



FINNPARTNERSHIP

ANNUAL REPORT 2023



DEVELOPING
BUSINESS
TOGETHER

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Foreword

2023 was the second year in the three-year programme period of the Finnpartnership business partnership programme. The current programme period has reformed the programme on many different levels and clarified its objectives, strategy and operating models. Now it is the time to look at the accomplishments so far.

One of the objectives set by the Ministry for Foreign Affairs was to have a higher number of even more feasible Finnish companies use Business Partnership Support and thus promote Finland's development policy objectives. At this point, the annual number of applicants has grown by 32 per cent compared to the year preceding the programme. In 2023, the financial grants awarded in the programme had more than doubled, to EUR 6.8 million, whereas they amounted to EUR 3 million in 2021. Naturally, the coronavirus pandemic contributed to the exceptionally low number of applicants in 2021. During the preceding five years, the amount of support had varied between EUR 4 million and EUR 5 million. Therefore the growth during this programme period is already significant.

In the current programme period, the focus has been on increasing the average size of projects. In two years, the average size has increased from the EUR 50,000–60,000 of the previous years to EUR 97,000. Directing commercial projects to Africa and lower middle income or least developed countries have also been important objectives. However, in the autumn of 2023 the focus of the programme was broadened again, and the results of these umbrella objectives in 2022 thus remained the highest. Directing projects to Africa was founded on work carried out during the five years preceding this programme period. This work increased the number of projects in Africa from 31 per cent to 62 per cent. In 2023, 43 per cent of the projects targeted Africa. Driven by the high support percentage, the rate of projects in lower middle income or least developed countries remained high at 73 per cent. This incentive was discontinued in the last year of the programme period, and the special status of the highest support percentage was offered only to Ukraine.

The current programme period has brought into focus decent workplaces as the most natural and immediate outcome of business partnership. Countries receiving support have also increasingly expressed their interest in business partnership and investments. Profitable and responsible business activities create decent workplaces, and the increase in the number of such workplaces automatically go hand in hand with the growth of business activities.



Every year, through the successful Finnpartnership supported projects, Finnish companies end up investing in developing markets in amounts that are multiple times the sum that is granted by the programme to all applicants in total. However, the projects do not generate development impacts immediately, and not all projects succeed in creating profitable business. New monitoring and support mechanisms have been created and implemented during the current programme period, with the aim to reduce the number of discontinued projects and to highlight more effectively employment impacts in earlier stages of projects. At this point, the programme's result indicators show that both objectives will be met and that the mechanisms created for the objectives and the projects' support services function as intended.

In the current programme period, the monitoring of the development impacts was made more ambitious than ever before. A separate and mandatory results framework to monitor and outline the projects' key development impacts was created for applicants. The efficient guidance provided in the application workshops has motivated companies to apply the framework. This brought companies into better alignment with other operators using development cooperation funds. During the programme period, several measures based on the new monitoring, evaluation and learning model have also been initiated to enhance the monitoring of the impacts.

Finnpartnership also launched its services in Kenya and Vietnam during the current programme period. Both countries were at the top of the most popular target countries in 2023, with 11 projects in Kenya and eight in Vietnam. In 2023, Finnpartnership also renewed its look and website. In addition, the Global Gateway campaign was created and launched, with the purpose of assisting 15 Finnish companies to benefit from EU funding opportunities or Global Gateway investments through Business Partnership Support. After the first year, in addition to launching the campaign, nearly half of the results have already been achieved. The two-year target will most likely be achieved, and at the same time, Finnpartnership will have established a new extensive network within the EU and internationally.

Based on the 2023 results, the selection of measures provided by Finnfund to the Ministry for Foreign Affairs in the 2022–2024 programme period has produced results as intended, and the programme period's ambitious objectives and the separate objectives of the Global Gateway campaign will very likely be met in 2024.



Birgit Nevala, Programme Director of Finnpartnership

Finnpartnership: business partnerships for a better world

The objective of the Finnpartnership business partnership programme is to increase commercial cooperation between Finland and the developing markets so that the projects generate positive development impacts in the target countries. The programme's specific aim is to support the creation of sustainable and decent jobs.

Finnpartnership offers Finnish companies and organisations that are interested in the developing markets financial support, guidance and contacts to help them establish long-term business activities. The main services provided in the programme include Business Partnership Support, which is a financial grant for the initial stages of business operations, and the B2B Matchmaking service, which brings together operators from Finland and the developing markets. In addition, Finnpartnership offers training and guidance related to the development impacts and the developing markets.

The programme is demand-oriented and covers all the developing countries on the OECD Development Assistance Committee's list. All services provided by Finnpartnership are free of charge.

Finnpartnership is a programme funded by the Ministry for Foreign Affairs, and its services are provided by Finnfund. Finnpartnership works in close cooperation with the rest of the Team Finland network. The programme was launched in 2006.



BUSINESS PARTNERSHIP SUPPORT

Business Partnership Support is a financial grant offered by Finnpartnership. Finnish operators can apply for it for commercial projects in developing markets.



Key figures for 2023

115

Finnpartnership received 115 Business Partnership Support applications. The number of applications was 24% higher than in the previous year.

The support was granted to 70 projects and amounted to EUR 6,820,071 in total. The amount of granted support increased by 13% from the previous year.

€6,8M

38

The projects targeted 38 countries and 16 different sectors. The most popular target countries were Kenya, Vietnam and Ukraine.

Of the financial grant, 43% was granted to projects in Africa. Africa is the geographical focus area of Finland's development cooperation.

43%

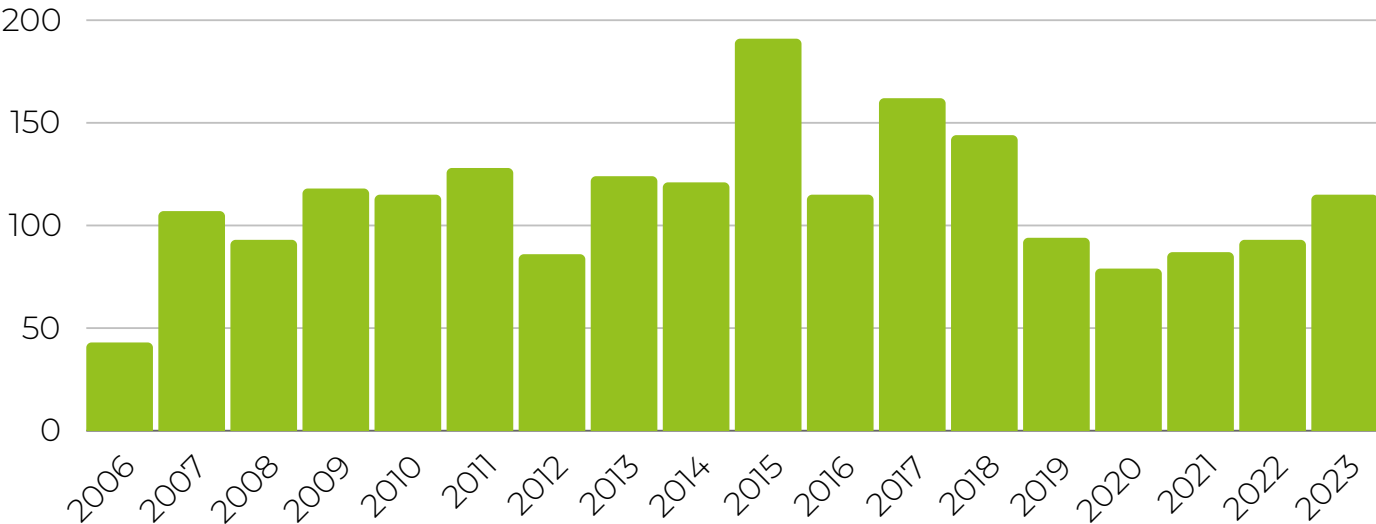
Significant increase in the number of applications

In 2023, Finnpartnership received a total of 115 Business Partnership Support applications. At the end of the year, in particular, the programme received an unprecedented number of applications. Compared to 2022, the number of applications increased by 24 per cent. The highest number of applications were received for projects in Vietnam, Kenya, Somalia and Ukraine. Although there were years in the programme’s history when the number of applications was higher, the results are not fully comparable due to many applications submitted in the past being very small, some projects amounting to less than EUR 2,000. In the 2022–2024 programme period, the minimum amount of support was set to EUR 15,000.

The increased number of applications was also reflected in the application workshops held during the year: they were attended by more Finnish companies and organisations than in the previous year. Finnpartnership is thus pleased with the companies’ increased interest in the developing markets. In addition to the application workshops, Finnpartnership employees offer company-specific project guidance.

New applications also increasingly come from the B2B Matchmaking events organised by Finnpartnership. Of the applications received in 2023, 22 per cent originated from events held in Finland or target countries. The purpose of the events is to bring together operators from Finland and the target countries. For the operators to launch their joint business operations, Finnpartnership also supports the initial stages of the operations with Business Partnership Support.

