



# Forest Cluster

## Agility and Innovations Reap Rewards

The forest industry is undergoing a period of major change globally. The production of end products is shifting close to markets and the production of raw materials is finding new areas in countries of rapidly growing forests. With customers located far away and pulp technology production being moved to the southern hemisphere, the entire forest industry cluster must find a way to enhance its business and competitive ability. The sector must adapt to changes and discover the new business opportunities they bring along.

## Opportunities Found in Unique Expertise and Raw Materials

The competitiveness of the Finnish forest industry is connected to our strong expertise and advanced innovative technology, and also to the special qualities of northern wood. Innovative wood products offering high added value have global markets. The slow-grown Finnish wood has qualities which, for example, fast-grown wood from Southern Europe or the southern hemisphere does not provide. Solidity and a close-grained structure are some of the strengths, while more recent findings include the chemical or, for example, antiseptic qualities of wood. The characteristics of heat-treated wood, which was developed in Finland, and its suitability as a raw material for guitars, for example, also offers new opportunities.



The transfer of forest industry production to the so-called developing markets offers new opportunities for production technology, Finnish consultancy expertise, and innovative Finnish forest industry products. Finnish companies are forerunners also in the development of wood harvesting technology. The demand for harvesting technology for energy wood and wood material is growing in all the markets where energy from wood is an alternative to fossil fuels.

## The Forest Industry Market is Genuinely Global

Europe is the largest market area for the Finnish forest industry. Europeans are able to appreciate particularly the high quality and the good attributes of Finnish wood. Europe is a particularly interesting market, not only for wood construction, but also for investments improving production efficiency in the forest industry and energy savings. Investments in pulp industry production technology keep growing in Latin America. Paper industry investments are increasing in China and India. The long-awaited improvement in the investment climate in Russia opens up great opportunities, especially for Finnish forestry technology providers and investors. The Forest Industry sector makes available to companies Finpro's best Forest Industry internationalization experts, regardless of the target country in which the company is active. One of the challenges that Finpro's experts provide help with is the distance of the customers and markets from Finland.



## 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.

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