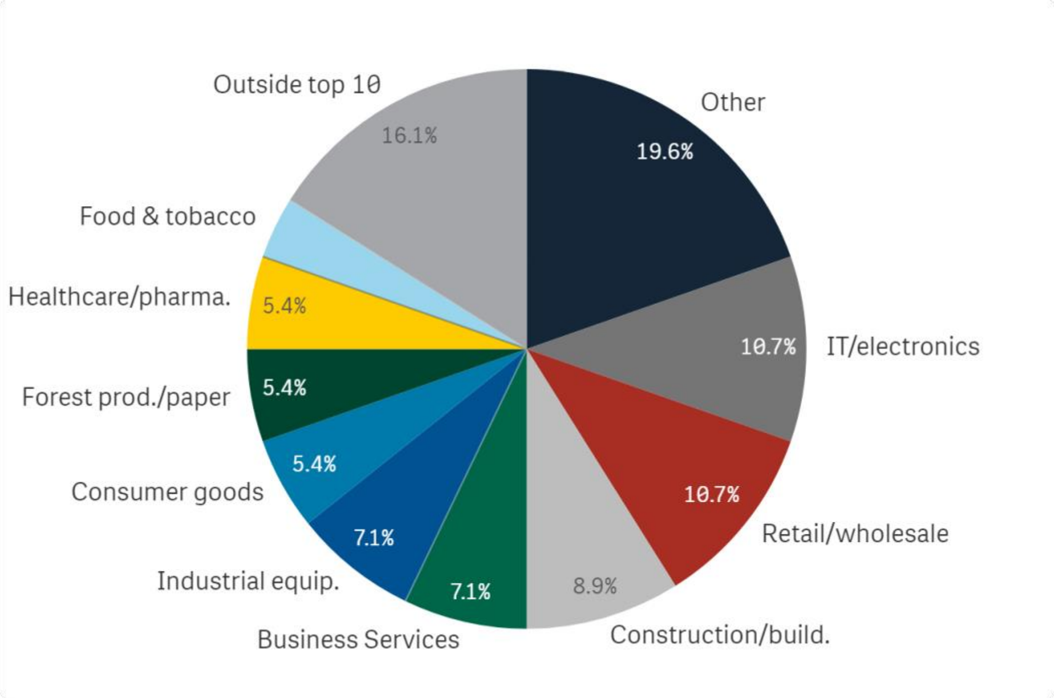


NOTE: The number of respondents for this question was 55. “Don’t know/Not applicable” responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

Respondents come from various sectors, offering a diverse perspective on the current business climate in Finland. The survey indicates that most respondents are from the IT/Electronics and retail/wholesale sectors, each representing 11 per cent of the total. However, the largest group (20 per cent) categorises themselves as working in sectors outside the provided alternatives.

In Finland, prominent IT companies such as Ericsson and Telia, along with major retailers like Rusta, IKEA, and H&M – have a notable presence. Additionally, several companies have undergone mergers, such as Stora Enso. The strong presence of Swedish enterprises in Finland is also evident through financial institutions like SEB and Nordea, as well as industrial companies like SSAB.

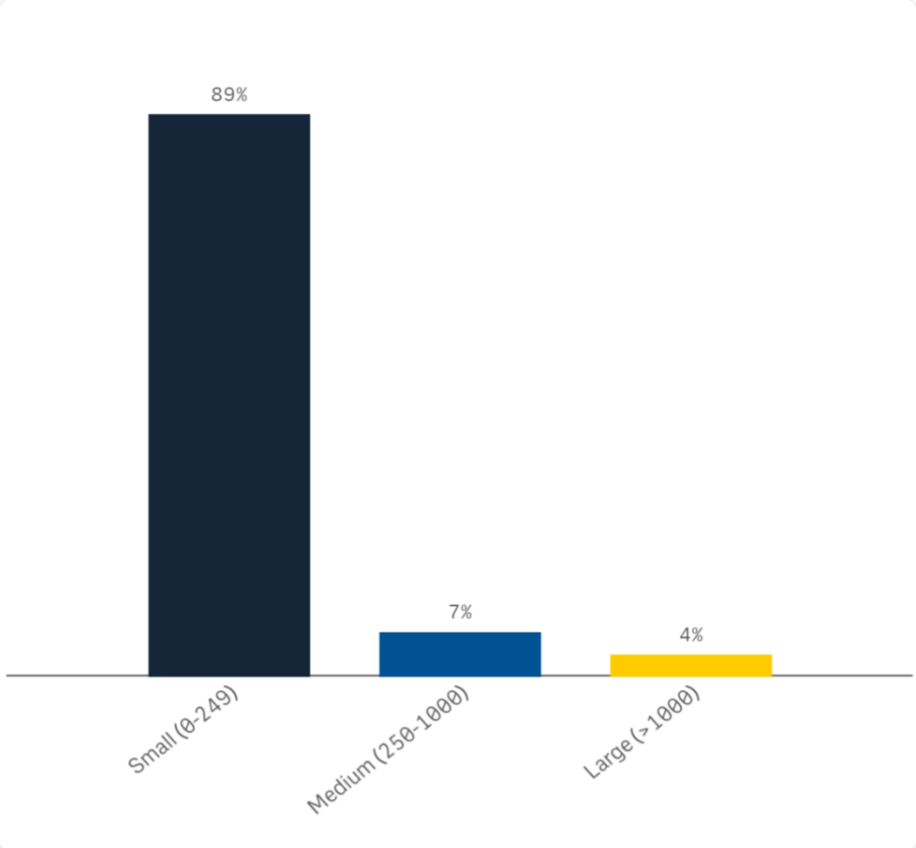
WHAT IS YOUR COMPANY'S MAIN INDUSTRY IN FINLAND?



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

Almost 90 per cent of the respondents work for companies with fewer than 250 employees in Finland. When breaking down the results, 46 per cent of the respondents have under 10 employees, indicating a small local presence. Additionally, 83 per cent of the respondents work for companies with fewer than 50 employees. This data suggests that many Swedish companies operating in Finland maintain a relatively small local footprint.