Annual number of applications



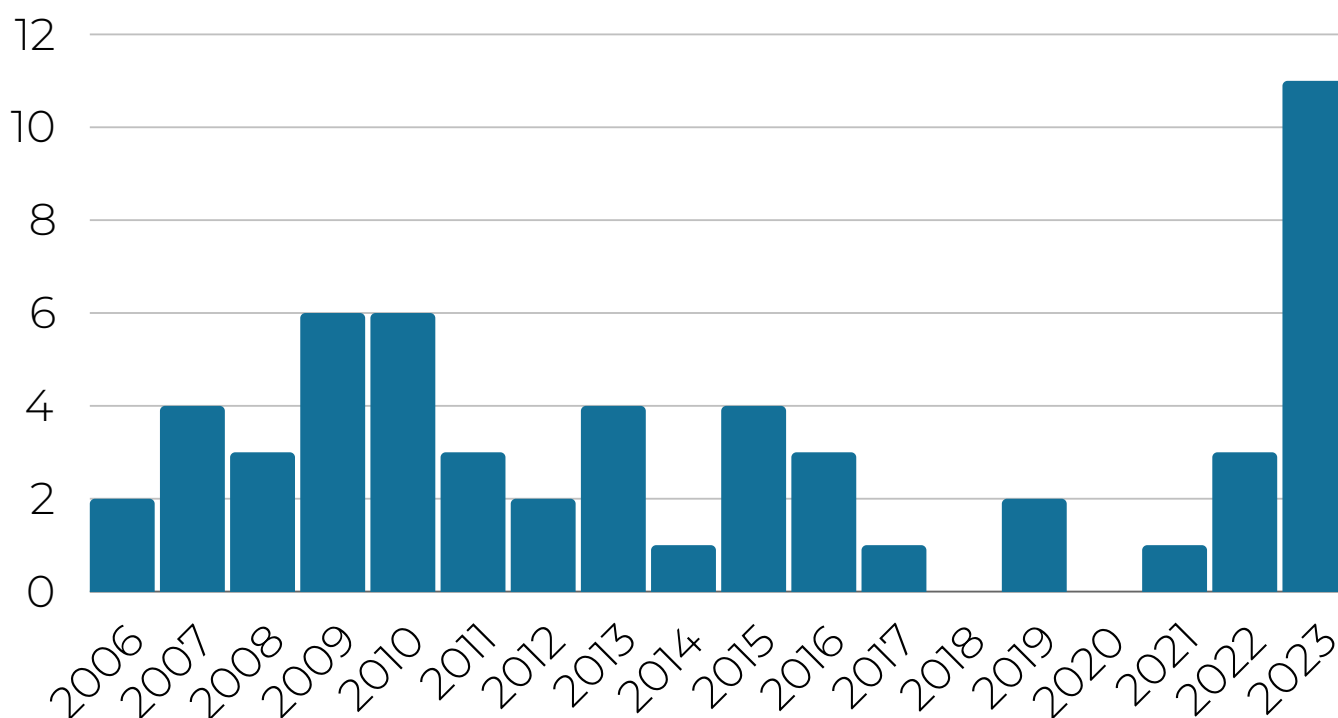
Record number of applications for Ukraine

Last year, Finnpartnership received a total of 11 Business Partnership Support applications for projects targeting Ukraine. The project sectors include for example security, training and construction, as well as the metal industry and IT.

Many Finnish companies want to support the reconstruction of Ukraine and to offer their services in the supply of energy and the reconstruction of infrastructure. The number of project applications targeting Ukraine was thus record high during the year. Despite the risks involved, Finnpartnership's highest support percentage (85 per cent of the project costs), encourages companies to take action already at this stage.

Towards the end of the year, Finnpartnership was contacted almost daily concerning Ukraine, and the peak months of applications received were November–December, in particular. The financial grants to be potentially granted to these projects will be announced in 2024.

Number of project applications targeted to Ukraine per year





During the year, the programme shared information on its services actively to parties interested in Ukrainian market both through the media and in events.

Finnpartnership had high visibility in the Team Finland Day held in August and participated in the ReBuild Ukraine event in Warsaw in November together with the business delegation led by Minister for Foreign Trade and Development Ville Tavio. During the event, Programme Director Birgit Nevala met several local operators with whom Finnpartnership had preliminary discussions about organising an SDG Booster workshop in 2024.

Finland's national plan for the reconstruction of Ukraine was published in December. The purpose of the plan is to improve the operational prerequisites of Finnish companies to conduct business in Ukraine. As part of this, Finnpartnership will receive additional funding of EUR 8 million for projects in Ukraine in 2024–2027.

The goal of the programme is to further increase the number of projects targeting Ukraine, and Finnpartnership will actively continue sharing information about its services. The programme is an active participant in the Rebuilding Ukraine Forum by the Confederation of Finnish Industries (EK).

The amount of granted funding increased

In 2023, Finnpartnership processed the applications received between 1 November 2022–31 October 2023. Within that period, the programme received 98 applications, of which 70 were approved. The Ministry for Foreign Affairs is responsible for the discretionary government transfer decisions concerning the applications and granting Business Partnership Support. Finnpartnership prepares statements on the applications to provide the Ministry with decision-making support.

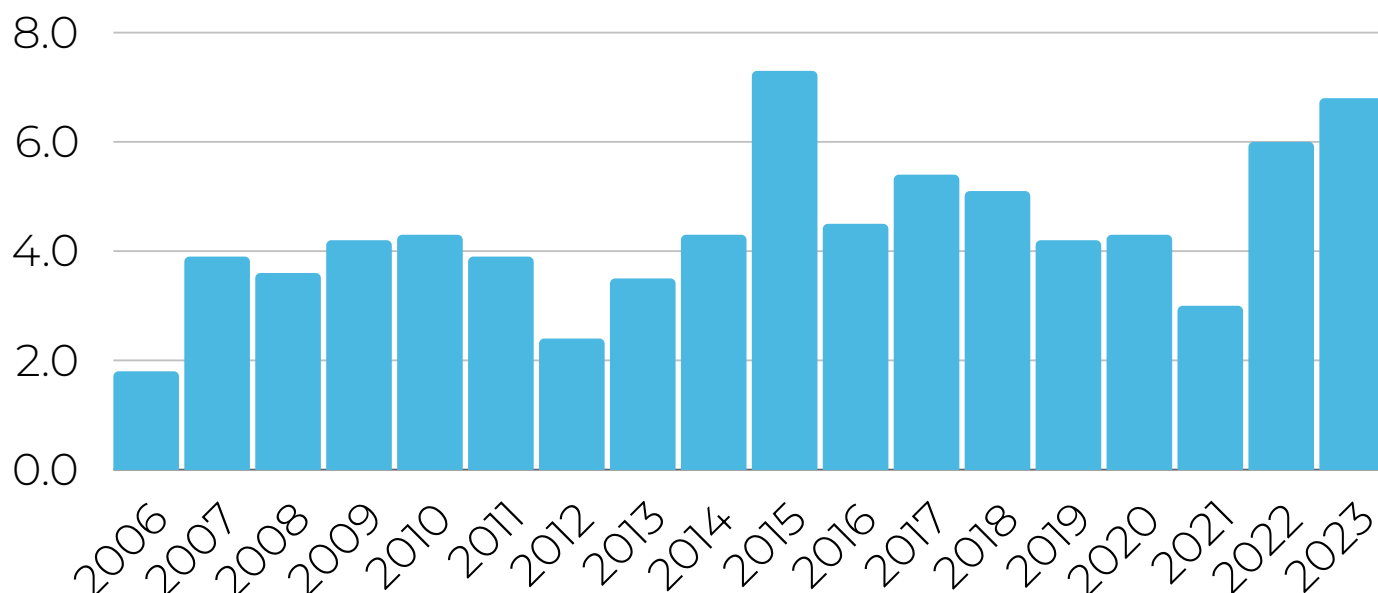
€6,8 M

Total amount of granted Business Partnership Support

The approved 70 companies received Business Partnership Support in total EUR 6,820,071. The support amount grew by 13 per cent from the previous year. The amount of granted support was thus the second largest in Finnpartnership's history.

Of the applications processed, 28 were rejected. The most common reasons for rejection are the lack of sufficient financial resources, the unalignment of the project objective with the Business Partnership Support conditions, or the insufficiency of the estimated development impacts. Finnpartnership offers support by organising monthly application workshops and providing company-specific guidance.

Support granted annually, EUR million



Record-high average size of the support granted

The average size of Business Partnership Support granted to the projects was EUR 97,400, which is the highest in the programme's history. The amount of the financial grants awarded varied between EUR 19,000 and EUR 374,000.

