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in the U.S., and over 10,000 hig technology companies that emplo more than 200,000 professionals

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### **High Tech Opportuni** Symposium

MIAMI, FLORIDA — September 13 2002 — "Discover New Business Opportunities...Catch the Wave the theme of the Networking, Telecommunications, and Hi **Tech Opportunities Symposi** www.canada-florida-trade.c during which the results of a study undertaken by the Canadian Cons in Miami will be presented to Cana companies.

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THE CANADIAN TRADE COMMISSIONER SERVICE

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\* Produced by the Market Research Centre of the Canadian Trade Commissioner Service. To consult them, visit:

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#### THE EUROPEAN ADVANTAC

In the market for Canadian quality and variety **Finland's construction** 

o maintain steady growth in private and public construction, Finland is looking to foreign markets for cost-effective, innovative building products and services. The Finnish market offers opportunities for Canadian suppliers of competitively priced materials and technologies that will help keep Finland's construction industry operating at peak efficiency.

#### Market overview

A strong economy and a growing urban population are good indicators that the 5% annual growth in Finnish construction is likely to continue in the near term. The industry was valued at \$26.9 billion in 2001, and was composed of building construction projects (81%) and civil engineering projects (19%). Vuosaari's new har-

bour and Helsinki's underground tunnel are among the largest of the public infrastructure

projects on the horizon.

Market opportunities

raced houses.

parquet flooring.

In Finland, building structures and

materials must weather the same sort

of seasonal fluctuations as in Canada.

Pre-fabricated concrete is used in the

majority (60%) of all apartment build-

ings, while wood is the primary building

While there is little demand for addi-

tional sources of softwood, Finland's

strong economy suggests that there

construction technologies as well as

specialty products for prefabricated

national hardware chains, including

K-Rauta and Starkki, could prove to

Canadian tools and other products

into the Finnish and Baltic markets.

buildings, such as hard maple for

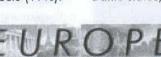
Finland is a nation of home

be useful outlets for channelling

renovators, and several of the

will be a demand for wood-frame

material for both detached and ter-



Finland is a gateway to the Russian and CIS countries, as well as to the Baltic states, Poland and other Nordic countries. Many of its major construction companies are well established in these markets through partnerships, mergers and acquisitions. Canadian firms that supply Finland also have an open door to the vast EU market.

Market access considerations

The Finnish construction and building material market is highly centralized, with each product category controlled by 3-5 companies. Accessing these major players, or finding distributors who deal with them, is a very important strategy for Canadian suppliers. Non-EU approved products must also be tested and approved before they can be sold in Finland. In some cases, more stringent national requirements may apply. Finland is currently working to align its product regulations and standards with those of the European Standards Organization.

### **Useful Web sites**

- The Finnish Association of Construction Product Industries: www.rtty.fi
- Industries: www.rtk.fi

In fact, because there is limited choice in tools and building materials - most retailers sell the same products - a variety of imported products are well come, provided they are competitive with existing brands.

Confederation of Finnish Construction

- Construction Info & Statistics, Rakennusalan Projektitiedosto: www.rpt.fi
- The National Technology Agency [TEKES]: www.tekes.fi
- Technical Research Centre of Finland [VTT]: www.vtt.fi
- Finnish Standards Association [SFS]: www.sfs.fi
- Building Information Institute: www.rakennustieto.fi

For more information, contact Johan Nyman, Business Development Officer, Canadian Embassy, Helsinki, tel.: (011-358-9) 2285-3354, fax: (011-358-9) 601-060, e-mail: johan.nyman@dfait-maeci.gc.ca Web site: www.canada.fi \*

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