



City of Helsinki



CLEANTECH INCUBATION EUROPE

kick off Helsinki May 9-11



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BUSINESS DEVELOPMENT STRATEGY 2011

FOCUS ON:

HELSINKI AS AN ATTRACTIVE CITY

- INVEST IN –POLICY
- BUSINESS ENVIRONMENT
- TOURISM
- EVENTS
- CBD VS. MALLS
- UNIVERSITIES, STUDENTS, CAMPUS NETWORK

GROWTH POTENTIAL

- CREATIVE INDUSTRIES
- WORLD DESIGN CAPITAL 2012
- CLUSTER PROGRAMS



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BUSINESS DEVELOPMENT STRATEGY

FOCUS ON:

KNOWLEDGE-BASED, KNOWLEDGE INTENSIVE BUSINESS

BUSINESS FRIENDLY SPATIAL PLANNING

BUSINESS SERVICES

START-UPS

GROWTH COMPANIES AND START-UPS

ACADEMIC START-UPS, RESEARCH BASED INNOVATIONS

INCUBATORS

BUSINESS FRIENDLY ADMINISTRATION



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City of Helsinki's expectations to CIE project

- To learn from good practices from other regions related to commercialisation of research, business incubation, cluster development and other business development policies
- To learn from cleantech specific development measures taken in other regions
- To strengthen international links and to create new business opportunities for Helsinki based cleantech companies, cluster developers and R&D organisations
- To study possibilities for Helsinki to invest more in the development of cleantech business in the future (e.g. a cleantech focused incubator)



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Thank you!