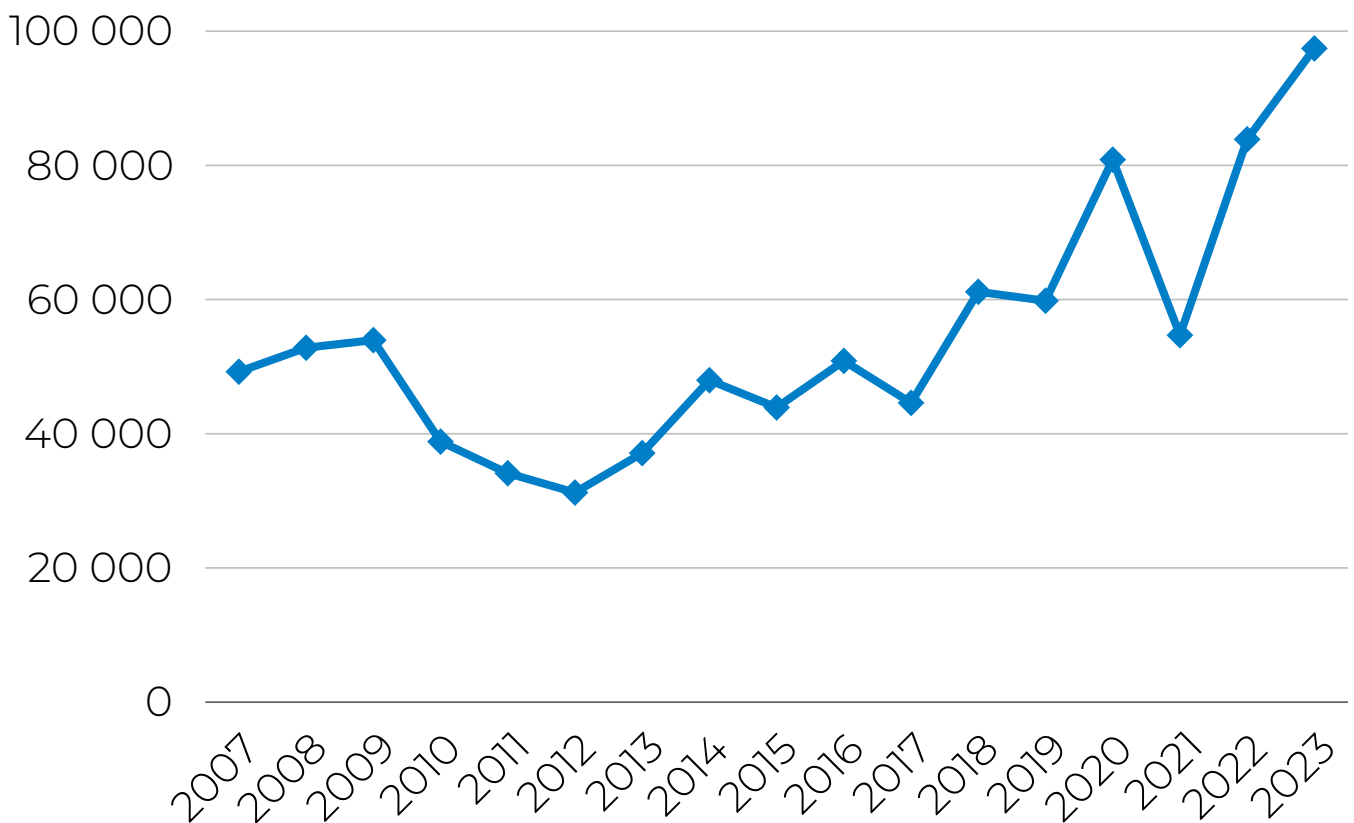
Business Partnership Support is thus suitable for launching both smaller and larger projects in the developing markets. The amount of the financial grant that an individual project can receive is EUR 15,000 – EUR 400,000.

The projects run by Finnish companies have grown in size, and the financial grant is increasingly used for piloting technology, developing existing business operations in the target country and training local personnel, among other things.

€97,400

Average size of the financial grant awarded

Average size of the support granted annually, EUR

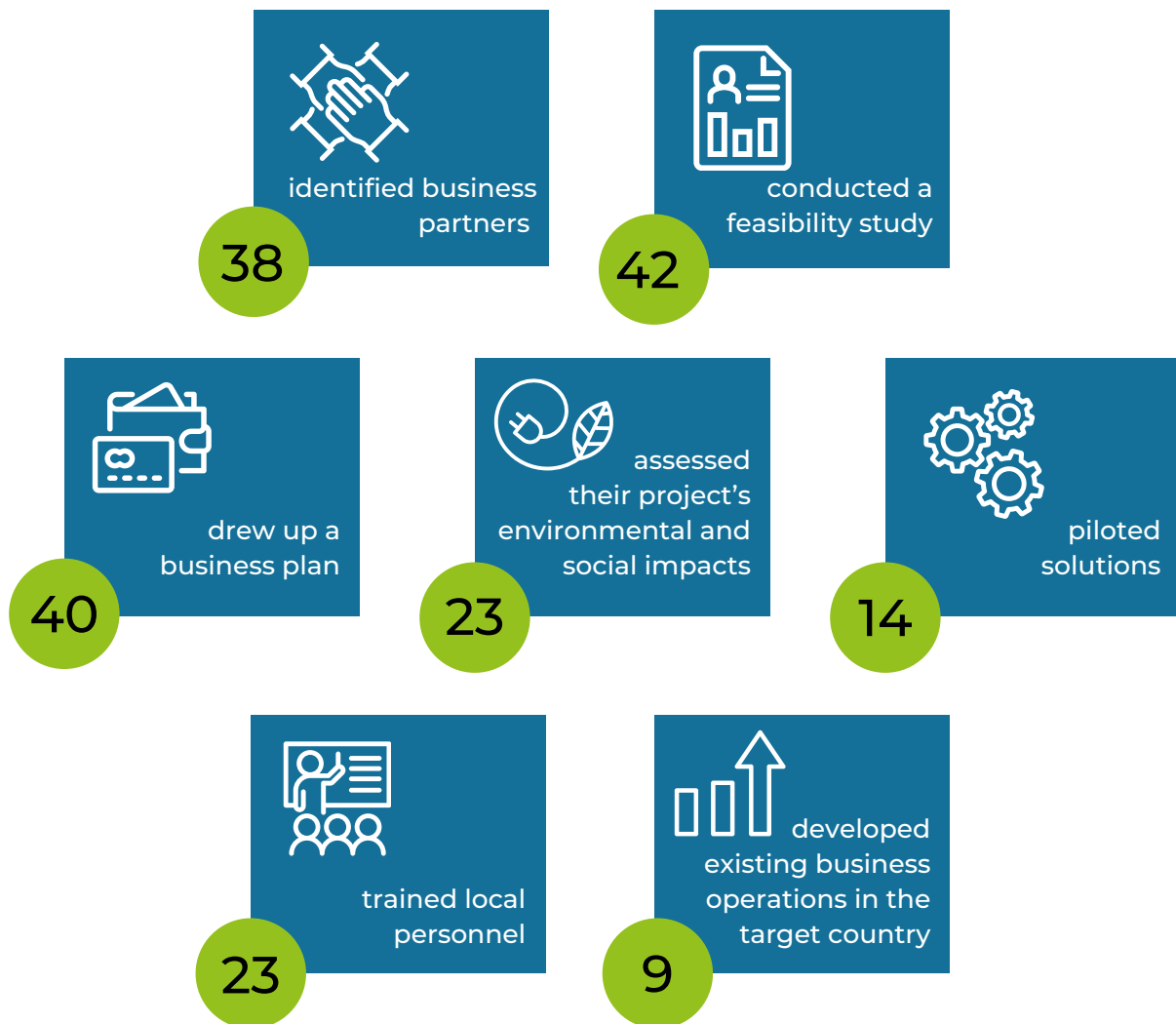


In 2023, a financial grant was granted to a total of 63 Finnish operators, some of which received funding for several projects during the year. Depending on the project objectives, an organisation may apply for a financial grant for one or more project phases at a time. Small and medium-sized companies accounted for 85 per cent of the operators who received a financial grant.

Business Partnership Support helps companies in the preparatory stages of business operations, in other words, in the work carried out by the company to determine whether starting business operations in the target country is feasible and how to launch them. In addition, companies may receive a financial grant for the development of existing business operations in the target country.

63
Number of Finnish operators who received a financial grant

Among the operators who received a financial grant in 2023:

