

## Machinery and Transport Equipment

Heavy machinery and transportation equipment needs in Finland are:

- specialized machinery for packaging and materials handling;
- road and off-road vehicles;
- pulp and paper industry auxiliaries;
- general industrial machinery.

## Representation

The key to a successful export trade with Finland is the appointment of a resident local agent or importer. Recognized agents maintain frequent contacts with industry and are aware of future developments and sales possibilities. Calls for tender by government often are not publicly advertised but distributed among potential agents and suppliers. In Finland, agents and importers do not specialize to the same extent as in some other countries. The most successful importers and agents handle a variety of products and are constantly looking for new lines.

## Business Contacts

All forms of import and sales businesses exist in Finland. For consumer goods there are four large competing groups of wholesale-retail organizations. Agents play an important role in marketing technical products because they may themselves import, stock and distribute, the products.

Newcomers to the market should contact the Commercial Division of the Canadian Embassy. The Commercial Division is equipped to function as a liaison between Canadian firms and local business and industry. It actively seeks business opportunities for Canada and relays these to firms considered interested and capable. Potential buyers and sellers are introduced with guidance provided to each as required. Market surveys of reasonable proportions are conducted on behalf of Canadian firms. Agents, distributors or other outlets for Canadian products may be recommended.

Businessmen can also be helped in locating promising contacts through the Finnish Foreign Trade Association or the Central Chamber of Commerce. Exporters should bear in mind that personal contacts