SWEDISH FIRMS' LOCAL NUMBER OF EMPLOYEES IN FINLAND IN 2025



NOTE: The number of respondents for this question was 56. "Don't know/Not applicable" responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

Finland is perceived to have a neutral business climate

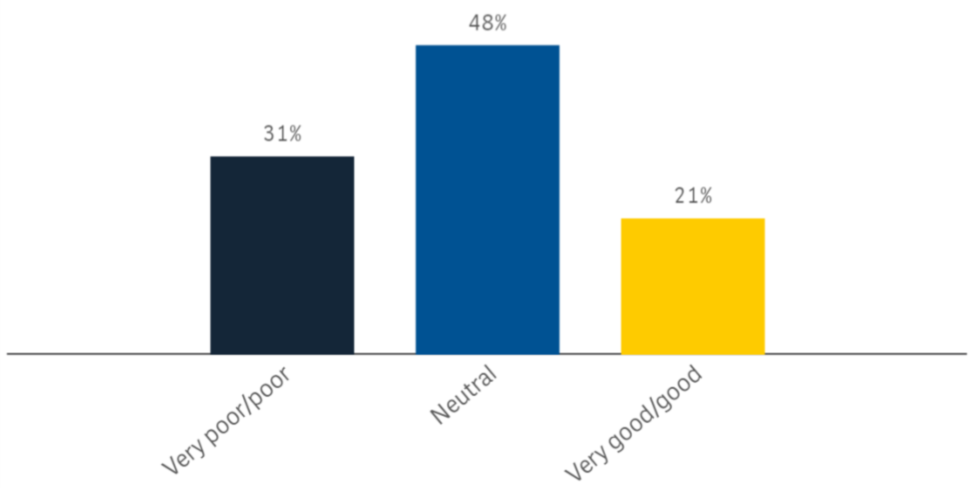
When asked about the current business climate, 48 per cent of respondents perceive it as neutral. However, there is a noticeable skew towards a poorer perception of the climate, with more respondents rating it as poor or very poor compared to those who view it as good or very good.

Small companies tend to view the climate as neutral, though there is a slight skew towards a poorer perception. In contrast, large companies are more optimistic, with 56 per cent viewing the climate positively and 33 per cent perceiving it as good. Interestingly, medium-sized companies have a polarised view – an equal number of respondents from this group feel the climate is either negative or positive, with only 17 per cent perceiving it as neutral.

The majority of companies in the professional services and consumer goods sectors perceive the climate as poor or very poor. On the other hand, industrial companies have the largest share of respondents viewing the climate as neutral.

Newcomer respondents do not perceive the climate as very good, with the majority feeling it is neutral. Experienced companies tend to view the business climate as poor, while mature companies lean more towards a positive perception.

HOW DO YOU PERCEIVE THE CURRENT BUSINESS CLIMATE IN FINLAND?



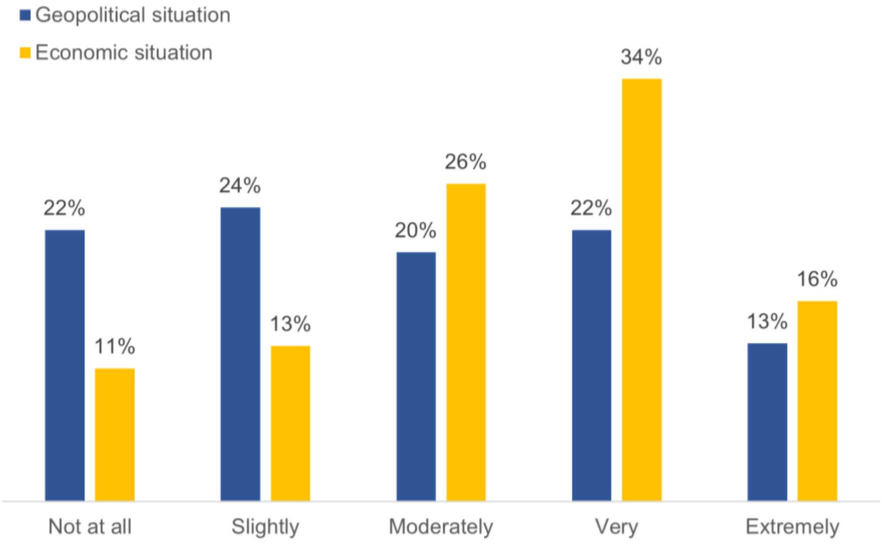
NOTE: The number of respondents for this question was 52. “Don’t know/Not applicable” responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

Swedish companies find the economic situation in Finland more impactful on their business operations and strategies than the geopolitical situation

The survey also included market-specific questions on how Swedish companies perceive the current geopolitical and economic situation affecting market strategies. The results indicate that companies perceive the current economic situation as having a greater impact on business operations and market strategies compared to the geopolitical situation. Specifically, half of the respondents reported that the economic situation affects their business operations very much or extremely. This suggests that economic factors such as inflation, interest rates, and consumer demand are critical considerations for Swedish companies operating in Finland.

In contrast, 35 per cent of respondents indicated that the geopolitical situation affects their business operations. This lower percentage reflects the relative stability and predictability of geopolitical factors in comparison to the more immediate and tangible impacts of economic conditions. The geopolitical landscape, including factors such as regional security and international relations, appears to be less of a direct concern for these companies in their day-to-day operations and strategic planning.

HOW HAS THE CURRENT GEOPOLITICAL VS ECONOMIC SITUATION IN EUROPE AFFECTED YOUR BUSINESS OPERATIONS AND MARKET STRATEGIES IN FINLAND?