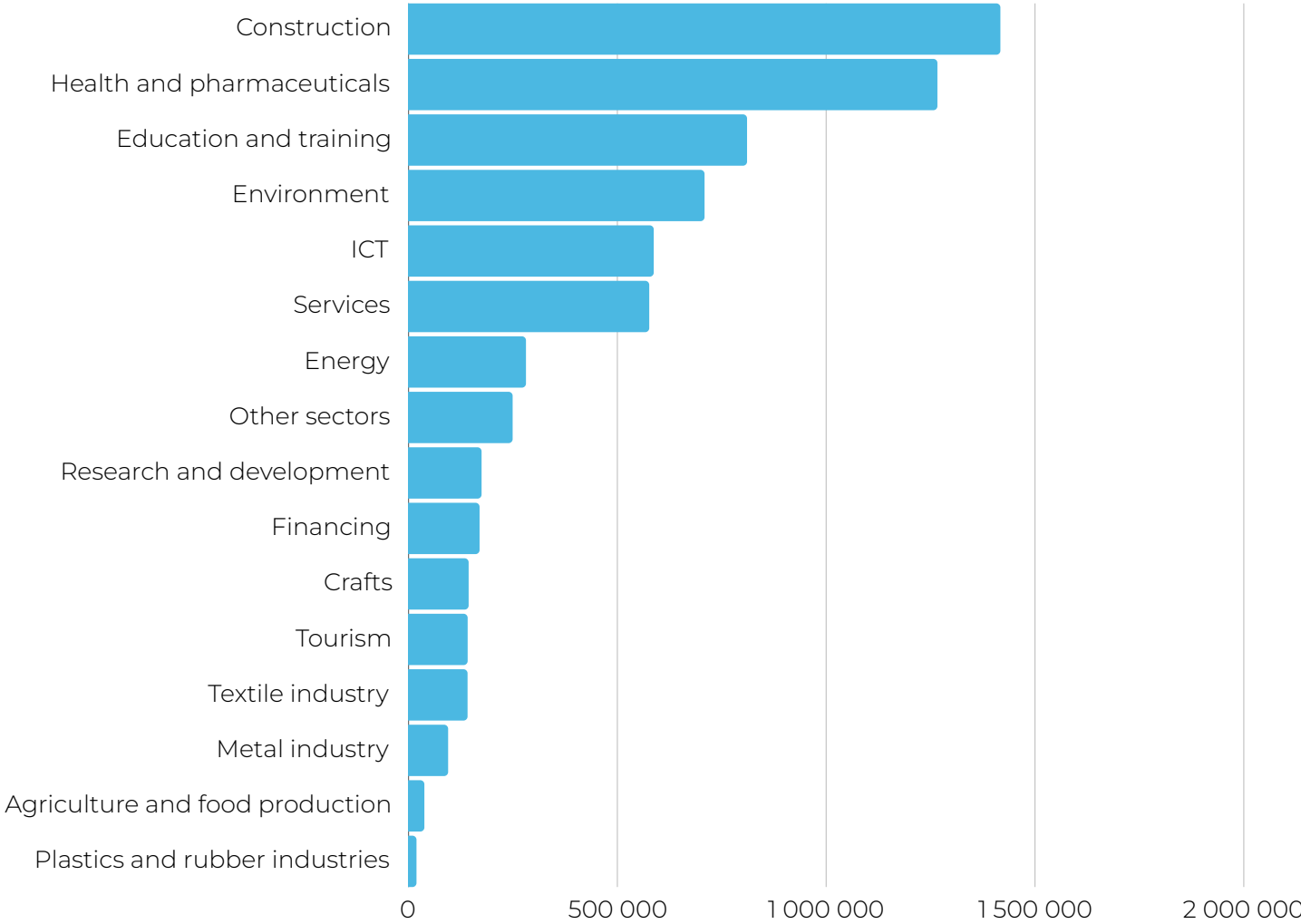


Highest volume of construction and health sector projects in Finnpartnership's history

The projects that received a financial grant in 2023 focused on 16 different sectors. A significant change compared to the previous years was the increase in the number of construction and health sector projects. The number of projects in these sectors and the size of the financial grant awarded to them, in particular, were the highest in Finnpartnership's history.

The awareness of the services and financing options provided by the programme has increased more extensively in different sectors. The increased interest in Ukraine and the country's reconstruction needs are likely to grow the number of construction sector projects supported by Finnpartnership in the coming years as well.

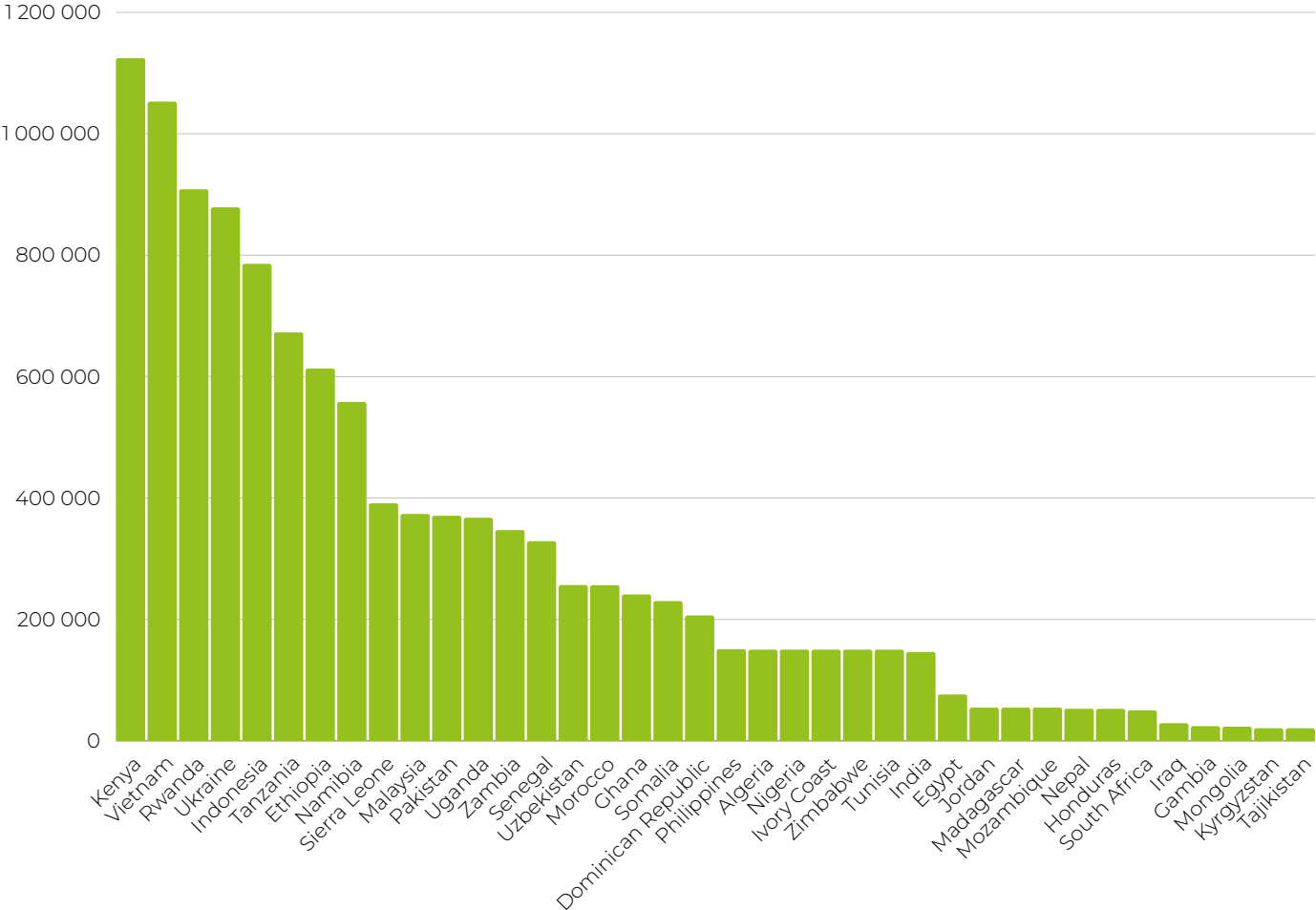
Support granted, by project sector, EUR



Kenya and Vietnam most popular target countries

The financial grant is awarded to projects targeting developing countries listed by the OECD Development Assistance Committee (DAC). In 2023, the projects of Finnish operators receiving a financial grant targeted 38 different countries. Among the most popular target countries were Kenya with 11 projects as well as Vietnam and Ukraine, each with eight projects by Finnish operators.

Financial grant awarded to the 2023 target countries, EUR



A Business Partnership Support project can have more than one target country. In the statistics, projects with several target countries are recorded as targeting each of their respective target country. That is why the total support amount shown in the table for the target countries would be higher than the actual support granted (EUR 6,820,071).



In the summer of 2022, regional coordinators for Asia and Africa, working in Vietnam and Kenya, started at Finnpartnership. The regional coordinators are NIRAS employees but spend most of their working time on Finnpartnership's tasks, helping Finnish operators in entering the markets and supporting the projects' progress in the target countries. In 2023, the team increased with a second employee working in Vietnam.

The regional coordinators have played a significant role in increasing the number of projects. The number of projects in Kenya and the size of the financial grant awarded to them increased and was considerably higher than in the previous years. The same happened with projects targeting Vietnam. The regional coordinator in Vietnam also advanced the inclusion of Finnish companies in projects supported by the EU.

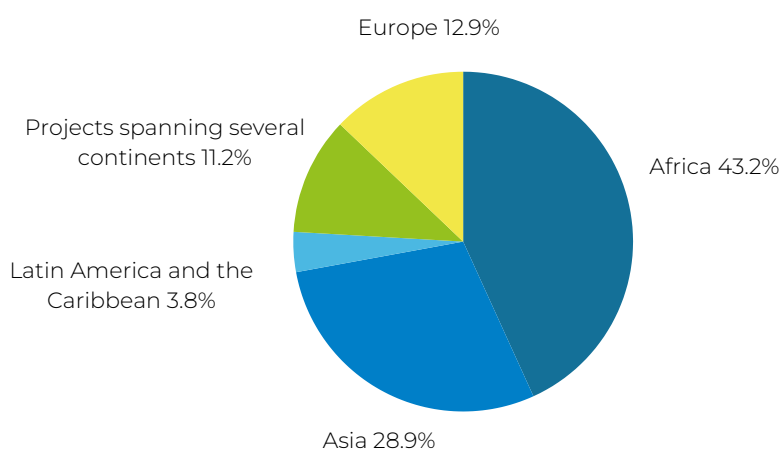
Business Partnership Support backs the focus areas of Finland's development cooperation

As part of Finland's official development cooperation, Finnpartnership promotes the objectives of Finland's development policy. Through its operations, the programme has promoted projects targeting areas that are central in the development policy. Such areas include countries in Africa, the least developed countries, fragile states, Ukraine, and the 14 partner countries in Finland's development cooperation.

