

# Establishing a reputation as a region for innovation: practical experiences?

Managing the links – Global Trends and Regional Policies  
in R&D Location

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# Outline

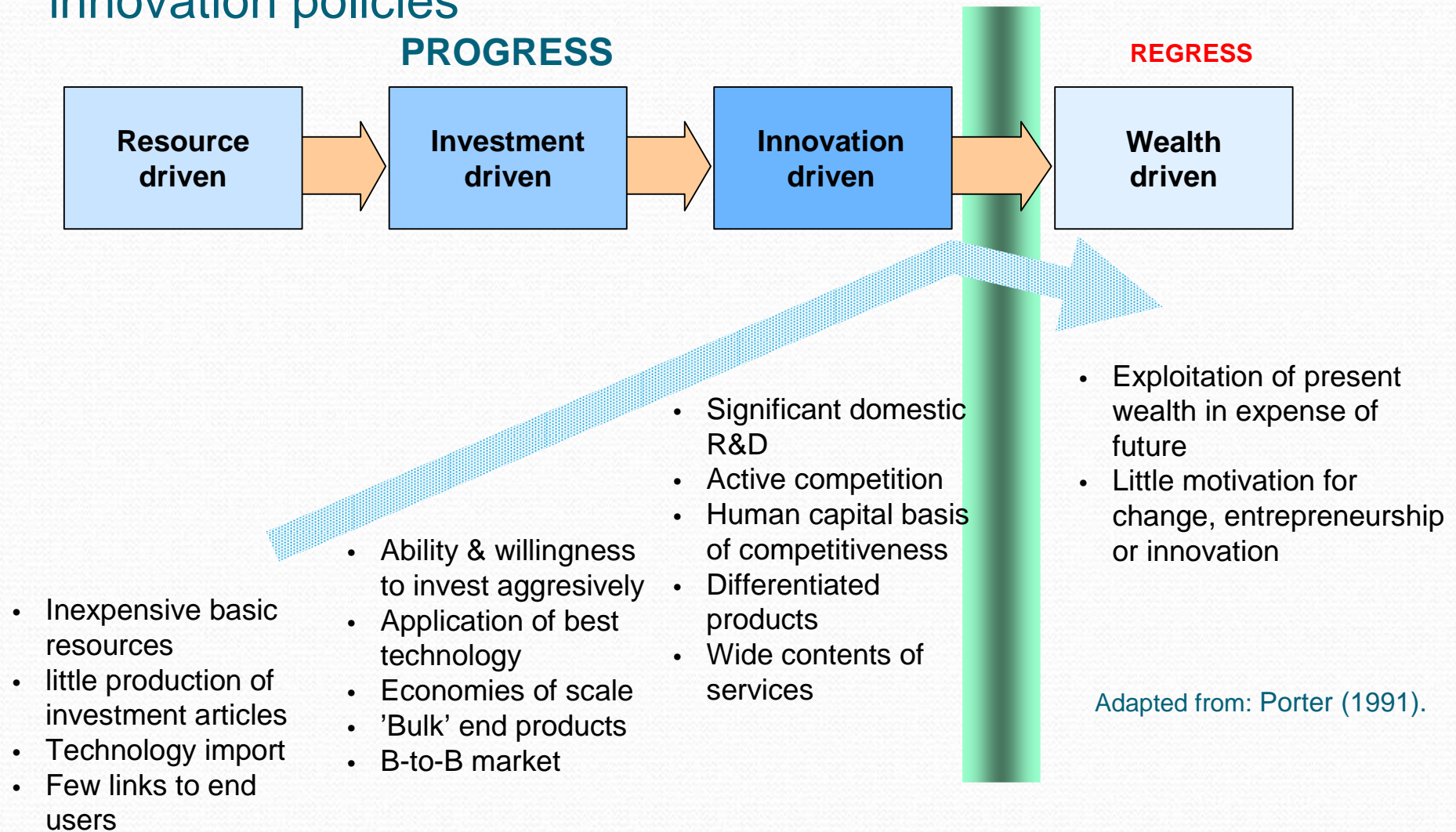
**Global challenges of innovation driven economy**

Case: Innovative Helsinki?

Promotional point of view – how to make difference?

