



Charting a Path to Success in the U.S. Market

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Agenda

- About Amcham Finland & LP USA
- Trade Between Finland & USA
- Tips For a Successful U.S. Entry
- Questions

Amcham Finland



We're a **non-profit, member-funded**, and politically independent business community promoting a strong transatlantic economy and a healthy business environment in Finland.



Voice of
International Business



Home of
Transatlantic Success



Your Community
Making a Difference

~200

Members

22

Industries

16

Nationalities

50+

Events
Annually

3+

Publications
Annually

Launchpad **USA**



Launchpad USA is the most effective U.S. market entry platform available to Finnish companies. It's offered exclusively to members of Amcham Finland.

On the Launchpad, Finnish companies receive a tailored market entry plan that is designed to:



Minimize risks

associated with doing business in America



Accelerate

marketing and sales activities



Deepen

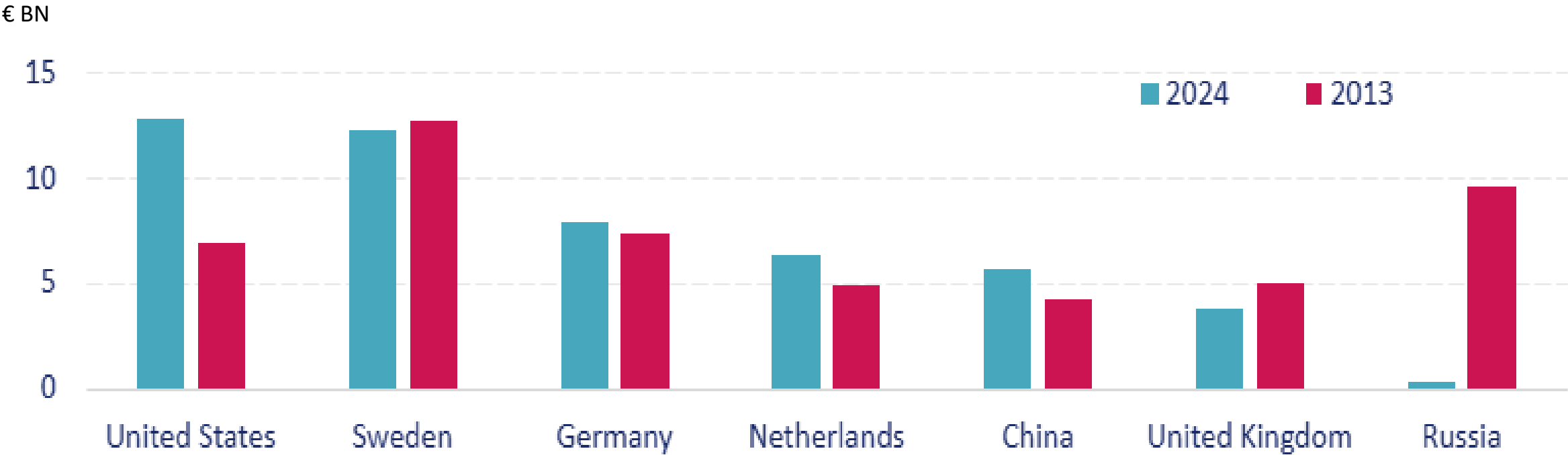
the knowledge of the U.S. market



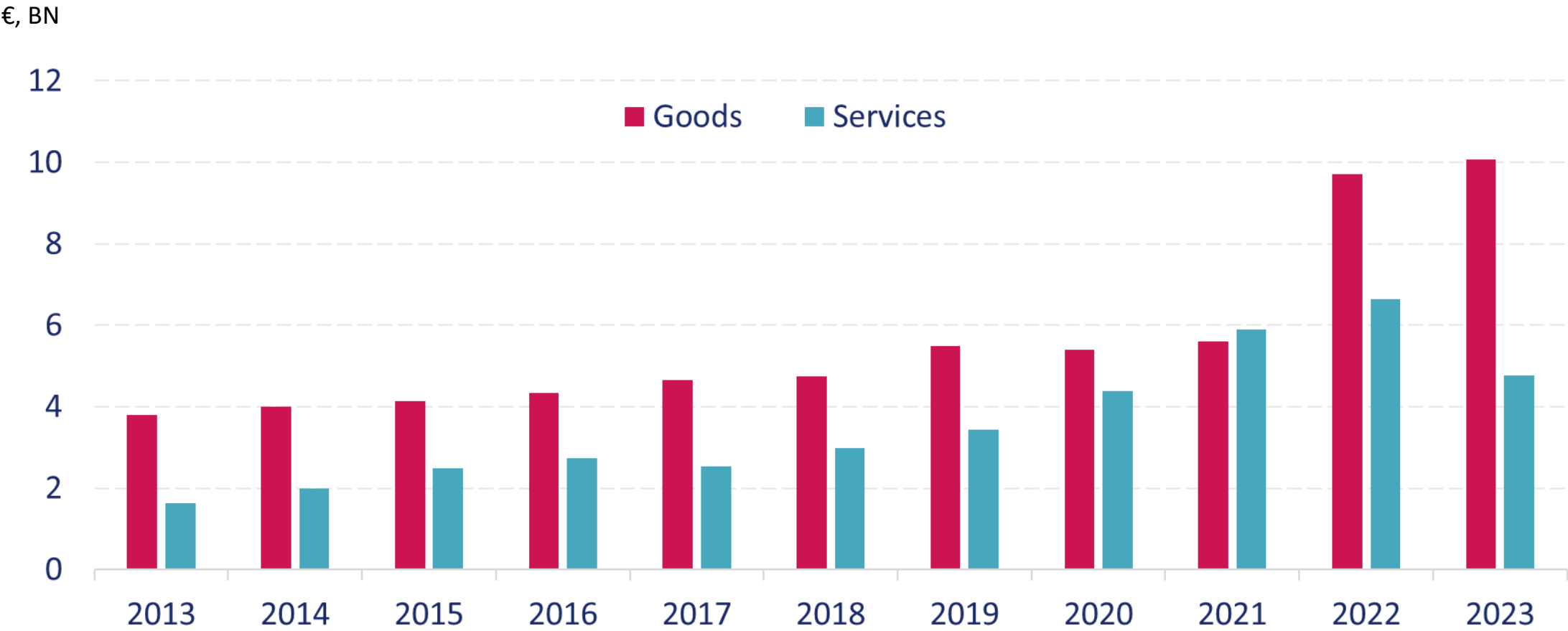
Ongoing support

provided through the entry and growth stages of doing business in the U.S.