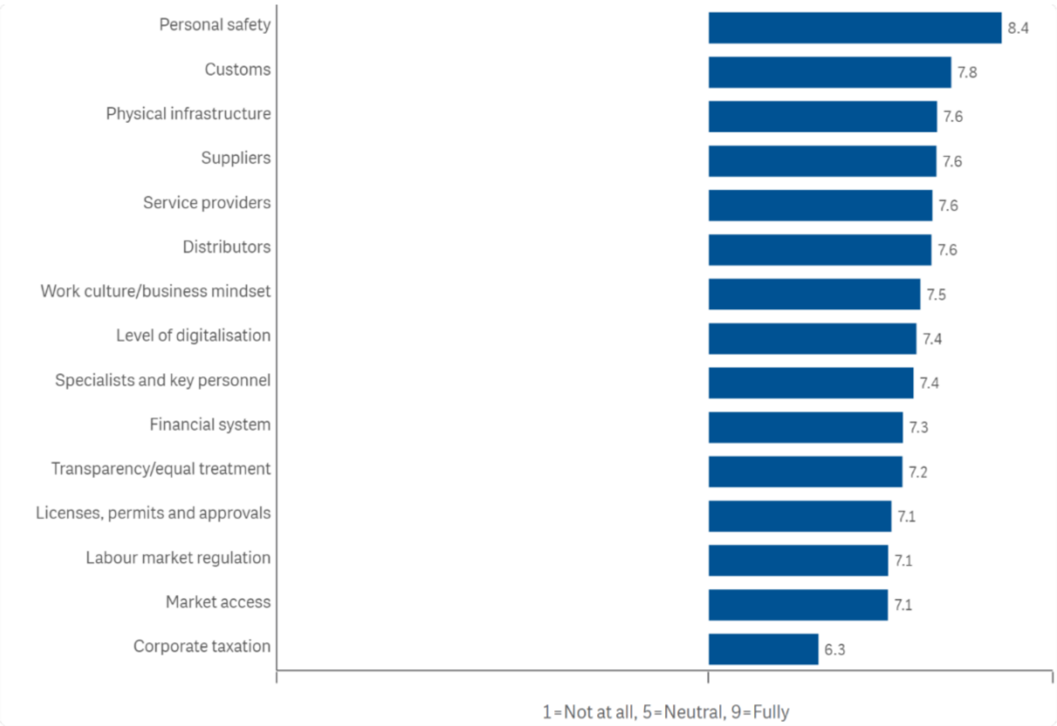
NOTE: The number of respondents for the question on the geopolitical situation was 55, and 56 for the question on the economic situation. “Don’t know/Not applicable” responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

Finland has good conditions for business and meets companies’ needs

When companies evaluate how well conditions in Finland meet their needs, all criteria receive positive ratings, scoring above 5. Societal and institutional conditions are highly regarded, with personal safety scoring significantly higher than other categories, likely due to Finland’s reputation as a safe country. Customs operations are perceived to function efficiently, probably because both Finland and Sweden are part of the customs union, minimising the need for extensive customs procedures. Physical infrastructure is also highly rated, with substantial investments in services such as public transport, including the Western metro in Helsinki, and road maintenance.

Swedish companies rate external partners, including suppliers, service providers, and distributors, favourably. There is a general alignment in perspective between Finns and Swedes, although some differences exist. The categories with the lowest scores pertain to regulatory aspects, indicating some level of bureaucracy. Corporate taxation receives notably low scores compared to other conditions. While market access, labour market regulations, and licence permits are well-ranked, they are still on the lower end compared to other variables.

HOW WELL DO THE FOLLOWING CONDITIONS MEET THE NEEDS OF YOUR COMPANY IN FINLAND?



NOTE: The number of respondents for this question was 56. “Don’t know/Not applicable” responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

The majority of respondents have not encountered trade barriers, although some have experienced regulatory barriers

Finland is geographically close to Sweden, belongs to the EU, and shares similar societal structures and governmental frameworks. There is also close Nordic cooperation across several industries, and the majority of respondents report no significant trade barriers that adversely affect their operations. However, some respondents have encountered regulatory trade barriers when operating in Finland, and additionally, 14 per cent of respondents face barriers related to customs.

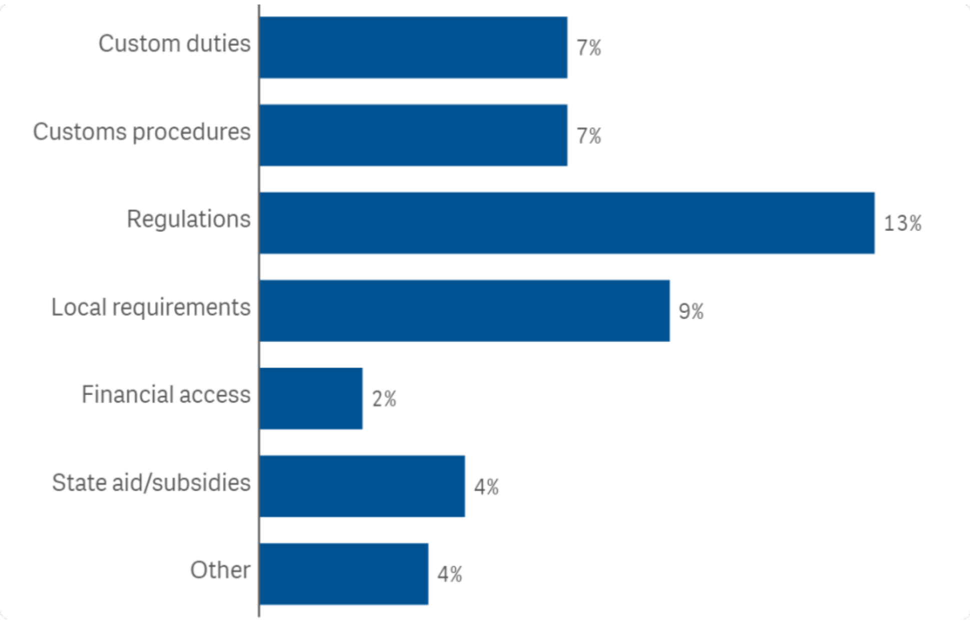
Small companies report the highest incidence of trade barriers across all categories compared to medium and large companies. This could be attributed to their limited capacity to navigate customs, regulations, and other processes. Medium-sized and large companies also face challenges, particularly with customs duties, regulations, and local requirements.

Consumer goods companies experience the most trade barriers, often related to local requirements, state subsidies, and customs procedures. Professional services companies encounter the least barriers, primarily in regulatory areas. Industrial companies face significant challenges with regulations and customs.

Mature companies report the highest incidence of trade barriers, particularly in customs procedures and regulations. Newcomers, on the other hand, struggle with local requirements and customs duties. Experienced companies face fewer barriers overall, although some respondents report challenges across various areas.

