



Where Finnish Defence & Dual-Use Companies Can Create Value in ANZ

Australia and New Zealand opportunity guide 2026

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**What is being
bought?**

Why now?

How Finland fits

**How companies
engage**



Why ANZ now?

Australia moving from strategy to delivery

New Zealand rebuilding capability

Strong demand for advanced technology, autonomy and resilience

Growing focus on sovereign capability

A\$425bn
Australia Integrated
Investment Program
Long-term defence
capability investment

NZ\$12bn
New Zealand Defence
Capability Plan
Capability renewal
and modernisation



What ANZ is actually buying

**Autonomous
systems**

Counter-UAS

**Secure
communications**

**ISR &
sensing**

**Digital command
systems**

**Training &
simulation**

**Sustainment &
resilience**

**Critical
infrastructure
resilience**



Australia: from strategy to delivery

National Defence Strategy driving investment

Integrated Investment Program creating long-term demand

Sovereign industrial capability remains a priority

Increasing demand for autonomy, digitalisation and sustainment

**From policy
to programs**



New Zealand: targeted opportunity areas

Where demand is building

Maritime capability

Uncrewed systems

Space and ISR

Why this matters to Finland

Secure communications

Innovation partnerships

Dual-use and advanced-technology fit



Why Finland fits

Capability theme

Autonomy

ISR

Communications

Training

CBRN

Mobility

Finnish value area

AI-enabled autonomous systems

Advanced sensing and analytics

Secure tactical communications

XR and simulation technologies

Detection and protection solutions

Protected mobility and support systems



Top ANZ opportunity themes 2026–2028

Autonomous systems

Counter-UAS

Secure communications

ISR & sensing

Training & simulation

Sustainment technologies

**High fit for
Finnish specialist
capabilities**



Priority engagement pathways

**Prime
partnerships**

**SME
teaming**

**Defence innovation
programs**

**Research
collaboration**

**Use more than one pathway.
ANZ success typically comes through layered engagement, not a single route.**



Land Forces 2026: The Best Market Entry Platform in Australia

Why it matters

Best physical access point into the Australian Army ecosystem

Primes, SMEs, researchers and delegations in one place

Useful for screening partners and testing market fit

What it is not

Not a stand-alone route to success

Not a substitute for partner strategy

Not a one-off solution without follow-up

Land Forces is the first practical entry point for Finnish companies seeking Army and land-domain opportunities in Australia. Other ones are Indo Pacific (naval & maritime) and Avalon (space & aviation)



How foreign companies succeed in ANZ



The most common winning pattern is cumulative: partner first, participate second, scale later.



What Australian buyers expect

**Local
commitment**

**Long-term
support**

**Industrial
participation**

**Trusted
partnerships**

**Capability
contribution**

ANZ buyers assess not only the product, but also the partner, the support model and the local contribution.



Common market entry mistakes

Treating ANZ as a distributor market

Expecting rapid procurement cycles

No partner strategy

No sustained follow-up

Underestimating relationship building



What success looks like





Recommended next steps

Assess ANZ fit

Identify priority partners

Engage through Land Forces and key events

Build a structured follow-up plan

Maintain sustained market engagement

**Move from policy
briefing
to executive market-
entry guide**

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