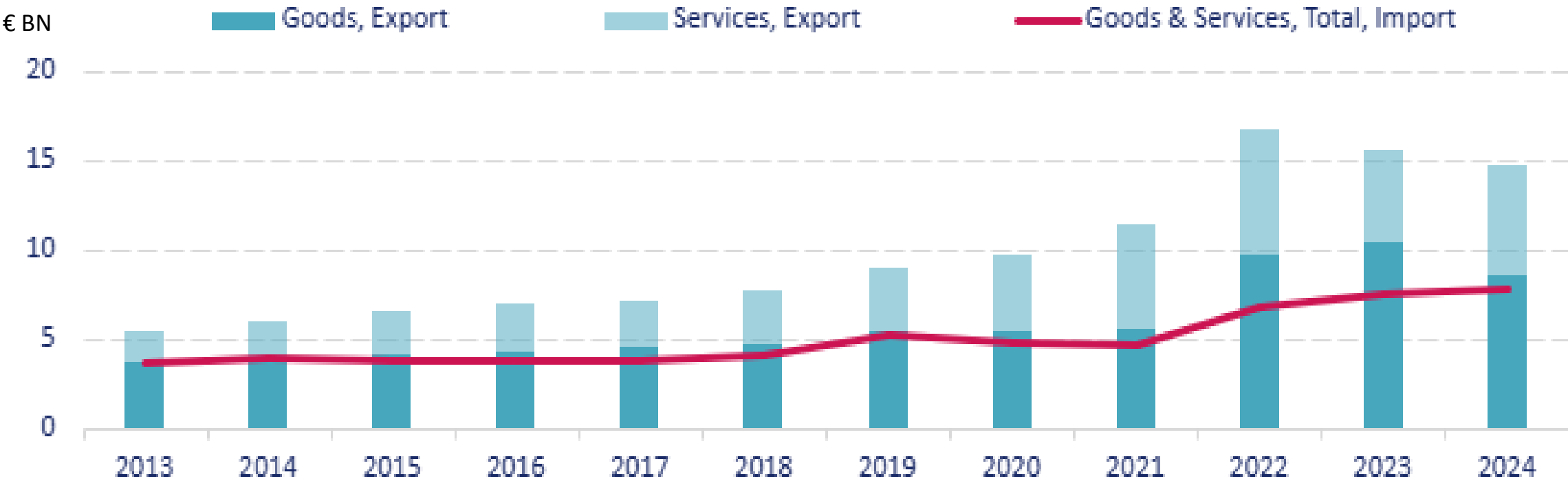
Finland's Exports By Country



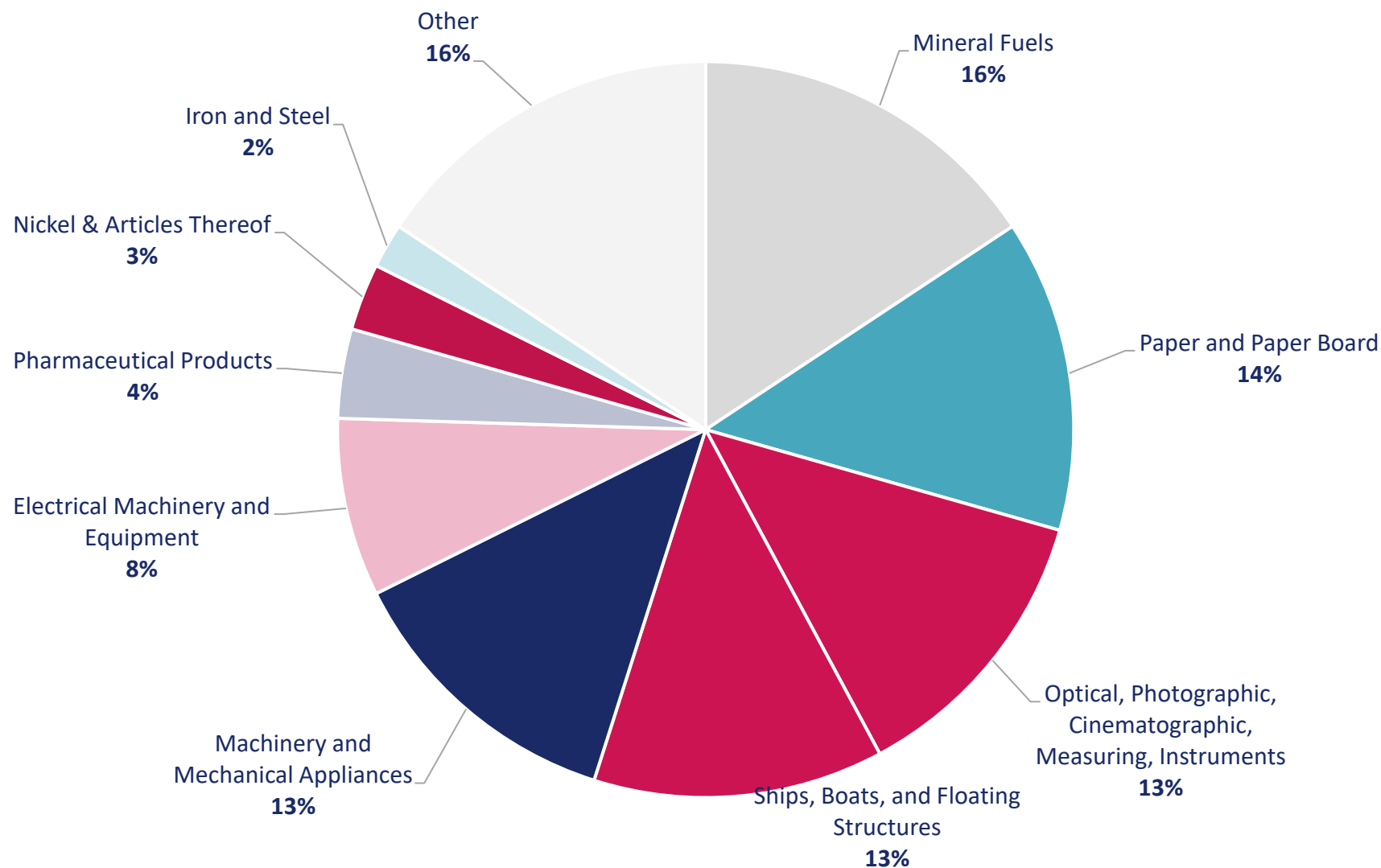
Finland's Exports to the U.S.



Finland & U.S. Trade



Share of goods exports from Finland to United States



TIPS for a Successful U.S. Market Entry



TAKE Ownership of your Business Development Activities



- **Challenge: gaining attention of U.S. customers**
- **Visit & Meet Potential Customers in U.S.**
- **Attend Trade Shows**
- **Don't over rely on distributors or agents**

Focus Market Segmentation is Key

- **Challenge: U.S. is a massive and diverse market**
- **Geography and/or industry**
- **Better understanding of competitive positioning**
- **Stronger network and referral base**



Location, Location, Location

- **Challenge: hard to know where to locate your U.S. business**
- **Communication with Finland & Customers**
- **Costs of doing business**
- **Economic Development Organizations (EDOs)**



Invest in Building a Great Team

- **Challenge: To succeed longterm you need a top-notch team in the U.S. which requires commitment and capital**
- **Move a key person to U.S. to est. culture**
- **Accept local salary & pay levels**
- **Creative in designing comp & benefits package**



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Deep Dive



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