The data suggests that trade barriers in Finland vary significantly based on company size, industry, and age. Small companies are particularly vulnerable due to their limited resources and capacity to navigate complex regulatory and customs environments. Consumer goods and industrial companies face more barriers compared to professional services, likely due to the nature of their operations and the specific requirements of their industries. Mature companies encounter more trade barriers, possibly due to their extensive engagement with the market, while newcomers face initial hurdles in local requirements and customs duties. Experienced companies seem to have adapted better, facing fewer barriers overall. This analysis highlights the importance of understanding and addressing the specific challenges faced by different types of companies to facilitate smoother operations in Finland.

HAS YOUR COMPANY IN THE PAST YEAR ENCOUNTERED TRADE BARRIERS IN FINLAND WITH A NOTICEABLY NEGATIVE IMPACT ON OPERATIONS, IN ANY OF THE FOLLOWING AREAS?



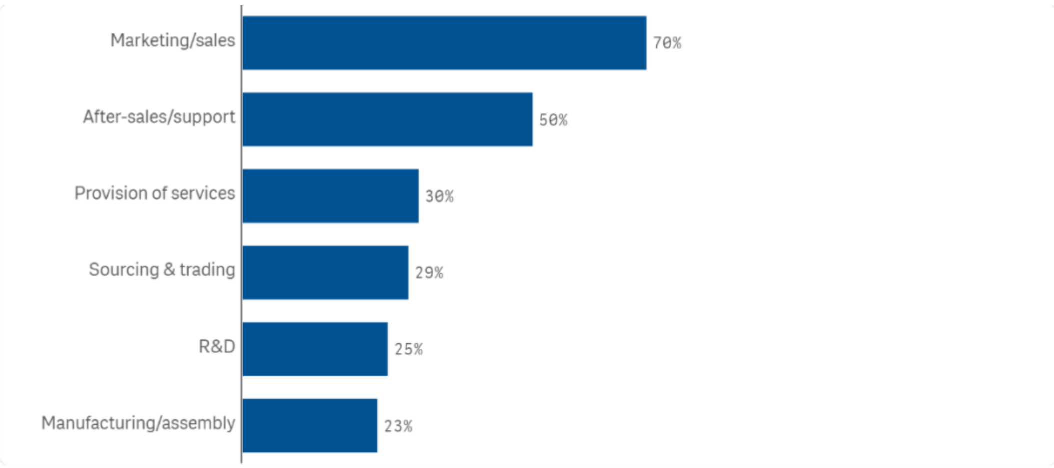
NOTE: The number of respondents for this question was 56.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

HOW SWEDISH COMPANIES SUCCEED IN FINLAND

Sales is an essential operation among Swedish companies in Finland

The majority of respondents prioritise sales and marketing operations above other functions. Swedish companies in Finland predominantly focus on sales activities. It is common for these companies to have one or a few sales representatives in Finland, with limited presence in other operational areas. Therefore, this emphasis on sales is not surprising. It also suggests that most of the respondents have a focus on sales, given the large response from small companies. Additionally, after-sales and support services are considered part of the sales category, as they are essential for maintaining client relationships. Due to high labour costs, manufacturing and assembly are typically not conducted in Finland. Finnish companies often outsource these functions to other countries, such as the Baltic states.

OPERATIONS OF SWEDISH FIRMS IN THE MARKET



NOTE: The number of respondents for this question was 56. “Don’t know/Not applicable” responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.¨

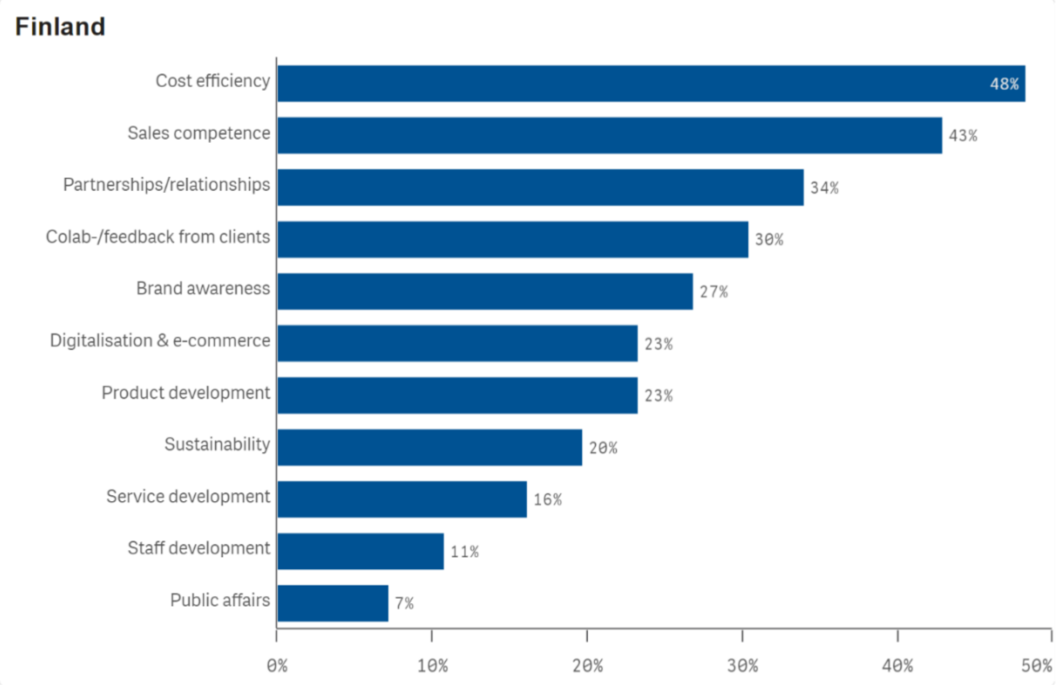
Cost efficiency is the most important factor for Swedish companies to maintain competitiveness

Cost efficiency is the most important area for Swedish companies in Finland, reflecting an awareness of the current economic environment and the price consciousness of Finnish consumers. Respondents indicate a strong focus on sales activities, which is why sales competence is highly valued. Additionally, maintaining partnerships and relationships is crucial for Swedish companies operating in Finland, as it is a small country where networking is key.

