



Machinery

Finpro's Machinery Industry works for the internationalization of the Finnish metal and electronics industry in the global market. Our experts help companies find answers for example to the following questions: what makes a company globally competitive, how and with whom should a company work with, and what kind of markets exist for Finnish expertise.

Flexibility is Rewarded in the International Markets

Changes in the global economy require new kind of know-how from the machinery industry in order to maintain and enhance its competitiveness. There will be increasing competition for customers, as well as a demand for lower prices and better energy efficiency, but at the same time, the subcontractors and the entire supply chain must take more responsibility for product development, production, and logistics. The markets are being rearranged as the production moves partly to lower-cost countries and closer to customers. To be successful



internationally, companies need to reassess their operation habits, manage international business and supply chains, and rearrange logistic solutions. The significance of global networking will increase.

Changes Create Opportunities

Outsourcing offers opportunities for growth for small and medium-sized companies. The role of services in business development creates new perspectives as well. Concentrating on a special area of expertise can be the key to success, enabling a company to gain a competitive advantage. Several Finnish companies are prime examples of this strategy.

For the manufacturing industry, new growth areas include China, India, and many countries in Eastern Europe. South America will also become an increasingly significant actor.



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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