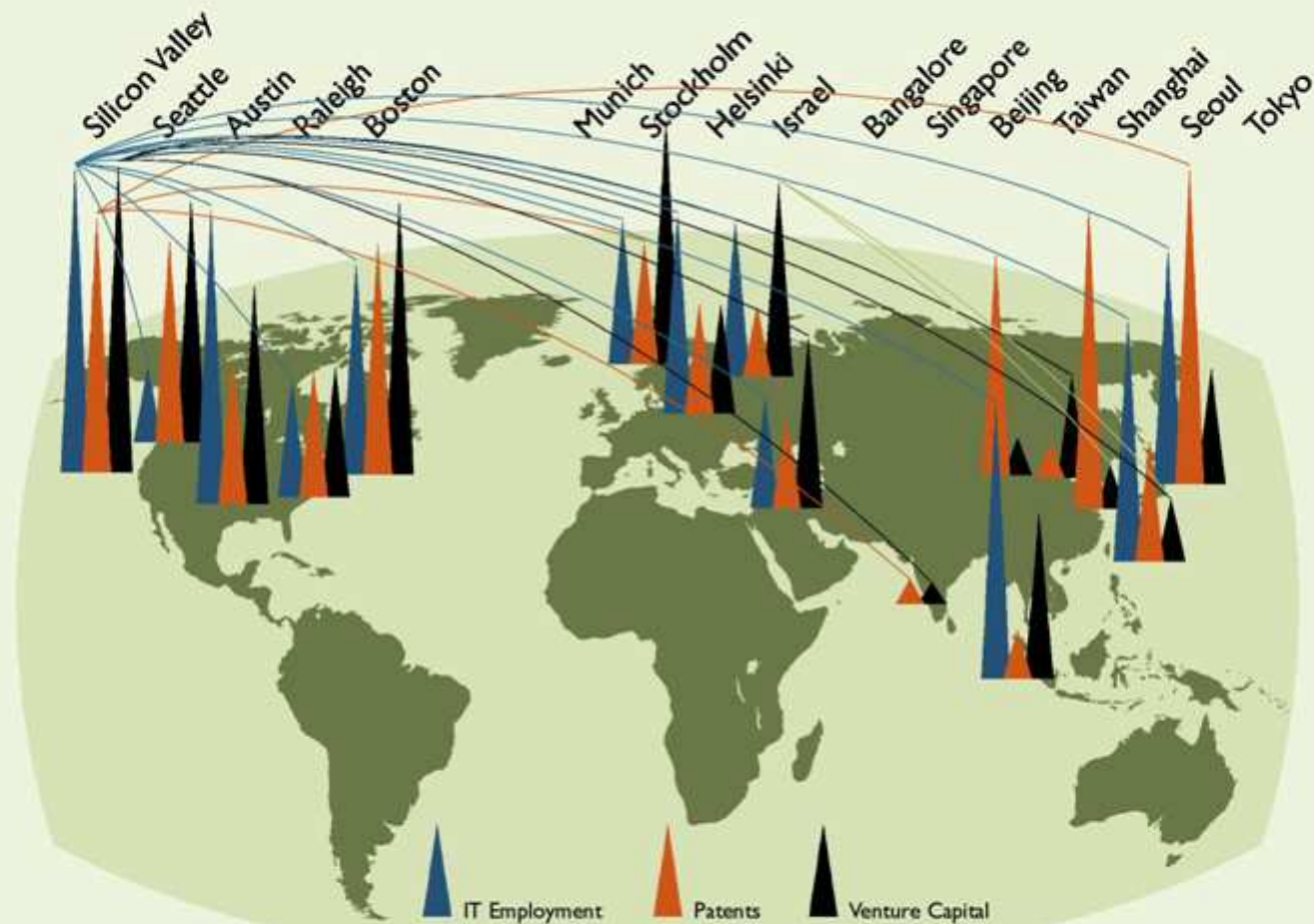
Role of Greater Helsinki Promotion Ltd

# Stages of national (or regional) competitiveness challenge innovation policies





# GLOBAL LINKAGES



Source:



# Measurement of Helsinki's perception

- A broad survey was carried out to determine the image of Helsinki and its position in relation to competitors. The survey also aimed to determine what issues corporate leaders find significant when studying prospects for establishing operations in an overseas competence center.
- A total of 180 corporate leaders were interviewed by telephone. Respondents were from China, Hong Kong, India, Singapore, USA, Germany, Great Britain, Russia, the Netherlands and Sweden.
- Also, 131 representatives of foreign corporations already established in Finland were interviewed.