While Finns generally have high English literacy, proficiency in Finnish can be essential in certain contexts. This underscores the importance of building strong partnerships and relationships to successfully drive operations in Finland. Public affairs received the lowest rating, suggesting that many companies operate primarily in the private sector, where the need for public affairs is limited.

Staff development may not be a top priority, with greater emphasis placed on cost competitiveness and sales growth. Ultimately, the primary reason for many Swedish companies to expand abroad is to increase their sales.

TO DATE, WHICH OF THE FOLLOWING AREAS HAVE BEEN IMPORTANT IN MAINTAINING COMPETITIVENESS IN FINLAND?



NOTE: The number of respondents for this question was 56. “Don’t know/Not applicable” responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

The ‘Swedish brand’ contributes to some extent to business

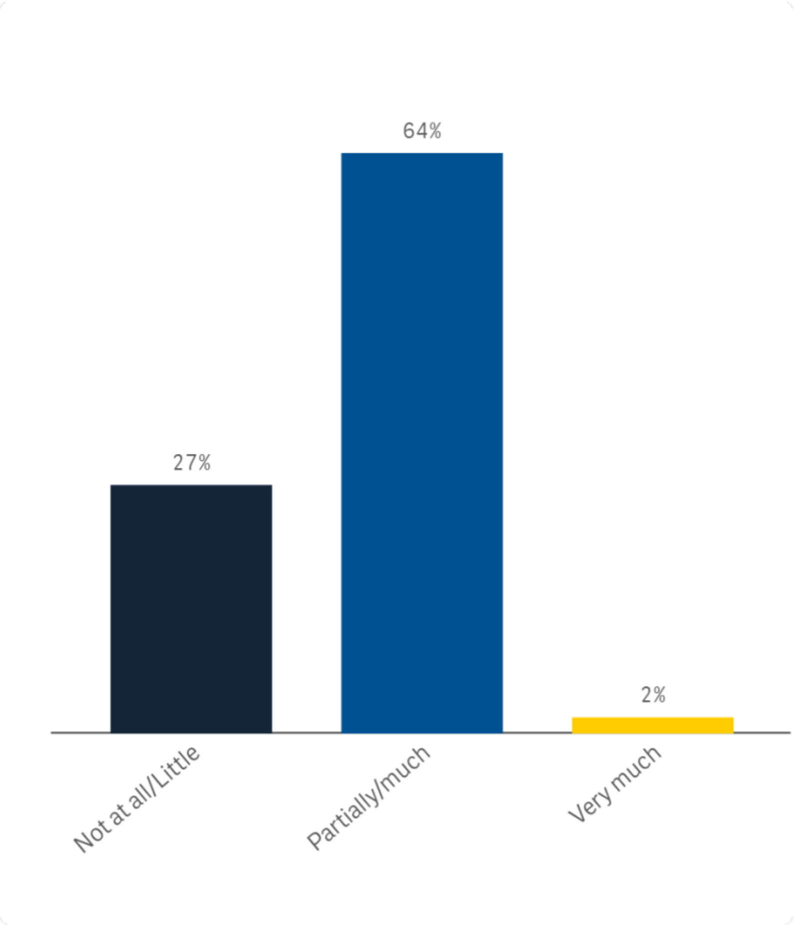
The Swedish brand has a good reputation in Finland and is associated with quality, sustainability and innovation, similar to the Finnish brand. The data indicates that the Swedish brand holds varying degrees of importance depending on company size, industry, and age. Large companies and those in the consumer goods sectors seem to benefit more from the brand, while professional services and small companies have mixed views. The consistent appreciation of the brand among mature and experienced companies suggests that long-term presence in the market enhances the perceived value of the Swedish brand.

The impact of the Swedish brand varies by company size. Most small companies report that the Swedish brand contributes significantly to their operations. However, these companies also have the highest proportion of respondents who believe the brand contributes little or not at all. In contrast, large companies perceive the Swedish brand as highly beneficial, with 60 per cent of respondents from large companies indicating that it greatly enhances their business. Medium-sized companies have a more moderate view, with 42 per cent stating that the brand partially contributes to their operations. This suggests that larger companies may benefit more from the established reputation and trust associated with the Swedish brand.

The influence of the Swedish brand also differs across industries. Professional services companies tend to believe that the brand contributes little or not at all, although the majority still feel it partially contributes. Consumer goods companies generally perceive the brand as either partially or significantly beneficial to their operations. This sentiment is echoed by large companies across various sectors. The varied responses indicate that the Swedish brand may be more effective in industries where consumer trust and brand recognition are crucial.

The age of the company does not significantly affect perceptions of the brand's contribution. Regardless of age, most companies feel that the Swedish brand contributes substantially to their operations. This is true for newcomers, experienced, and mature companies. However, mature and experienced companies have a slightly higher proportion of respondents who believe the brand is important, suggesting that the Swedish brand becomes more valuable for companies with a long-standing presence in Finland. This could be due to established trust and recognition that develops over time, reinforcing the brand's importance for sustained business success in Finland.

TO WHAT EXTENT WOULD YOU ESTIMATE THAT THE "SWEDISH BRAND" CONTRIBUTES TO YOUR BUSINESS IN FINLAND?



NOTE: The number of respondents for this question was 55. "Don't know/Not applicable" responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

