



Life Sciences

Changing Needs Mean More Opportunities

Finpro's Life Sciences Industry covers the health, wellbeing, and nutrition sectors very widely. However, the companies operating in the sector face very similar challenges and opportunities. The aging population, the rising standard of living, and the increasing emphasis on food safety are global trends which challenge companies to develop new solutions and service models.

Health Care Needs Comprehensive Solutions

In health care, the ability to offer comprehensive services is increasingly important, and suppliers of individual products have to improve their competitiveness either by networking or by specializing. Information technology is developing faster than ever and becoming widespread in health care. Applications of biotechnology and nanotechnology create new possibilities too. The future business opportunities in health care and the well-being sector will be found increasingly in comprehensive service solutions as well as at the intersections of various businesses, such as well-being services and information technology.

Food is the Key to Wellbeing

In the nutrition industry, the international business opportunities with the most potential are related to the maintenance of health, particularly the prevention of diseases of affluence,



the use of biomaterials, the internationalization of service concepts in health care, and self-care. A part of self-care are functional foods. One of the hottest topics in the nutrition industry today is food production and the management of the entire food production chain. As for food safety, solutions are needed for the management of packaging and logistics, among others, as well as for hygiene practices and traceability of origin. The Finnish solutions for managing cold chains and security could be the next global successes.

A Network Covering the Entire Market of Possibilities

The target markets with the best potential for the Life Sciences Industry are the new EU countries, CIS countries, and Asia. In Western Europe, there is a demand for functional food products and other products offering added value in the selections of both specialized trade units and large retail chains. In Eastern Europe, buying power is growing and consumer habits are quickly becoming westernized. In Asia, the entire sector is seeing rapid growth. The market offers a wide range of business possibilities for new products and solutions. Finpro's Life Sciences Industry offers an extensive network of international industry experts for Finnish companies. Finpro's Life Sciences detects international business opportunities arising in the industry and aligns Finnish industry expertise with current international trends. We create networks between Finnish experts and value chains that meet the demand. Finpro is a global partner for its Finnish client companies in all phases of their internationalization.



Finpro

Finpro is a global network of experts, established by Finnish companies. Our national task is to promote the growth and competitiveness of Finnish companies through internationalization. Our competence is founded on solid expertise in international business accumulated over the years, thorough knowledge of the global market and our customers' industries, and a comprehensive global and local network.

Contact us

Finpro

P.O. Box 358

FI-00181 Helsinki, Finland

Street address: Porkkalankatu 1

Phone +358 204 6951

Call Center

(weekdays 9 am – 4 pm):

+358 800 134 344

info@finpro.fi, www.finpro.fi

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Merja Heikelä

Head of Industry

London, United Kingdom

meria.heikela@finpro.fi

Phone +44 20 8600 7260

or +44 7787 153 014