Future markets



Return on investment



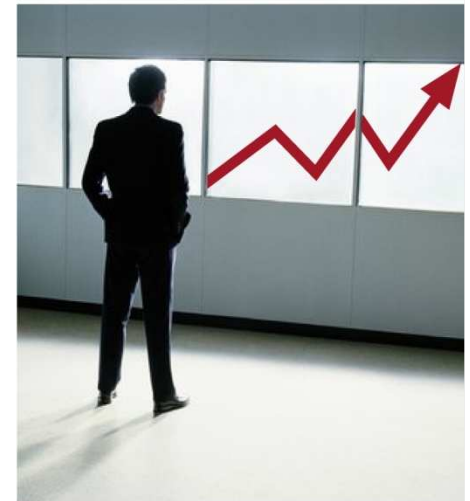
Location

Success

Future markets



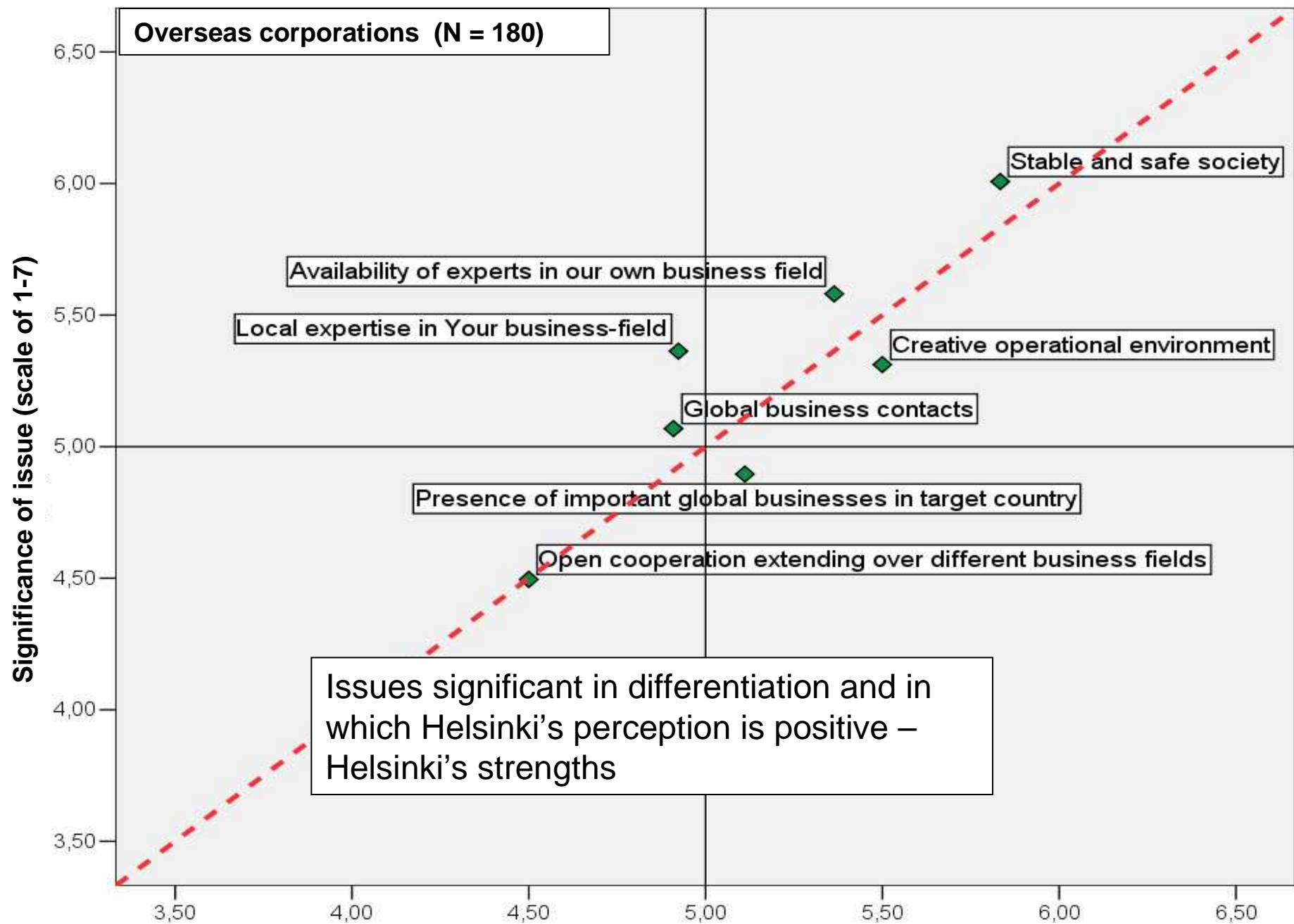
Return on investment