ACTING SUSTAINABLY

Customers in Finland value sustainability when choosing products or services

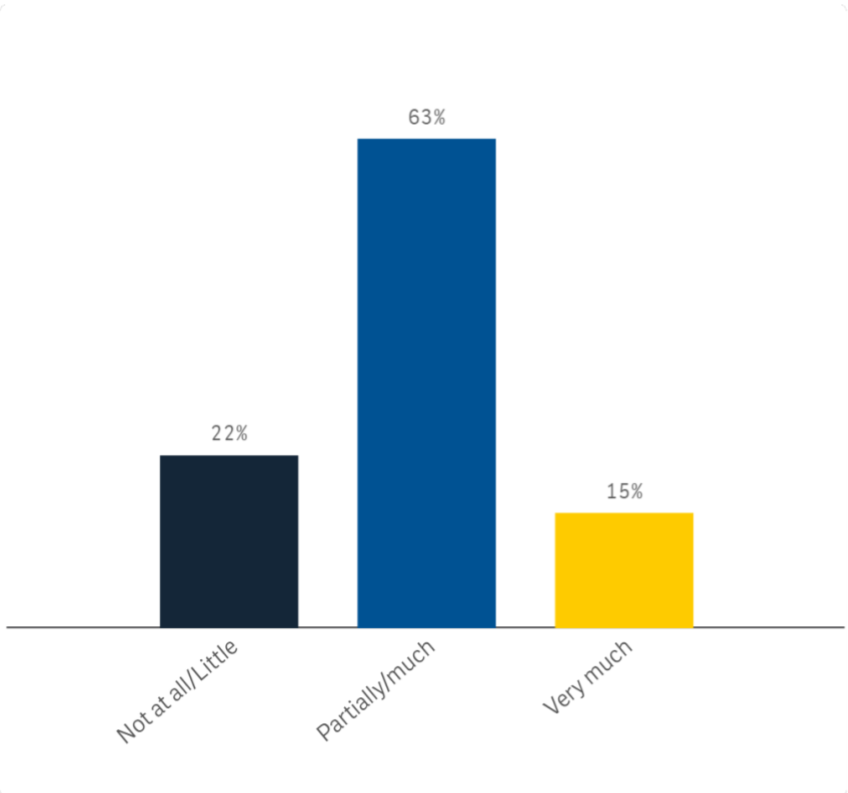
Both Finland and Sweden are pioneers in sustainability issues, as reflected in the respondents' answers. Across all companies, regardless of industry, size, and age, environmental aspects are considered important.

A clear majority of companies, regardless of their size, indicate that environmental aspects matter to some extent, either partially or significantly.

Opinions vary by industry. Professional services companies tend to view environmental aspects as less important, which makes sense given the intangible nature of their services. Consumer goods companies, on the other hand, place the highest importance on environmental factors, while industrial companies fall somewhere in the middle.

The majority of mature companies (53 per cent) report that environmental factors greatly influence their purchasing decisions. Experienced companies have varied opinions, but a significant portion (36 per cent) also acknowledges the importance of environmental considerations. Newcomers are evenly distributed in their opinions.

TO WHAT EXTENT DO CUSTOMERS IN FINLAND CONSIDER ENVIRONMENTAL ASPECTS OF A PRODUCT OR SERVICE IN THEIR PURCHASING DECISION?



NOTE: The number of respondents for this question was 54. "Don't know/Not applicable" responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

Finland is ranked among the least corrupt countries in the world, as also indicated by survey responses

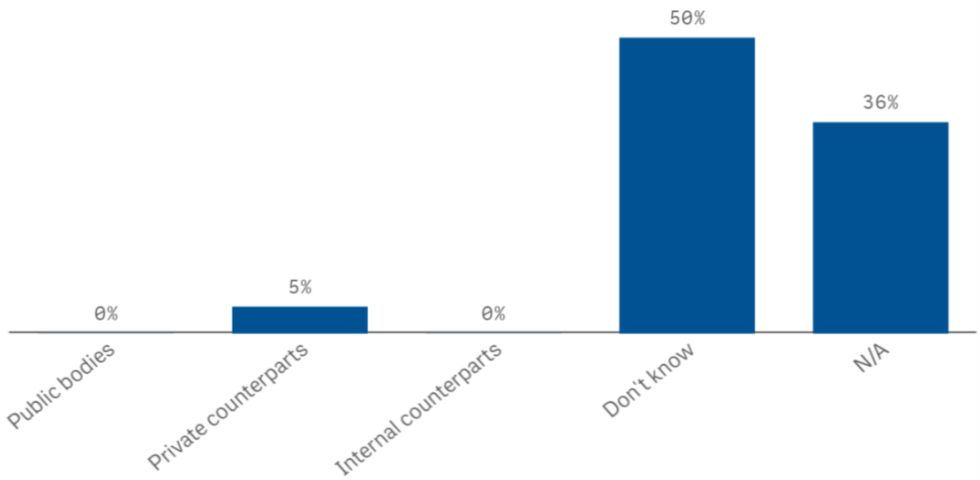
Finland is recognised as one of the least corrupt countries in the world, and respondents report that Swedish companies rarely encounter it. Finland's reputation is supported by strong institutional frameworks, transparency and public trust in government operations.

However, there is no corruption-free country in the world, and this is also true for Finland, as verified by what the Swedish companies are reporting. Five per cent of respondents still report experiencing some level of corruption within the private sector. This suggests that even though street-level corruption is rare, there can be risks for it in the private sectors, such as conflicts of interest, favouritism, etc., and according to authorities, sectors with high corruption risks include construction, public procurement and political decision-making.

When examining the data by company size, all medium and large companies either did not know or indicated that the question was not applicable. In contrast, eight per cent of small companies reported encountering corruption through private counterparts.

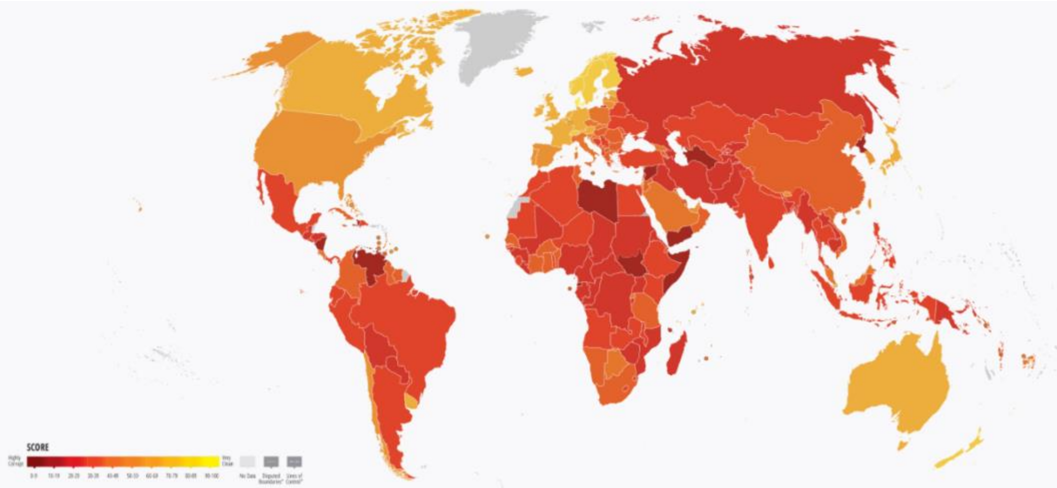
From an industry perspective, only industrial companies reported instances of corruption within the private sector. Additionally, these reports were exclusively from mature companies, indicating that experience and industry type may influence the likelihood of encountering corrupt practices.

