

CLEANTECH INDUSTRY IN FINLAND 2014

Cleantech Finland and 15/30 Research
May 2014

ABOUT THE SURVEY

5th annual survey of
Finnish cleantech
industry

57 of top 100 Finnish
cleantech companies
interviewed by
telephone

- 54 % small companies
(turnover under 10
MEUR)
- 19 % mid-size
companies (turnover 11
– 49 MEUR)
- 26 % large companies
(turnover 50 MEUR or
more)

Market data gathered
from 105 cleantech
companies

Conducted by 15/30
Research

KEY FINDINGS

Cleantech continued to grow in 2013 despite challenging economy

Companies have positive plans for coming years: investments, new jobs

China's attractiveness continues, but markets closer to home gained importance

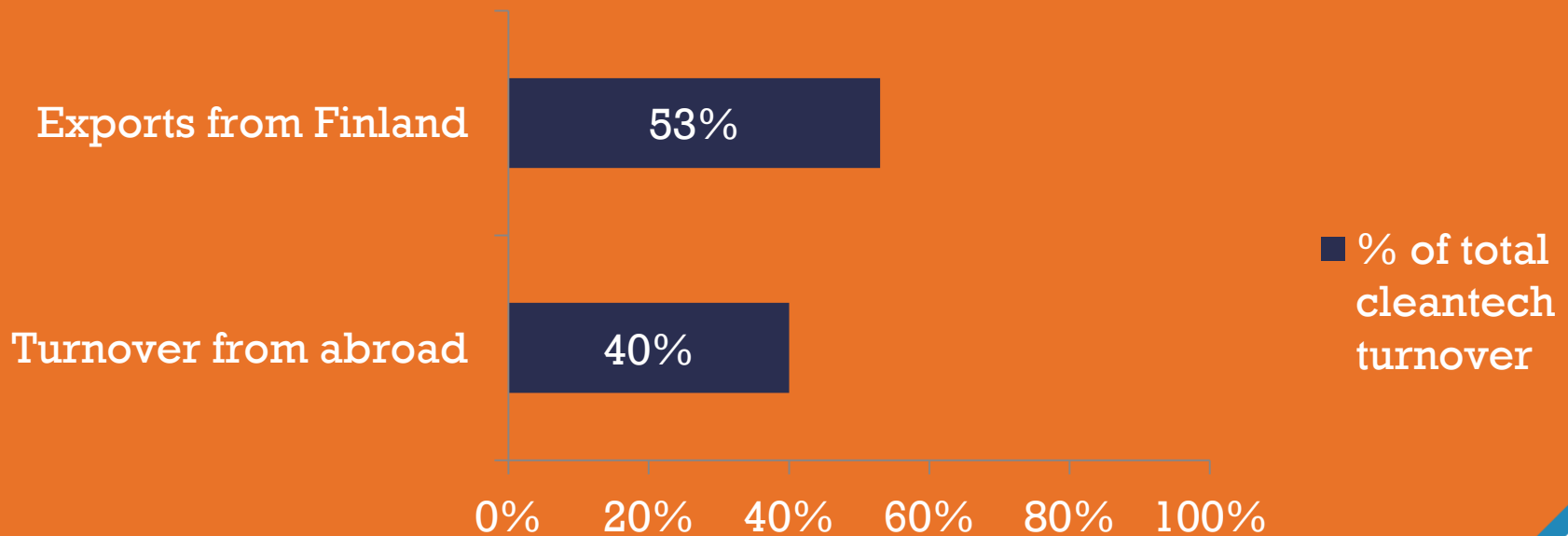
Key growth hurdles: weak domestic cleantech market and financing difficulties

Companies call for strong, consistent policymaking – both in terms of environment and business support