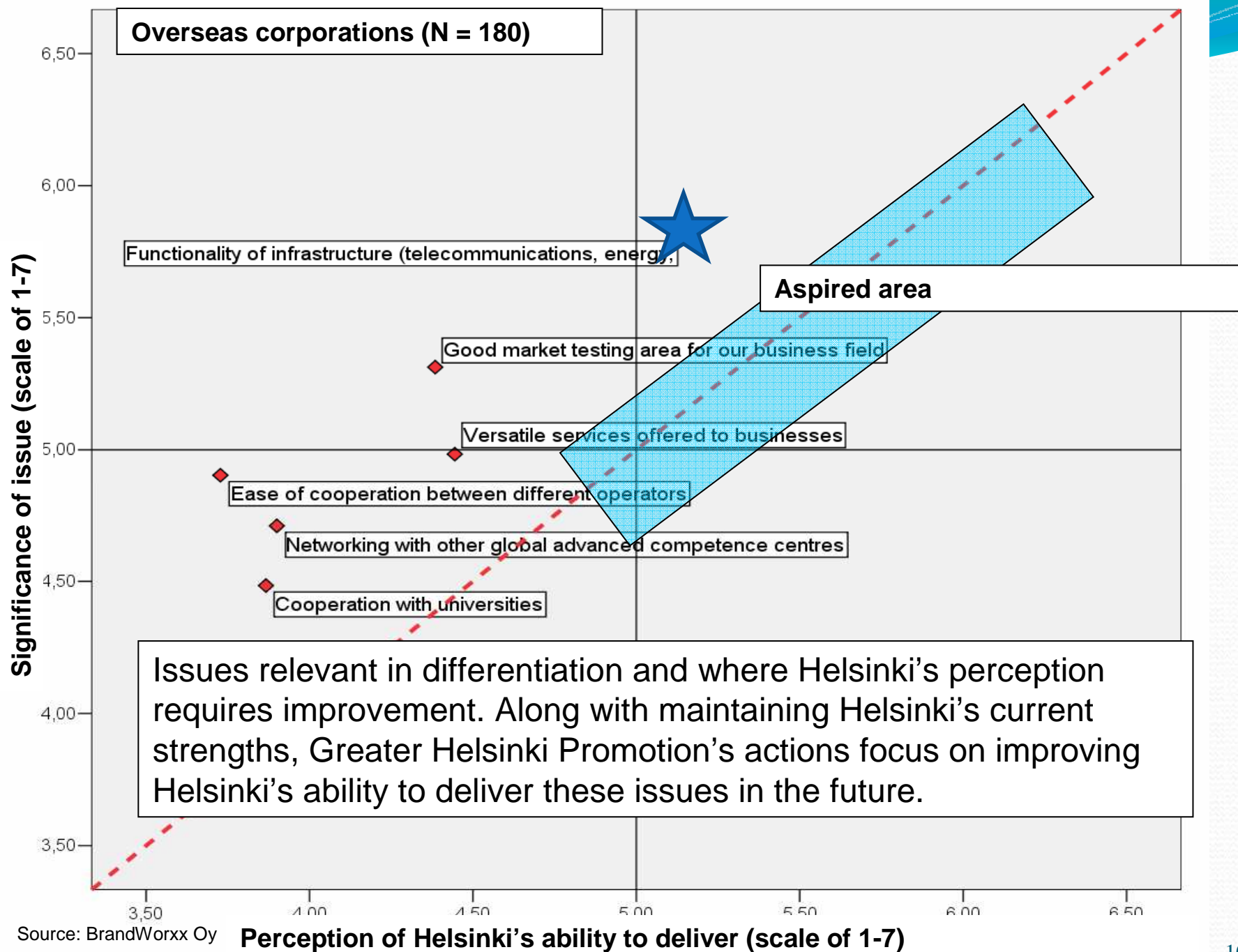
Location

Success





**Perception of Helsinki's ability to deliver (scale of 1-7)**





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# The Vision for Helsinki Region