HAS YOUR COMPANY IN FINLAND BEEN EXPOSED TO CORRUPTION SUCH AS, BUT NOT LIMITED TO, ATTEMPTS OF BRIBERY OR FRAUD IN CONTACTS WITH ANY OF THE FOLLOWING AREAS?



NOTE: The number of respondents for this question was 56. “Don't know/Not applicable” responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

CORRUPTION PERCEPTION INDEX 2021

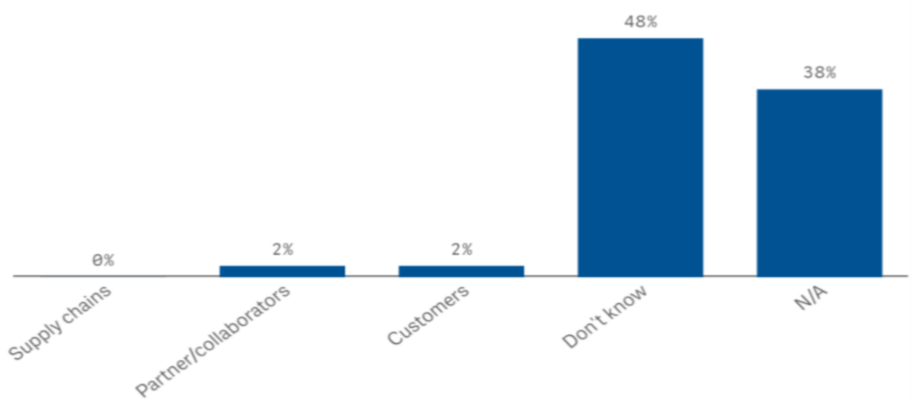


NOTE: Finland holds a score of 87 out of 100, securing the 2nd position globally.
SOURCE: Transparency International.

Most companies report no encounters with human rights violations or labour rights abuses

Finland is known for its stringent labour laws and strong human rights protections. The survey results indicate that 96 per cent of respondents have not encountered any human rights or labour rights abuses within their company. This aligns with Finland's reputation for upholding high standards in these areas. However, four per cent of respondents have observed such abuses among partners, collaborators, or customers. These findings suggest that while regulations are robust, there may still be isolated instances of non-compliance. The companies reporting these observations are characterised as small-sized, industrial, and more mature entities.

HAS YOUR COMPANY IN FINLAND ENCOUNTERED ANY FORM OF HUMAN RIGHTS VIOLATIONS AND/OR LABOUR RIGHTS ABUSE IN CONTACTS WITH ANY OF THE FOLLOWING AREAS?



NOTE: The number of respondents for this question was 56. Don't know/Not applicable" responses are included but not shown in this figure.
SOURCE: Business Climate Survey for Swedish companies in Finland 2025.

NORDIC BUSINESS CLIMATE INSIGHTS

Nordic collaboration is more important than ever

The Nordic region – consisting of Sweden, Denmark, Norway, Finland, Iceland, and the autonomous territories of Greenland, the Faroe Islands, and Åland – shares deep cultural, political and economic ties that go far beyond geography. While the nations and territories have their own governments and policies, they work closely together on regional development, innovation and international competitiveness. This cooperation is grounded in shared values such as democratic governance, social equality, sustainability and openness. Over recent decades, the Nordic region has made a deliberate effort to combine its strengths, amplify its global presence and create an environment that is especially supportive of innovation and business.

Economically, the Nordics form a significant global player when considered together. Their combined GDP would place them as the 12th-largest economy globally. With a total population of around 28 million, the region also enjoys one of the highest GDP per capita figures in the world, indicating both strong productivity and high living standards.

This economic strength is reinforced by an exceptionally favourable business environment. The Nordic countries consistently rank among the best in the world for ease of doing business. Strong institutions, political stability, independent courts and efficient digital public services create a climate of trust and predictability. Starting a business is simple and fast, and firms benefit from a highly educated workforce, with the Nordic countries consistently ranking in the top 10 of the most educated countries, talented workforces, level of English proficiency, and strong skills in fields such as engineering, technology, design and life sciences.

Nordic collaboration comes in different shapes and forms, with several institutions, programmes, and incentives driving Nordic collaboration and innovation. The Nordic Council of Ministers (NCM), the official body for inter-governmental cooperation in the Nordic region, oversees key programmes, strategies, and organisations like Nordic Innovation, which funds cross-border projects for sustainable economic growth.

In energy and clean tech, the Nordics coordinate on renewable integration and battery development – through the Nordic Battery Collaboration, green hydrogen, and offshore wind – exemplified by joint projects between Ørsted and Equinor. Within environment and sustainability, the Nordics work jointly on climate adaptation, biodiversity, and regulatory harmonisation, with landmark projects like Denmark's Coast to Coast Climate Challenge reflecting their integrated approach. In transport and mobility, the Nordics work together on electrifying heavy-duty vehicles and maritime transport with shared infrastructure projects. The healthcare and life sciences sector benefits from shared health data and joint clinical trials – supported by initiatives like NordForsk (part of the NCM). In manufacturing and circular economy, Nordic companies and institutions co-develop sustainable materials and industrial decarbonisation strategies –as seen in the Circular Economy Playbook – featuring key sectors as well as industry leaders like Volvo, Metsä, Maersk, and many more. Digitalisation and tech cooperation include policy alignment on AI, joint 5G testbeds, and cross-border smart city projects. Within defence, NORDEFCO (Nordic Defence Cooperation) serves as a platform for formal cooperation, including joint exercises, development and crisis response. Further joint procurement and cybersecurity efforts are increasingly being investigated. Academic cooperation thrives through the Nordic Five Tech alliance, uniting top technical universities in joint programmes, research platforms, and faculty exchange. Meanwhile, Nordic Innovation Houses in cities such as Silicon Valley, Singapore, and Tokyo help Nordic startups expand globally through network access, soft-landing support, and shared programmes.