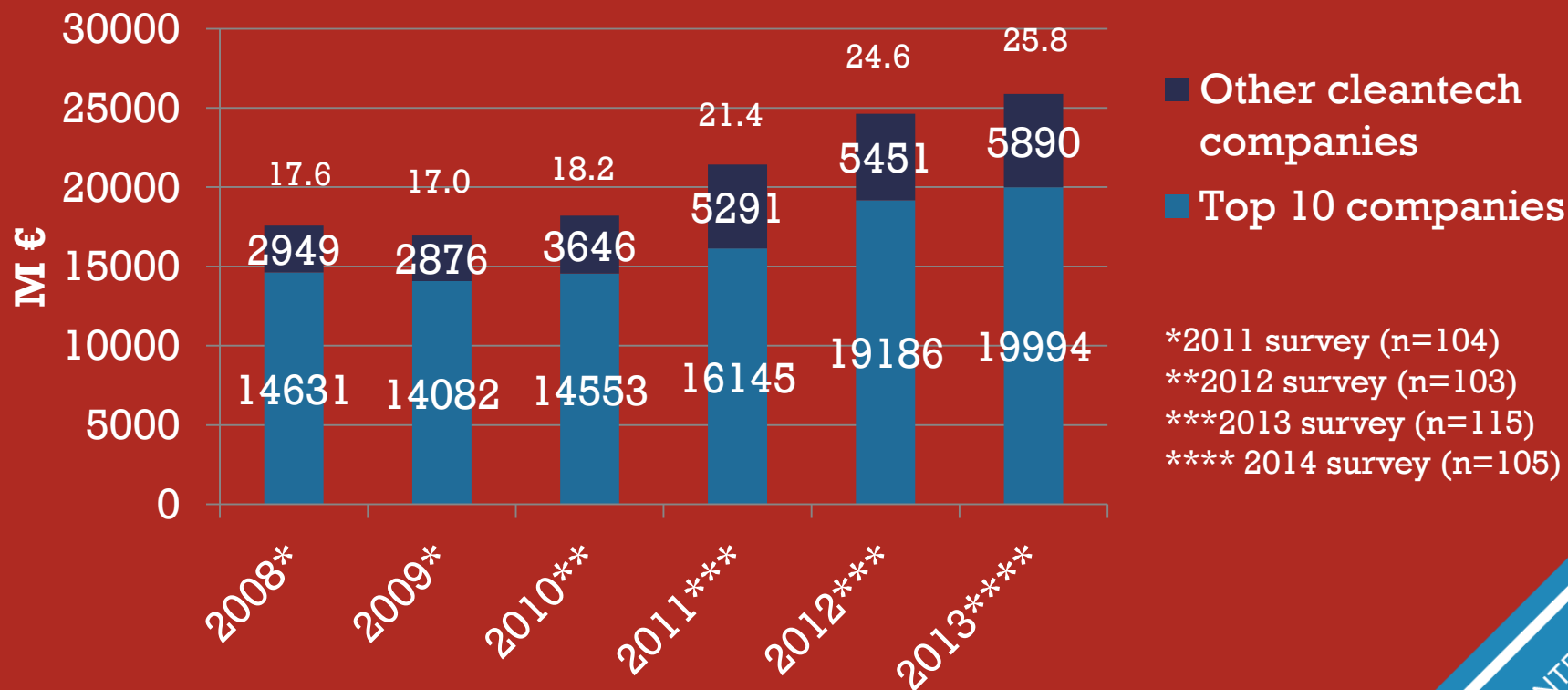
Sustainable energy solutions expected to be "next big thing" in cleantech

1. INDUSTRY FIGURES

CLEANTECH IS AN EXPORT BUSINESS



GROWTH CONTINUED IN 2013 BY 5 %



The turnover figures do not include forestry or energy production.

CLEANTECH'S SHARE OF TURNOVER IS GROWING



GREAT GROWTH POTENTIAL

47 %

”Cleantech is our only business area in Finland”

26 %

”Cleantech is our only business area internationally”

25 %

”Cleantech has grown faster than our other business areas in Finland”