*The vision for Helsinki Region*

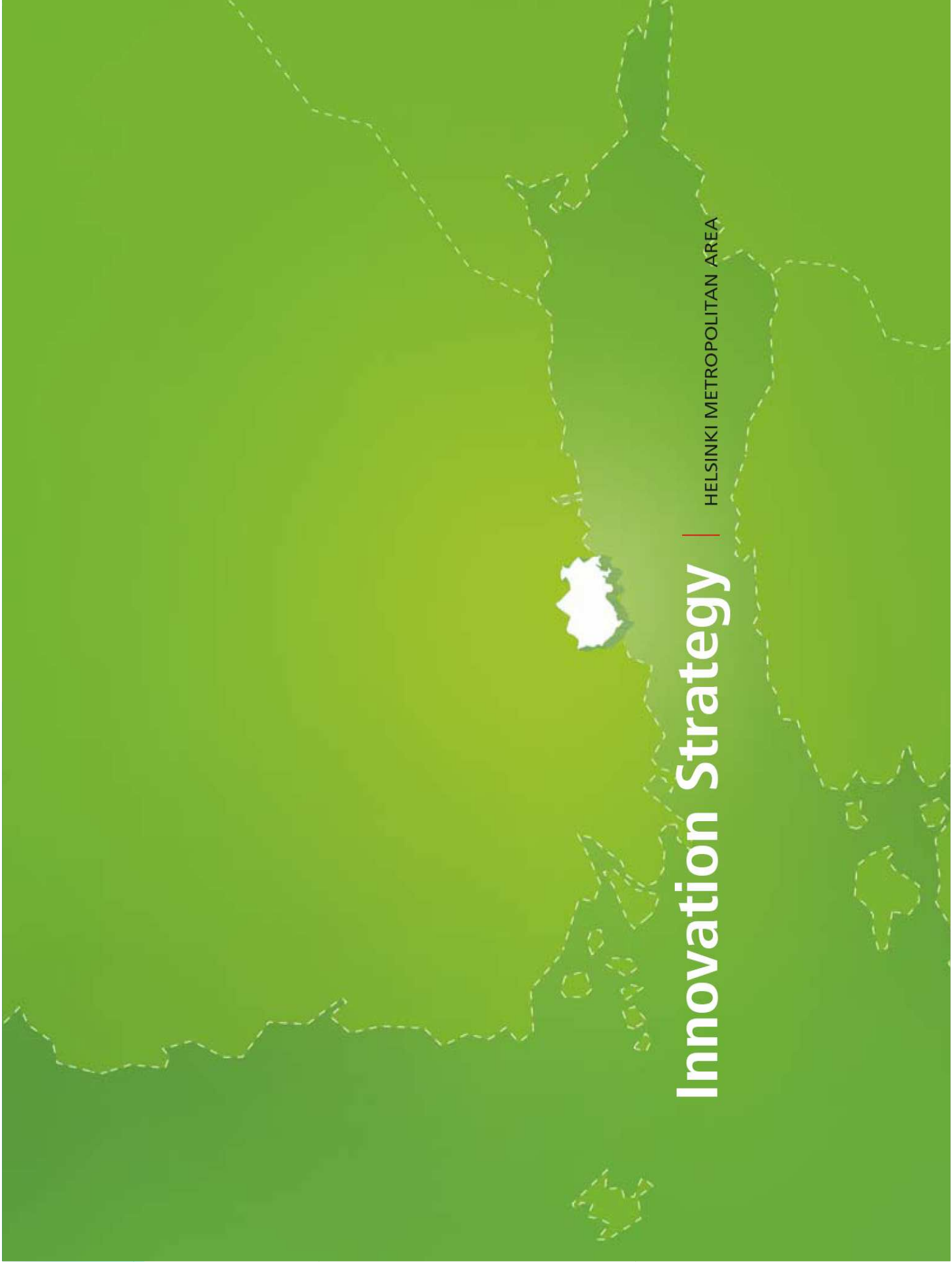
*The Helsinki Metropolitan Area is a **dynamic world-class centre for business and innovation.***

