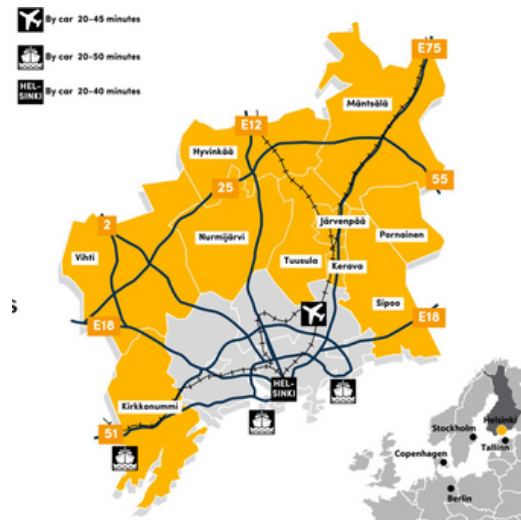


## CASE STUDY

# HELSINKI RING OF INDUSTRY

Collaborating for investment attraction



## Background

The Helsinki ring of industry is a collaboration of 10 neighbouring municipalities around Helsinki. Their aim is to increase the area's recognition and attractiveness among international companies, experts and investors.

Individually the municipalities recognise that they are too small to brand themselves effectively, internationally. While investors may know Finland and Helsinki, they will not know smaller municipalities in the surrounding area, regardless of what they have to offer. Recognising this limitation, the collaboration was born.

The group worked to clearly define, package and market their collective value proposition, including availability of land, strategic location close to Helsinki and major transport routes, as well as a skilled workforce and good quality of life.

## Benefits

- Common brand and story based on shared strengths
- Centralised messaging with one point of contact for FDIs
- High value strategic branding and marketing costs are reduced by splitting the cost between 10 municipalities
- Enables each municipality to overcome the limitation of their small size
- Recognition that investment in the 'ring' benefits the whole
- Enables equal standing with larger more well known locations

## ‘WE ARE OPEN FOR BUSINESS’

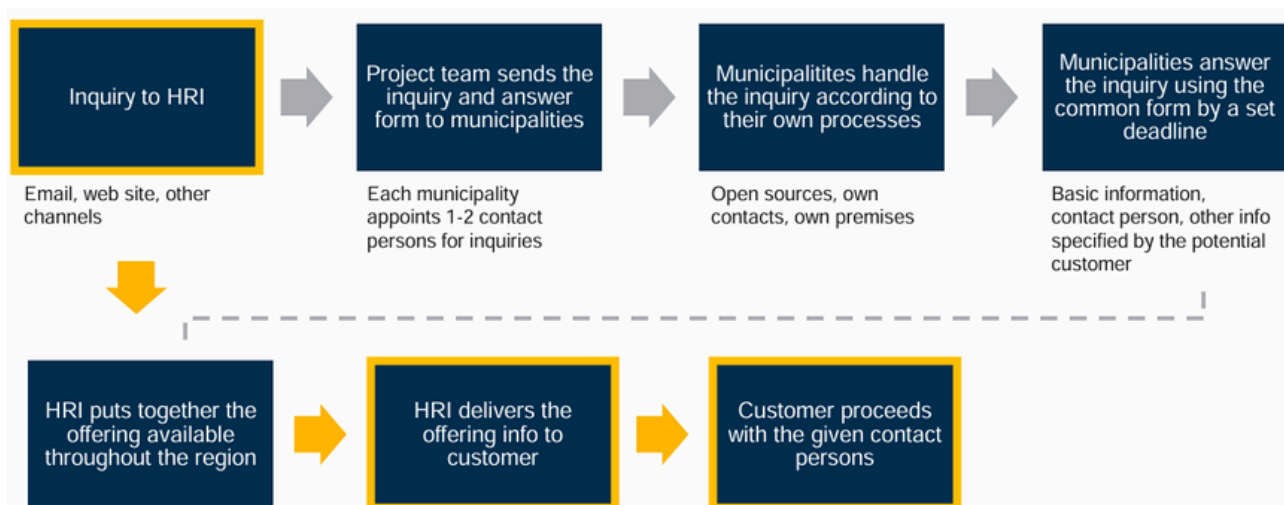
Helsinki Ring of Industry (HRI)



### Roles and players involved:

- The municipalities, working within the KUUMA region competitiveness working group, sets targets and appoints a HRI steering group.
- The regional development agency (TechVilla) provides all the services needed by HRI including securing leads, marketing and promotion
- TechVilla work closely with Invest in Finland, the national FDI body and their global network to promote the region, acting as a single contact point
- In return they receive leads, networking opportunities and a place on their digital platform
- Investors make the final decision on their chosen location

### What’s the process for plot and location inquiries from potential investors?



[www.helsinkiringofindustry.com](http://www.helsinkiringofindustry.com)