While these are just some examples of how the Nordics work together, they highlight how the region has formed a model for collaboration that enhances innovation, sustainability, and global impact.

The Nordic countries also align on shared policy goals, as outlined in their Vision 2030 Agenda, which aims to make the region the most sustainable and integrated in the world. Under this framework, governments work together on areas such as climate neutrality, digital transformation and the circular economy. As of the 2023 status report, the region is still on track with their goals.

Examples: Nordic collaboration in action

ELECTRIFICATION – NORDIC BATTERY COLLABORATION

The Nordic Battery Collaboration unites the Nordic region in building a competitive and sustainable battery value chain and has been led by Business Sweden, Business Finland, and Innovation Norway since 2021. The initiative coordinates efforts across mining, processing, energy, manufacturing, and recycling to create a regionally integrated ecosystem.

The Nordic region brings together a broad range of strengths, including access to key minerals, advanced refining capabilities, system integration, automotive and maritime expertise, efficient logistics, and a strong foundation in renewable energy. These combined assets position the region as a competitive and collaborative force in the battery value chain.

The initiative engages over 250 companies, organisations, and academic institutions, with the European Battery Alliance – EIT InnoEnergy serving as a strategic partner. It is supported by Nordic Innovation and various Nordic embassies. Key focus markets include Germany, the United States, Japan, and South Korea. To foster collaboration and knowledge-sharing, a Nordic Battery Conference is held annually in the region. Additionally, the digital platform ‘Nordic Battery Thursdays’ has attracted more than 1,400 registrations from over 50 countries. Market insights and a unified Nordic narrative are regularly presented through the recurring ‘Nordic Battery Report’.

SEMICONDUCTORS – NORDIC CHIP COLLABORATION

The Nordic region is home to a comprehensive semiconductor industry with players active across the value chain. In 2024, Business Sweden, Business Finland, and Innovation Norway, with support from Nordic Innovation, launched the Nordic Chip Collaboration initiative to strengthen cooperation across the Nordics and bolster the region’s position in the global semiconductor market. The initiative also aims to support the development of a greener and more sustainable industry.

Through joint efforts, the Nordic countries aim to position themselves as a leading hub for innovation and sustainability in the semiconductor value chain. The Nordic Chip Collaboration focuses on identifying new business opportunities, attracting top talent, and enhancing the region’s visibility in strategic international markets.

Activities within the Nordic Chip Collaboration include webinars, in-person meet-ups with industry stakeholders, and the publication of reports and newsletters. In 2024, the initiative hosted two webinars and organised a conference in Helsinki, bringing together industry representatives from across the Nordic region and beyond. The event featured topical discussions, networking opportunities, and site visits, fostering collaboration and knowledge exchange.

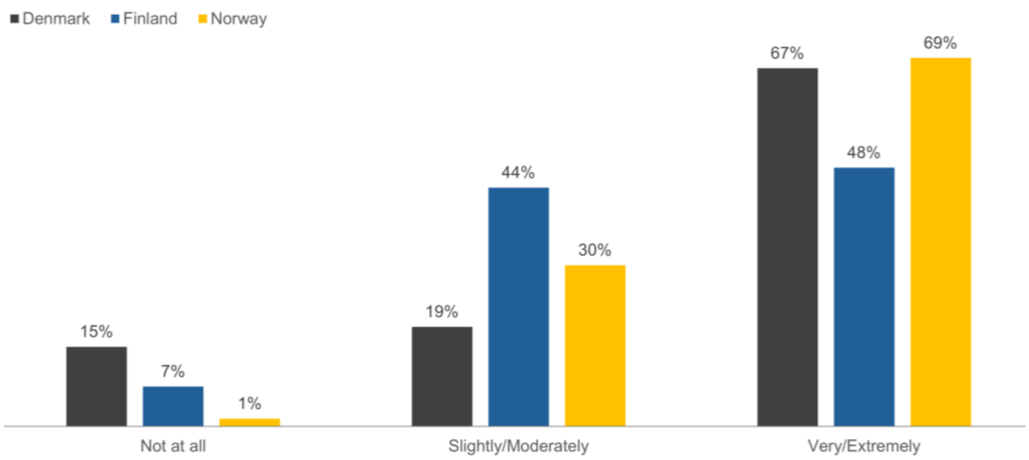
The Nordic market is highly significant for Swedish companies operating in Denmark, Finland, and Norway

In the Business Climate Surveys conducted in Denmark, Finland, and Norway, Swedish companies were asked about the significance of the Nordic market to their overall business. This evaluation aimed to understand how companies perceive and value Nordic collaboration and its effectiveness.

The results indicate that the Nordic market is crucial for businesses operating within this region. Swedish companies in Denmark and Norway show a strong positive skew, with many companies considering the market very important. This could be influenced by several factors. Sweden shares a long history with Denmark and Norway, forming Scandinavia. Language similarities between Danish, Norwegian, and Swedish facilitate easier communication and business operations, making these markets more accessible. Geographical proximity also plays a role, as Denmark and Norway are closer to Sweden. Additionally, cultural ties between these countries foster smoother business interactions and collaborations.

In contrast, respondents in Finland present a more balanced view, with the majority rating the market as moderately important. Due to the interconnected nature of Finnish and Swedish businesses, ownership and affiliation may sometimes blur, as both countries may claim companies as their own. While the distinct Finnish language can sometimes pose communication challenges for Swedish, it is essential to acknowledge that Finnish and Swedish businesses often share long ties, which can facilitate business interactions compared to other international contexts.

REGARDING THE NORDIC MARKET, HOW SIGNIFICANT IS IT TO YOUR COMPANY'S OVERALL BUSINESS?



NOTE: The number of respondents for this question was 27 in Denmark, 54 in Finland and 70 in Norway.
SOURCE: Business Climate Survey for Swedish companies in Norway, Denmark and Finland 2025.

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