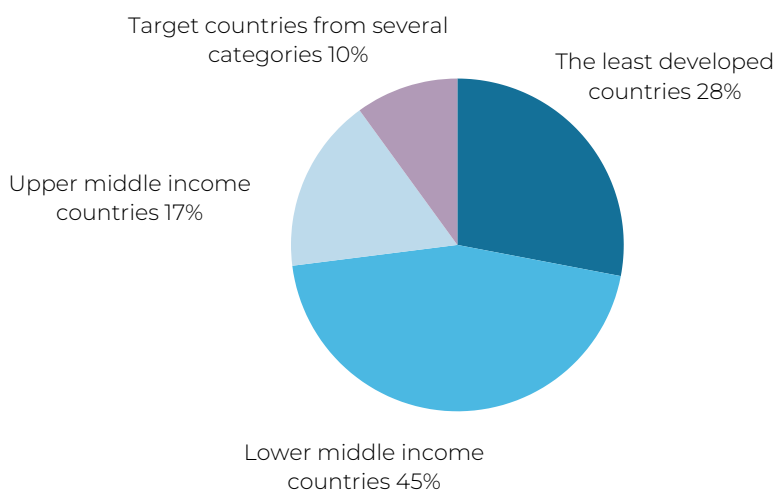
During the current programme period, Finnpartnership has heavily focused on Africa. Through marketing and events, the programme has emphasised the diverse opportunities available in the African market, and B2B Matchmaking and guidance have helped bring together Finnish and African operators.

The number of projects by Finnish operators has thus increased considerably in African countries in recent years. Finnpartnership's focus areas were changed as a result of the new Government Programme in the autumn of 2023. The weighting of the target countries was expanded, and more active measures are taken to promote projects targeting upper middle income countries. In 2024, Ukraine is a central target country, eligible to Business Partnership Support's highest support percentage (85%). Finnpartnership worked to respond to the changes quickly, and this also showed in the programme results as early as the end of the year.

Geographical distribution of the support granted



Distribution of support granted by the target country's development stage



43 %

Share of support granted to projects in Africa

73 %

Share of support granted to projects in lower middle income or least developed countries

23 %

Projects with impact on gender equality

13 %

Share of support granted to projects in fragile states

Activation of consortium projects

Activating multi-actor projects involving several operators and bringing together several companies, educational institutions and/or organisations has been among Finnpartnership's objectives since 2021. Finnish organisations are encouraged to establish multi-actor collaboration and apply for Business Partnership Support to promote their project ideas. Because multi-actor projects combine solutions and core competence from different kinds of operators, they may often provide end results that are more extensive and more successful than in single-operator projects, from the commercial viewpoint and in terms of development impacts.

In 2023, Finnpartnership received Business Partnership Support applications for 11 consortium projects. A slight majority of the project ideas consisted of cooperation between companies. There were also five projects in which, in addition to a company or companies, one of the Business Partnership Support applicants was an educational institution. Each one of these was a support function project, in other words, a non-commercial project by the educational institution, which supports the projects of a company or companies for example by training local key stakeholders.

In 2021, Business Partnership Support was granted to two support function projects in which the support applicant was an organisation. Organisations' interest in Business Partnership Support has declined over the years.

Business Partnership Support does not cover the establishment of a domestic network of companies or a network consisting of companies and other operators. This places increased emphasis on cooperation with parties that, in one way or another, support multi-actor cooperation and the establishment of consortia. The key cooperation partners in the consortium work are the Team Finland operators and sector organisations. At the same time, Finnpartnership's own events, including the SDG Boosters, are harnessed to activate project ideas from several operators.

11

Number of applications received for consortium projects

The Global Gateway campaign

The aim of Finnpartnership's Global Gateway campaign is to help an increasing number of Finnish companies participate in EU procurements and investments in the developing markets. The campaign builds a tailored path for companies towards new business opportunities in their target countries. Finnpartnership supports companies in cooperation with the Ministry for Foreign Affairs, the Finnish embassies in Brussels and in the developing countries, and Business Finland.

In 2023–2024, Finnpartnership's objective is to support approximately 15 Finnish companies to become involved in EU-funded projects through their own pilot projects or reference projects, for example. In project implementation, the companies will benefit from Finnpartnership's funding, the amount of which depends of the project's target country and the company's size. The size of the campaign projects is between approximately EUR 100,000 and EUR 300,000. In all, the campaign helped a total of eight Finnish companies become involved in EU/Global Gateway projects last year.

Results for 2023

Projects in 2023 that were directed towards the Global Gateway opportunities:

Project	Target country	EU programme	Company's potential financial benefit from the EU programme	Support granted (after support %)	Support %	Total value of project
Company 1	Namibia	TEI Inclusive Green Growth (Green Hydrogen value chain)	€1.2 billion (TEI total value: loans and grants for projects)	€65,649	30 %	€218,829
Company 2	Namibia			€157,123	85 %	€184,850
Company 3	Namibia			decision pending	50 %	€411,700
Company 4	Egypt	EU Twinning Egypt Water, HAUS	€2–5 million	€76,426	70 %	€109,180
Company 5	Egypt			decision pending	85 %	€70,720
Total amount				€299,198		€995,279

Projects received before 2023 that were directed towards the Global Gateway opportunities:

Project	Target country	EU programme	Company's potential financial benefit from the EU programme	Support granted (after support %)	Support %	Total value of project
Company 1	Indonesia	Proposed to EFSD+	Approx. €5 million	€35,376	70 %	€50,536
Company 2	Philippines	EU Switch Asia	€1–4 million	€397,071	70 %	€567,243
Company 3	Namibia	TEI Inclusive Green Growth (CRM value chain)	EUR 1.2 billion (TEI total value: loans and grants for projects)	€58,630	50 %	€117,259
Total amount				€491,077		€735,038

Extensive visibility in various media

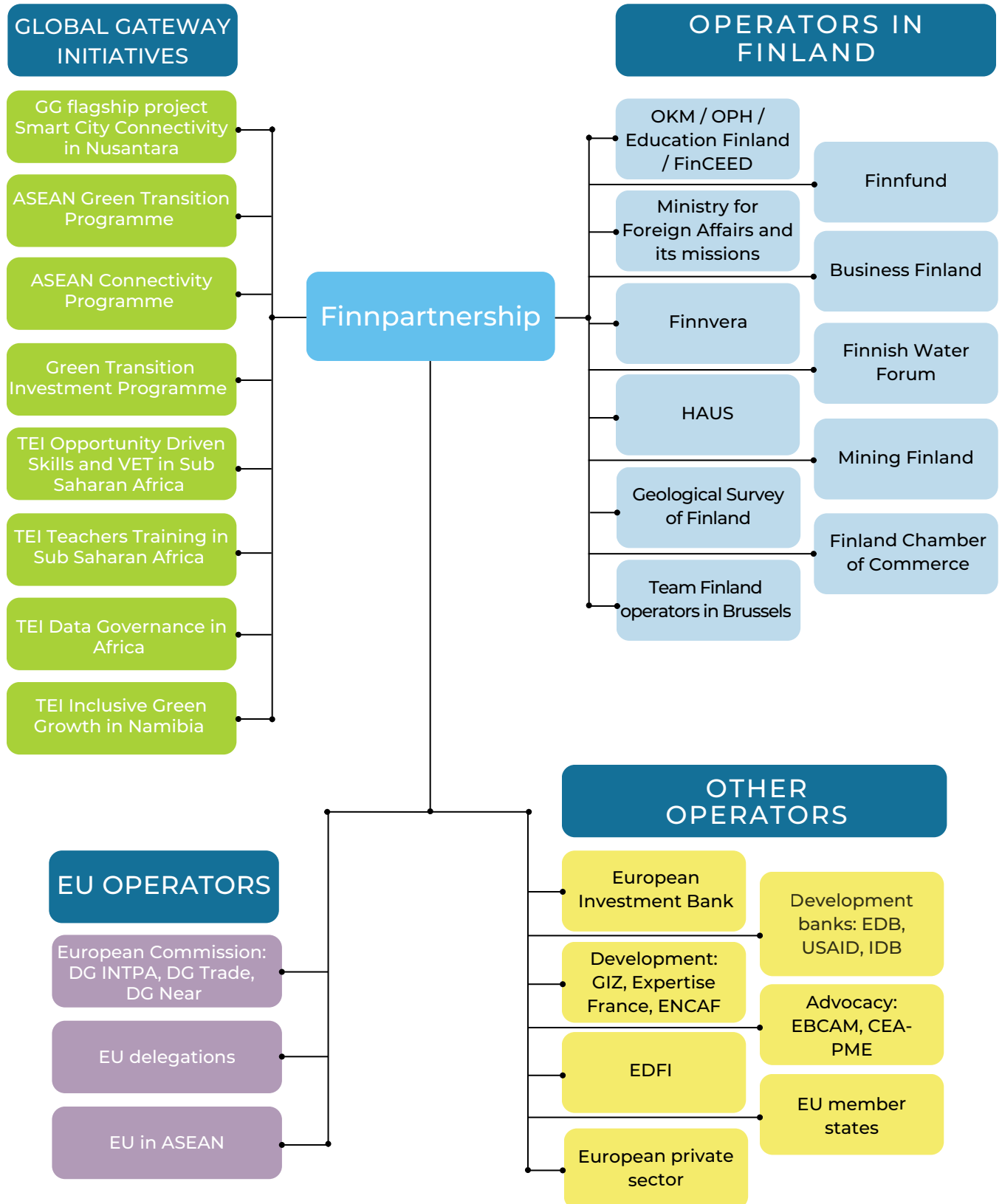
During the year, Finnpartnership actively highlighted the opportunities provided by the Global Gateway in the Finnish media: for example, in the Helsingin Sanomat and Kauppalehti newspapers and the Kauppapolitiikka and Materia papers, as well as internationally in Namibia. The campaign was also actively promoted in the programme's own channels. Finnpartnership also marketed the services of DevelopmentAid, provided by the Ministry for Foreign Affairs for SMEs. 50 companies were directed to the services. In cooperation with Business Finland, Finnpartnership provided guidance to 25 companies on how they can benefit from Business Partnership Support and how the support can help them succeed in competitions.

