



Software and Digital Media

The Great Change Brings More Possibilities

The media sector is facing a global turning point. A tighter integration of medias and the changes in the value chain of mobile and digital media will have an effect on the business models and revenue logic in the entire industry. The significance of social media, that is, communally produced or shared media content on the Internet, is growing. Various network and mobile communities are increasingly used as sales and marketing channels as well as product development resources. On the software product side, software programs tailored for different industries are in high demand on the international market. International business opportunities for Finnish expertise can be found for example, from the growing markets for health care, trade, finance, and logistics systems. In particular, India, Russia, and North America are emerging as new, future market areas. Finpro is starting up internationalization programs in these regions for both software and mobile media companies.



Responding to Challenges Requires the Right Strategy and Networking

By making the right strategic choices, collaborating wisely, and investing sufficiently, Finnish companies have an opportunity to grow into successful international players. The challenge for Finnish, often technology-oriented, companies is the consideration of users' current situation and personal wishes. Significant resources are required for identifying the needs in various industries and markets, and tailoring the solutions. Technology alone is not enough. The companies must build comprehensive services that meet the needs. Finpro helps companies in the industry to identify the potential markets and to develop their products and services to meet the needs of the market. Finpro's experts in Software Industry and Digital Media have thorough knowledge of the industry's operating models and changes occurring on the global market. We have excellent networks with local telecommunications operators, media houses, and software companies.

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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