*Its high-quality services, arts and science, creativity and adaptability promote the prosperity of its citizens and bring benefits to all of Finland. The Metropolitan Area is being developed as a unified region close to nature where it is good to live, learn, work and do business.*

Helsinki Metropolitan Area Advisory Board,  
16 November 2004

# Innovation Strategy

HELSINKI METROPOLITAN AREA



# A four-pillar Innovation Strategy:

- I. Improving the international appeal of research and expertise
- II. Reinforcing knowledge-based clusters and creating common development platforms
- III. Reform and innovations in public services
- IV. Support for innovative activities





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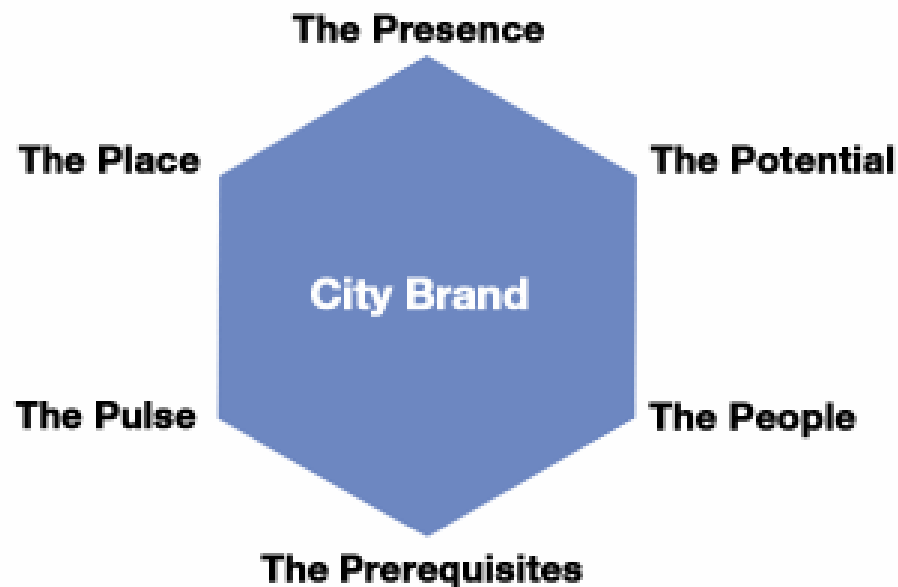
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# Cities as brands



Source: Anholt City Brand Index –  
second edition 2006

- |                      |                    |
|----------------------|--------------------|
| 1 Sydney             | 30 Edinburgh       |
| 2 London             | 31 Philadelphia    |
| 3 Paris              | 32 Oslo            |
| 4 Rome               | 33 Lisbon          |
| 5 New York           | <b>34 Prague</b>   |
| 6 Washington DC      | 35 Singapore       |
| 7 San Francisco      | <b>36 Helsinki</b> |
| 8 Melbourne          | 37 Hong Kong       |
| <b>9 Barcelona</b>   | 38 Dallas          |
| 10 Geneva            | 39 New Orleans     |
| <b>11 Amsterdam</b>  | 40 St Petersburg   |
| 12 Madrid            | 41 Rio de Janeiro  |
| 13 Montreal          | 42 Buenos Aires    |
| 14 Toronto           | 43 Beijing         |
| 15 Los Angeles       | 44 Seoul           |
| 16 Vancouver         | 45 Reykjavik       |
| 17 Berlin            | 46 Budapest        |
| 18 Brussels          | <b>47 Shanghai</b> |
| 19 Milan             | 48 Moscow          |
| <b>20 Copenhagen</b> | 49 Johannesburg    |
| 21 Munich            | 50 Mexico City     |
| 22 Tokyo             | 51 Warsaw          |
| 23 Boston            | 52 Havana          |
| 24 Las Vegas         | 53 Jerusalem       |
| 25 Seattle           | 54 Bangkok         |
| <b>26 Stockholm</b>  | 55 Cairo           |
| 27 Chicago           | 56 Dubrovnik       |
| 28 Atlanta           | 57 Mumbai          |
| 29 Dublin            | 58 Manila          |
|                      | 59 Lagos           |
|                      | 60 Nairobi         |