Finnpartnership has collaborated, organised events and taken Finnish operators to numerous events through the Global Gateway campaign:

- Training by Kaj Björk, which covered international competitive bidding
- EU-Kenya Business Forum 2023, Nairobi, Kenya
- EU-Tanzania Business Forum 2023, Dar-es-Salaam, Tanzania
- EU-Namibia Business Forum 2023, Brussels, Belgium
- EU-Mozambique Global Gateway Investment Forum 2023, Maputo, Mozambique
- ASEAN Asian Circular Economy, Jakarta, Indonesia
- Namibia Mining Expo 2023, Windhoek, Namibia
- United Nations Climate Change Conference – COP28, Dubai, United Arab Emirates
- TEI Opportunity-driven Skills and VET in Sub-Saharan Africa, working group meeting Brussels, Belgium
- TEI Investing in Young Businesses in Africa meeting, Brussels, Belgium
- EC INTPA Private Sector Development Expert Group meeting, Brussels, Belgium
- EBCAM General Assembly 2023, Paris, France
- SWEACC Business & Investment Forum, Uppsala, Sweden

Campaign has expanded the programme's network considerably

The campaign has created an unprecedented national and international cooperation network for Finnpartnership. The diagram below depicts the extent and diversity of the network.



Clearer results from development impacts through enhanced project monitoring

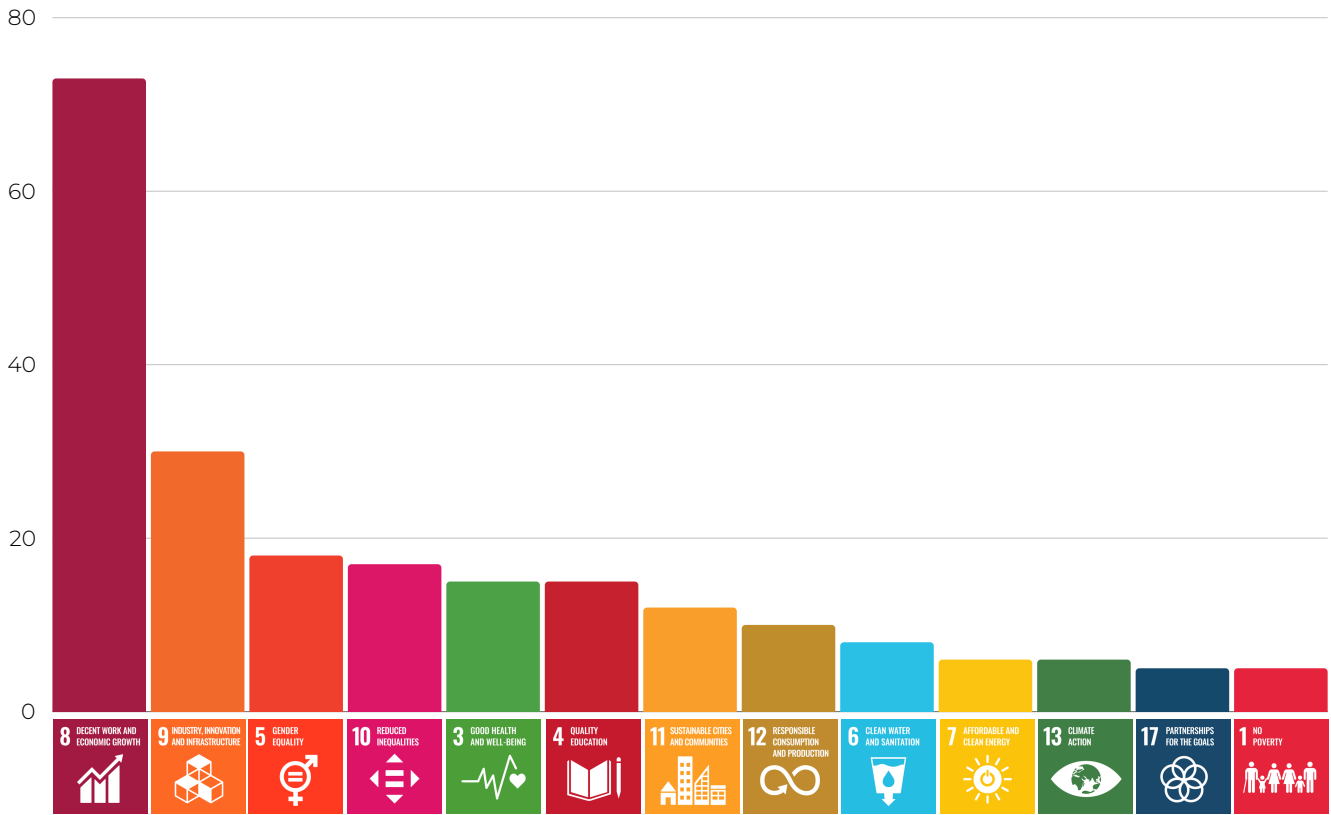
Finnpartnership supports and actively monitors the projects' development impacts throughout the project lifecycle. The monitoring of results during project implementation has been developed during the current programme period, and a new monitoring, evaluating and learning model was created for the purpose in 2022. The goal of the model is to offer more real-time and extensive information about the projects' development impacts. The execution of the model took place largely in 2023.

The most central new instrument introduced for the monitoring of project results was monitoring by milestones, i.e. conducting periodic project surveys. The support recipients respond to the surveys within 8, 16 and 24 months after receiving the grant. This enables Finnpartnership to receive more up-to-date and accurate information than before about the projects' implementation and the development impacts. The model has functioned well, and the information collected through it has offered benefits in the management of the programme and in the results reporting.

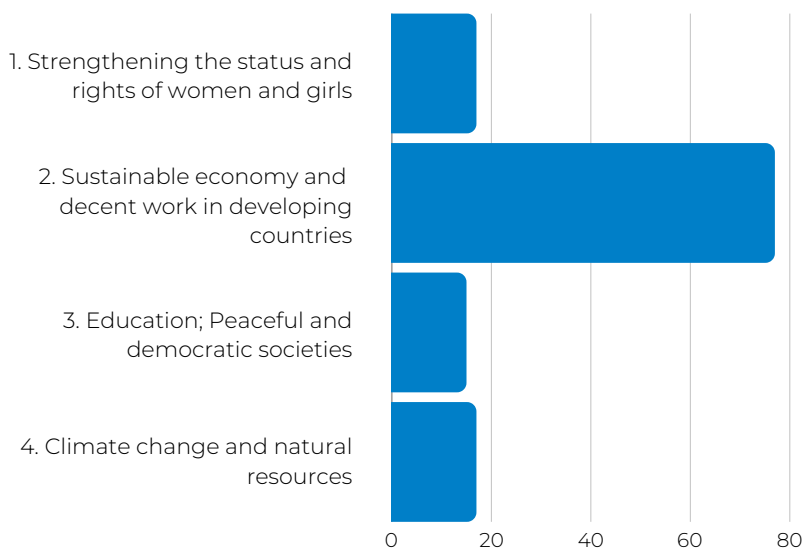
Monitoring visits are also conducted to some of the projects to assess the status and functioning of the projects and to gather experiences. In 2023 monitoring visits were conducted in projects in Nepal, Kenya, Vietnam, Zambia and Somalia. Finnpartnership implemented a technology-assisted tool that enables anonymous interviews of the beneficiaries of projects and the employees of companies in the monitoring of completed projects. The implementation of the tool has improved the reliability of interview data.

The support services for projects were developed as well. Finnpartnership provides all projects, that have received the support, with a contact map, which is a customised list of the key operators in the respective target countries. Targeted guidance has also been offered to projects during meetings. In addition, the existing voucher-based consulting service was expanded to cover consulting focusing on fragile states, in addition to environmental and social impacts and human rights. Consultations are offered in various stages of project implementation. In 2023, the development of support services reflected as the reduced share of interrupted projects, among other things.

Expected impacts of projects on the UN's Sustainable Development Goals (SDG), pcs



Projects' expected impacts on Finland's development policy objectives, pcs



Assessment of impacts

Finnpartnership assesses the assumed development impacts of each project and determines their potential links to the UN's Sustainable Development Goals and the objectives of Finland's development policy. Due to the projects being in their early stage, the assessments are indicative but still show how diversely the projects are linked to broader objectives on a higher level.

B2B MATCHMAKING

Finnpartnership's B2B Matchmaking events and service bring together businesses in Finland and in the developing markets.



Key figures for the B2B Matchmaking service

187

Finnpartnership's B2B Matchmaking database contains 187 companies in the developing markets which are currently looking for Finnish business partners.

The companies in the B2B Matchmaking database operate in 54 different countries.

54

21

In 2023, Finnpartnership participated in organising 21 events in which Finnish operators could meet companies from target countries.

Of the 115 Business Partnership Support applications received in 2023, 22% originated from B2B Matchmaking events organised by Finnpartnership.

22%

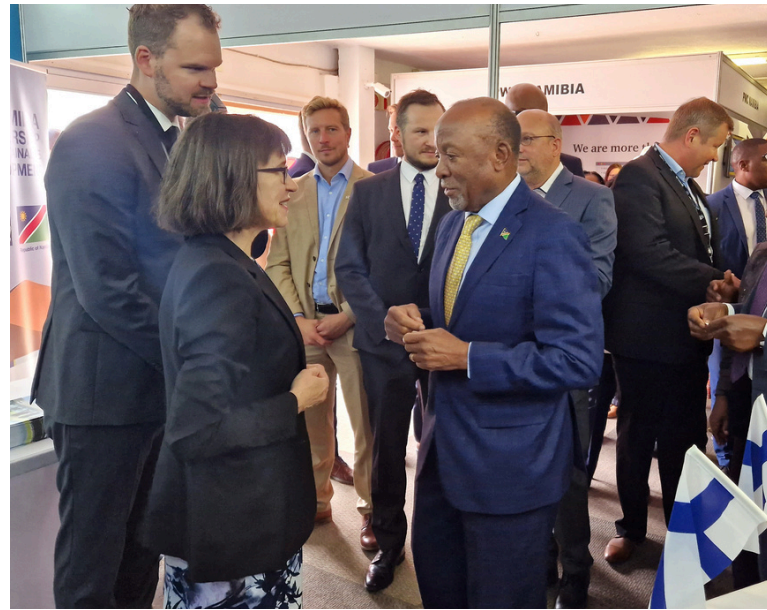
B2B Matchmaking events targeted Africa and Asia

Every year, Finnpartnership organises several seminars in the developing markets, runs Team Finland exhibition booths in the seminars, and organises virtual workshops that bring together businesses and other key operators in Finland and the developing markets. The events provide Finnish operators with an opportunity to meet and get to know companies operating in the target countries and to start launching shared business operations.

In 2023, Finnpartnership participated in organising seven events in the target countries. In the spring, Doing Business with Finland seminars were organised in cooperation with the embassies in Zambia and Namibia. The seminars particularly highlighted the demand for Finnish energy and circular energy solutions. Finnpartnership also organised a visit to the Finland Pakistan Business Summit, which was held in Pakistan's capital Islamabad and in Karachi.

In May, the programme invited Finnish education sector operators to the eLearning Africa event held in Senegal. In addition to the trade fairs, Finnpartnership organised a separate SDG Booster workshop for the participants. The workshop introduced Finnish education expertise to companies attending from different parts of Africa.





In September, Finnpartnership organised a visit to Namibia with a focus on the mining sector in cooperation with Geological Survey of Finland, Mining Finland and the embassy. The participating companies visited local mines and presented their offering at a mining sector trade fair. In October, a Doing Business with Finland seminar was held in Mongolia to celebrate the 60th anniversary of the diplomatic relationships between Finland and Mongolia. In connection with this seminar, Finnish companies could also participate in a mining sector trade fair.

Towards the end of the year, Finnpartnership invited companies to the EU-Mozambique Business Forum. The participants had the opportunity to present their services at the Team Finland booth to both local companies and other international participants of the forum. In November, the programme organised a virtual SDG Booster workshop focusing on the vocational education and training sector in Vietnam. As an extension to the workshop, in January 2024 Finnish and Vietnamese operators in the education sector discussed concrete cooperation projects.

An important part of all events focused on Vietnam, Namibia and Mozambique has been the EU-supported projects in these target countries. Through the events, Finnpartnership has pursued providing support to Finnish operators to enable them to benefit from the EU's investments in the target countries.

Finnpartnership participated in the state visits of the President of Finland

In April, Finnpartnership's Programme Director Birgit Nevala was invited to participate in the state visits of President Sauli Niinistö to South Africa and Namibia. SME sector cooperation was highly visible during the visit. The business delegation included Finnpartnership's clients AW-Energy, Block Solutions and the AiRRhow consortium. As part of the President's delegation, the companies were able to promote business partnerships. The distinguished setting also opened doors to various ministries, and the companies could benefit from the status of a state financier offered by Finnpartnership. The participation in the state visit resulted in the launch of projects in target countries by all of the participating companies.

Events in Finland focused on Uganda and Rwanda, among others

During the year, Finnpartnership also organised several events with its partners in Finland and virtually. The Rwanda Business Forum and the Uganda Forum held in Helsinki, the virtual Uganda matchmaking event as well as the Export from Vietnam events presented the markets of the target countries and promoted the launch of new business partnerships. The "Kasvua Afrikasta" (Growth from Africa) seminar, organised for the second time, provided a broader perspective to the markets in Africa, and Finnpartnership's clients shared practical tips on starting business operations in the developing markets.

Finnpartnership was also an active participant in events organised by the African diaspora and attended events during the Think Africa week, as well as the African Academic Night held in Turku, among others.



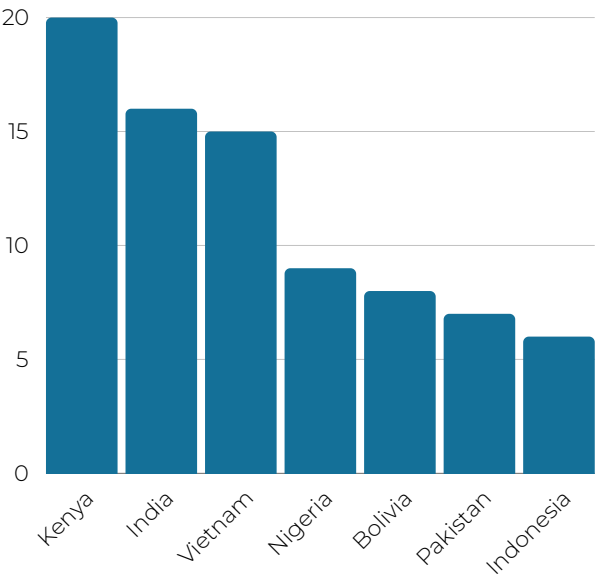
Renewed B2B Matchmaking database

On its website, Finnpartnership maintains a database to which companies operating in the global south with profitable business operations can register. The companies undergo background checks, after which their profiles are published. The company profiles can be browsed freely on the website, and through Finnpartnership, Finnish companies can contact relevant partner candidates. The profiles can be filtered in the search engine by the companies' home country, sector and form of cooperation.

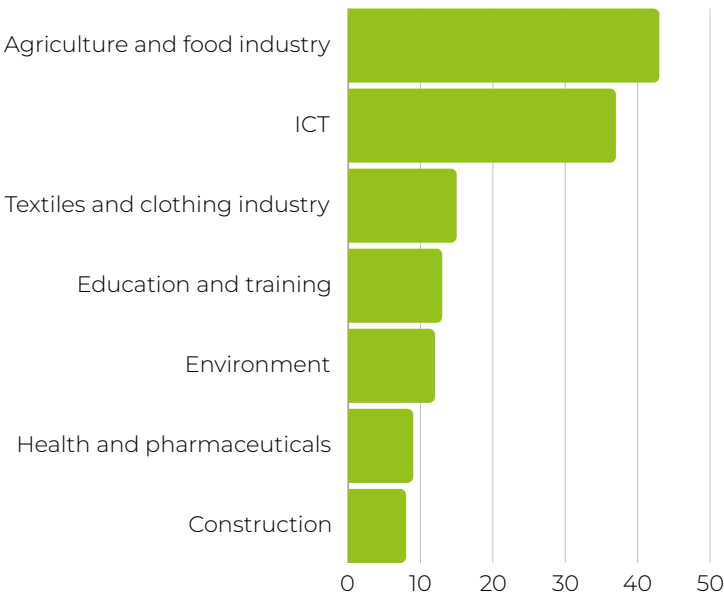
As part of the 2023 website renewal, the company profiles in the B2B Matchmaking database were also updated to make them more compact, highlighting the form of cooperation offered and suggested by the operators. In addition, an annual survey was conducted among all companies in the database in the spring. As a result, more than 400 company profiles were removed, and at the end of the year, the database contained nearly 200 companies from approximately 50 different countries. The tables below show the countries and sectors with the highest number of company profiles.

The marketing of the database in the global south was made more targeted to align it better with the sectors which were represented in the recent Business Partnership Support applications. Communication also takes into consideration other key sectors that are generally highlighted as Finland's strengths by other Team Finland operators.

Top home countries of the companies registered in the database



Top sectors of the companies registered in the database



GUIDANCE, TRAINING AND COMMUNICATION

Finnpartnership offers guidance and training, and shares topical news in various channels. The focus is on increasing awareness of the opportunities provided by the developing markets.



Key figures for the guidance and communication services

287

Finnish companies trained on sustainable development

80

Team Finland events with information shared about the opportunities in the developing markets

13 300+

Participants in events in which Finnpartnership presented its services

149

TF network's employees or other corporate advisors trained

901

Followers in Finnpartnership's LinkedIn account

3076

Subscribers of Finnish- and English-language newsletters

Valtio tukee suomalaisyritysten laajentumista kehitysmaihin – "Ei mitään hyväntekeväisyyttä"



Tuella Finnpartnershipin tuli astua käytännössä Agriens Health Oy:n toiminnan Intiaan kehittää sovellusta allkaisen valheen suosituksen ja anemian seuloon. KUVA: FINNPARTNERSHIP

Ulkoministeriön rahoittaman ohjelman tarkoitus o synnyttää työpaikkoja kehittyviin maihin.