# Markets & clients of GHP operations

## International People

*Students to study in our schools and universities.*

*Professionals to work in our firms and share knowledge and contacts.*

*Families to buy our goods and services and become a part of the community.*



## International Companies

*Companies to employ our workers and develop their potential.*

*Corporations to buy our supplies, goods and services.*

*Firms to partner and grow with our companies.*



## International Capital

*Funding for our entrepreneurs, start-ups and young companies.*

*Capital into our stock market, increasing the value of our firms.*

*Money into our municipalities and for our public works projects.*



## International Events

*Business seminars in our niche areas of current and future strengths.*

*Industry-specific conferences, trade fairs and networking events.*

*One-off public events that increase awareness and quality of life.*





# Differentiation & value proposition of Helsinki

FOCUS OF  
DIFFERENTIATION

**Effective**

**Efficient**

**Creative**

ACTION

**R&D**

**Design**

**Market testing**

**Human Resources**

**Future and Existing Areas of Expertise**

BASIS

**Safe, stable and tolerant operational environment**



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# Organization – in general

- Greater Helsinki Promotion was founded in 4/2006 as an international (business) promotion agency for the Helsinki region.
- Owned by:



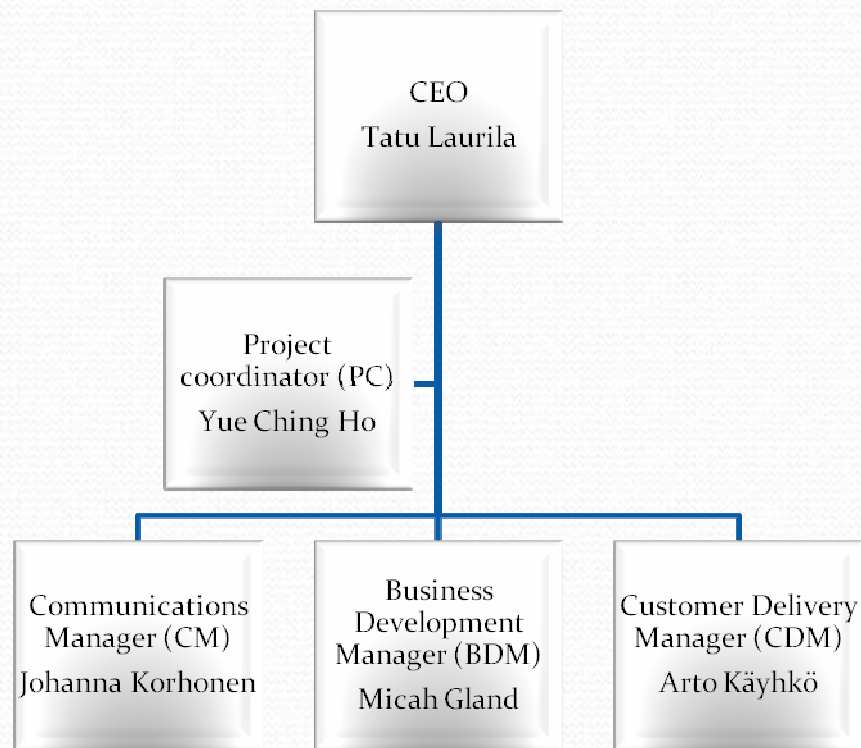
- Yearly funding from owners: 3.5 million euros (until 2009).
- Contact info:

Address	Mechelininkatu 1 a – 00180 Helsinki - Finland
Tel.	+358 9 562 6677
Fax.	+358 9 562 6688
Internet	<a href="http://www.inhelsinki.com">http://www.inhelsinki.com</a>
E-mail	<a href="mailto:firstname.lastname@inhelsinki.com">firstname.lastname@inhelsinki.com</a>



# Organization – the team

## Organizational chart



## Roles and responsibilities

- **CEO**
  - overall leadership & management; stakeholder contact
- **Project coordinator**
  - administration; customer support; project coordination
- **Communications manager**
  - marketing communications strategy and coordination
- **Business Development Manager**
  - partner community building, service concept
- **Customer Delivery Manager**
  - KAM (Key Account Manager) network contact, main customer contact

# Core processes



- Community, GHP visual outlook by end of August
- Promotional Activity, ongoing cases but targets tbd
- Events (goals and plans tbd asap) June



- Partnering (goals and plans tbd asap) June – August
- Enablement (planned on-road with partners) September – December



- Packaging & Offer building together with Partnering, June - August
- Stakeholder and Landing processes developed according the feedback the processes gain from previous processes. September - December



# Finland is a land of R&D&I