10:26 PM - Sep 14, 2023 - 8,169 Views



More operators interested in application workshops

Finnpartnership's most important channel for customer guidance and training is the monthly application workshops. In the workshops, the participants learn about the Business Partnership Support application process, preparing the application, other providers of development funding, as well as the use of development funding. In addition, the workshops present the financing services of Business Finland's Developing Markets Platform as well as Fingo's services for promoting cooperation between companies and non-governmental organisations. Application workshops are held in Finnish and English in alternate months.

In 2023, a significantly higher number of companies and organisations participated in the application workshops than in the previous years. The number of participants was 25 per cent higher than in 2022. In 2023, the application workshops focused traditionally on Business Partnership Support, the application process, and recognising the companies' own development impacts. The participants received training on themes related to sustainable development and on recognising how their own business operations can create development impacts in the developing markets. At the same time, the participants learned how their operations are linked to the UN's Sustainable Development Goals and the focus areas of Finland's development policy.

As a rule, the feedback received on the application workshops in 2023 was positive. In particular, participants gave positive feedback on and complimented the application workshops' down-to-earth and tangible approach to the topics and the clear and easy-to-understand presentations which illustrated the topics covered and helped understand them better. The participants also praised the opportunity to attend separate guidance meetings after the application workshop.

Some areas for improvement were also identified, including the long duration of the application workshops and the broadness of the topics. Action has already been taken on the feedback received: Finnpartnership has developed the content of the application workshop for 2024 by shortening the workshop duration and made the content more concise and to the point so that it is better aligned with the requests and needs of the companies and organisations related to the developing markets.

More effective services through the Team Finland collaboration

In 2023, Finnpartnership worked in increasingly close cooperation with Team Finland network's organisations. This cooperation took the form of, for example, organising various events, promoting the Global Gateway campaign, participating in steering groups and working groups, as well as joint marketing. In addition, Finnpartnership is in the process of launching cooperation with Finnvera to offer a shared path to funding.

The Doing Business with Finland seminars held in target countries and participation in international trade fairs and conferences were efforts carried out in close cooperation with the Finnish embassies and, when needed, with other Team Finland operators. The Team Finland network was also used in other events, such as application workshops, SDG Booster workshops and various digital events and events organised in Finland. The network provided valuable assistance in the marketing of the events and in the activation of potential participants.

Cooperation was launched with the Finnish Patent and Registration Office on protecting the intellectual property rights in the developing markets, and the first event on the topic was organised at the end of 2023. The event focused on the markets in Africa, and the upcoming events will emphasise the markets in Asia and Latin America.





Towards the end of the year, Finnpartnership carried out the first interactive virtual info session for Team Finland network jointly with Finnfund. The event drew more than 50 Team Finland network participants in total. The objective of the event was to strengthen the network's knowledge of the services provided by Finnpartnership and Finnfund and to support the operators' prerequisites for directing Finnish companies to use the programme's services. Such introduction events will in future be organised three times per year, and the goal is to reach Team Finland specialists extensively in the developing markets, in particular.

The contact map service provided by Finnpartnership harnesses the support of the Team Finland network in listing contacts and finding suitable consultants. In addition, the network's contact information will be added to each contact map, and communication with potential Team Finland partners is promoted in the Global Gateway projects.

Finnpartnership continues its membership in Team Finland network's steering and working groups. These include Education Finland's extended steering group, the steering group of the Developing Markets Platform, the Southeast Asian Developing Markets Platform's steering group, the steering group of the Water expertise growth and export programme, the steering group of Finland Chamber of Commerce's Africa network, as well as Team Finland's working groups for travel coordination and communication as well as the Team Finland Day planning working group.

Finnpartnership published its new look and website in 2023

Finnpartnership's visual brand was overhauled in 2023. The long-term logo of the programme was renewed, and the visual brand was updated with new, brighter colours, fonts and imagery. The goal of the overhaul was to give the programme a fresh and modern look. The imagery, in particular, aimed to bring to front and centre people in target countries in their respective work environments. However, the former appearance was used as the foundation for the new look to ensure that the programme, established in 2006, maintained its recognisability.

Towards the end of the year, Finnpartnership also renewed its most significant communication channel, namely the programme website. The new website mirrors Finnpartnership's updated visual appearance and aims to present the programme's various services and topical news and events more clearly.

The programme increased its visibility in several channels considerably. The number of subscribers to Finnpartnership's newsletter increased to more than 3,000. In February, the programme opened a LinkedIn account, which has enabled it to reach new operators interested in the developing markets. In the media, Finnpartnership's Global Gateway campaign and projects targeting Ukraine received visibility, in particular.



Attachment: Recipients of Business Partner Support of projects processed in 2023

Company	Target countries	Financial grant awarded
Amanihoiva Kotihoito Oy	Kenya	€ 109 912,00
Arkkitehdit LSV Oy	Senegal	€ 130 087,00
Betolar Oyj	Malaysia	€ 373 773,00
Block Solutions Oy	Ghana; Kenya; Morocco; Ivory Coast; Zimbabwe; Nigeria; Algeria; Tunisia	€ 150 286,00
Block Solutions Oy	Rwanda; Uganda; Sierra Leone; Senegal; Zambia; Ethiopia	€ 290 729,00
Buena Suerte Holding Oy	Tanzania	€ 63 574,00
Coderum Oy	Ukraine	€ 50 405,00
Costiom Oy	South Africa; Indonesia	€ 50 296,00
Demola Global Oy	Namibia	€ 51 046,00
Econet Oy	Vietnam	€ 69 950,00
Education House Finland Oy	Iraq	€ 29 195,00
Emblica Oy	Kenya; Nigeria	€ 156 709,00
EnviroVet Oy	Ukraine	€ 141 636,00
EPSE Oy	Pakistan	€ 108 800,00
EPSE Oy	Uzbekistan	€ 159 541,00
EPSE Oy	Dominican Republic	€ 206 618,00
Fairway Oy	Ethiopia	€ 73 585,00
Fairway Oy	Ethiopia	€ 78 977,00
Farm World Equipment Supply Oy	Tanzania; Kenya; India	€ 19 024,00
FCA Investments Ltd	Ethiopia	€ 170 057,00
Fimuskraft Oy	Vietnam	€ 125 449,00
Gencyst Oy	Pakistan	€ 23 755,00
Gencyst Oy	Pakistan	€ 116 470,00
Gesto Oy	Somalia	€ 86 495,00
GoodLife Technology Oy	Indonesia; Rwanda; Vietnam	€ 136 668,00
GR Group Oy Ltd	Senegal	€ 46 919,00
Green Attachments Oy	Ukraine	€ 47 130,00
INKUTO International Oy	Ghana	€ 23 933,00
INTO Concept Oy	India	€ 94 032,00
Janne Nielsen Oy	Uganda	€ 20 332,00
Jyväskylän ammattikorkeakoulu Oy	Indonesia; Kenya; Rwanda; Tanzania; Vietnam	€ 305 949,00
Kaiko Clothing Company Oy	Nepal	€ 52 919,00
Kasvu Labs Oy	Indonesia	€ 172 433,00
Kayiwa Oy	Ghana; Kenya	€ 67 030,00
Logonet Oy	Rwanda	€ 191 464,00

Meriaura Invest Oy	Namibia	€	65 649,00
Mieliala-Keula	Somalia	€	30 556,00
Molnix Oy	Pakistan	€	60 099,00
Måndag Creative Oy	Kenya; Nigeria	€	38 182,00
Newfields Consulting Oy	Philippines	€	151 095,00
Nordic ECO-Innovation Oy	Senegal	€	127 716,00
Operon Group Oy	Vietnam	€	117 037,00
Physiotools Oy	Indonesia; Kenya; Rwanda; Tanzania; Vietnam	€	120 470,00
Plantagusto Group Ltd.	Vietnam	€	37 891,00
Polar Partners Oy	Ukraine	€	104 724,00
Print World Oy	Tanzania	€	50 071,00
Prish Oy	India	€	33 439,00
Qide Oy	Kyrgyzstan; Uzbekistan; Tajikistan	€	20 746,00
Radai Oy	Namibia	€	58 630,00
Redkik Oy	Vietnam	€	139 594,00
Remode ME Oy	Kenya; Nigeria	€	23 071,00
Rentop Oy	Ukraine	€	241 458,00
Ronsam Digital Oy	Honduras	€	52 763,00
Safegrid Oy	Kenya; Tanzania; Uganda; Rwanda; Zambia	€	56 526,00
Sandberg Finland Oy	Tanzania	€	57 207,00
Sera Helsinki Oy	Mongolia	€	23 428,00
Sera Helsinki Oy	Madagascar; Mozambique; Jordan	€	54 729,00
SihaCare Oy	Somalia	€	113 233,00
Sirav Oy	Ukraine	€	94 784,00
Smart & Lean Hub Oy	Sierra Leone	€	21 766,00
Suomen vesifoorumi ry, Finlands vattenf	Egypt; Morocco; Uzbekistan	€	76 426,00
Takana Oy	Ukraine	€	125 630,00
Tampereen ammattikorkeakoulu Oy	Namibia	€	157 123,00
Tampereen ammattikorkeakoulu Oy	Namibia	€	225 834,00
Tapio Riihinen Consulting Oy	Ukraine	€	73 077,00
Turun TAITO-Koulutus Oy	Pakistan	€	61 736,00
TVET Finland Oy	Senegal; Gambia	€	24 208,00
Töölön sisustus ja vintage Oy	Morocco	€	29 704,00
Valmet Technologies Oy	Sierra Leone	€	78 858,00
Work Pilots Oy	Kenya	€	77 433,00



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