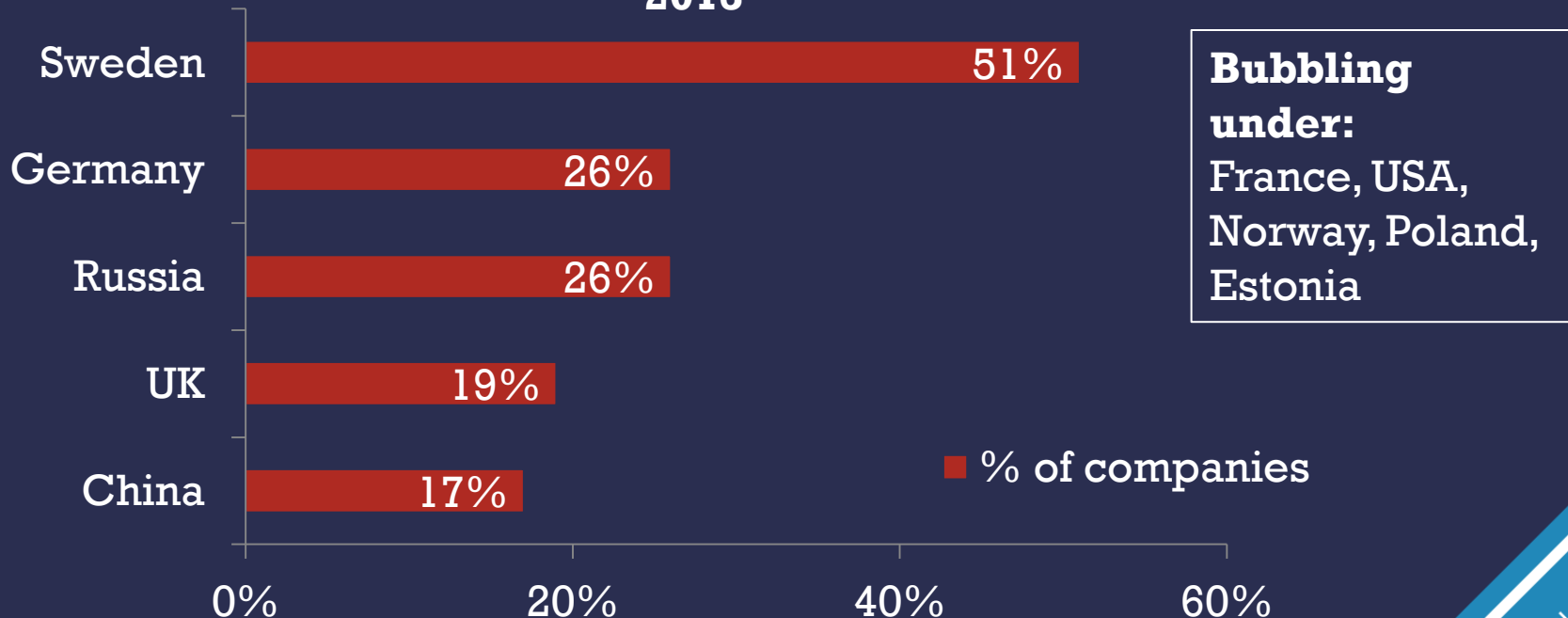
30 %

”Cleantech has grown faster than our other business areas internationally”

2. KEY MARKETS AND BUSINESS AREAS

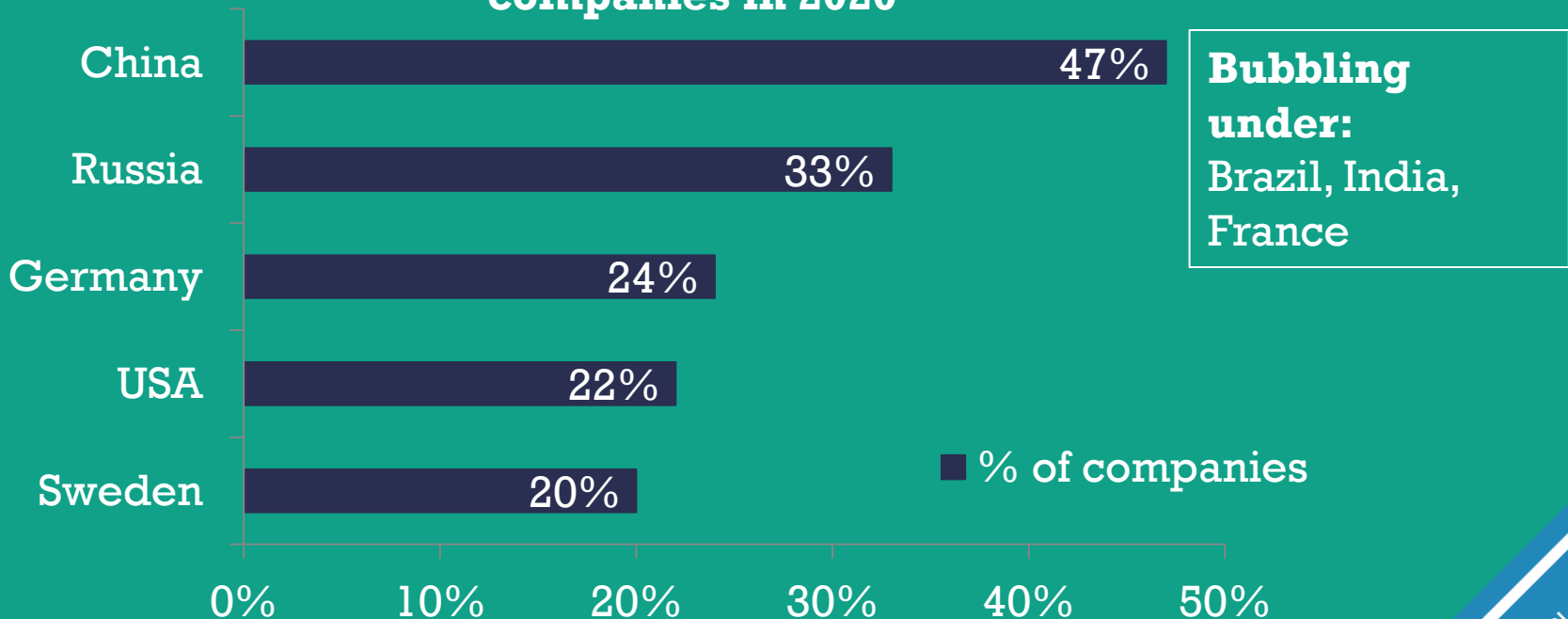
SWEDEN #1 MARKET IN 2013

Key cleantech markets for Finnish companies in
2013

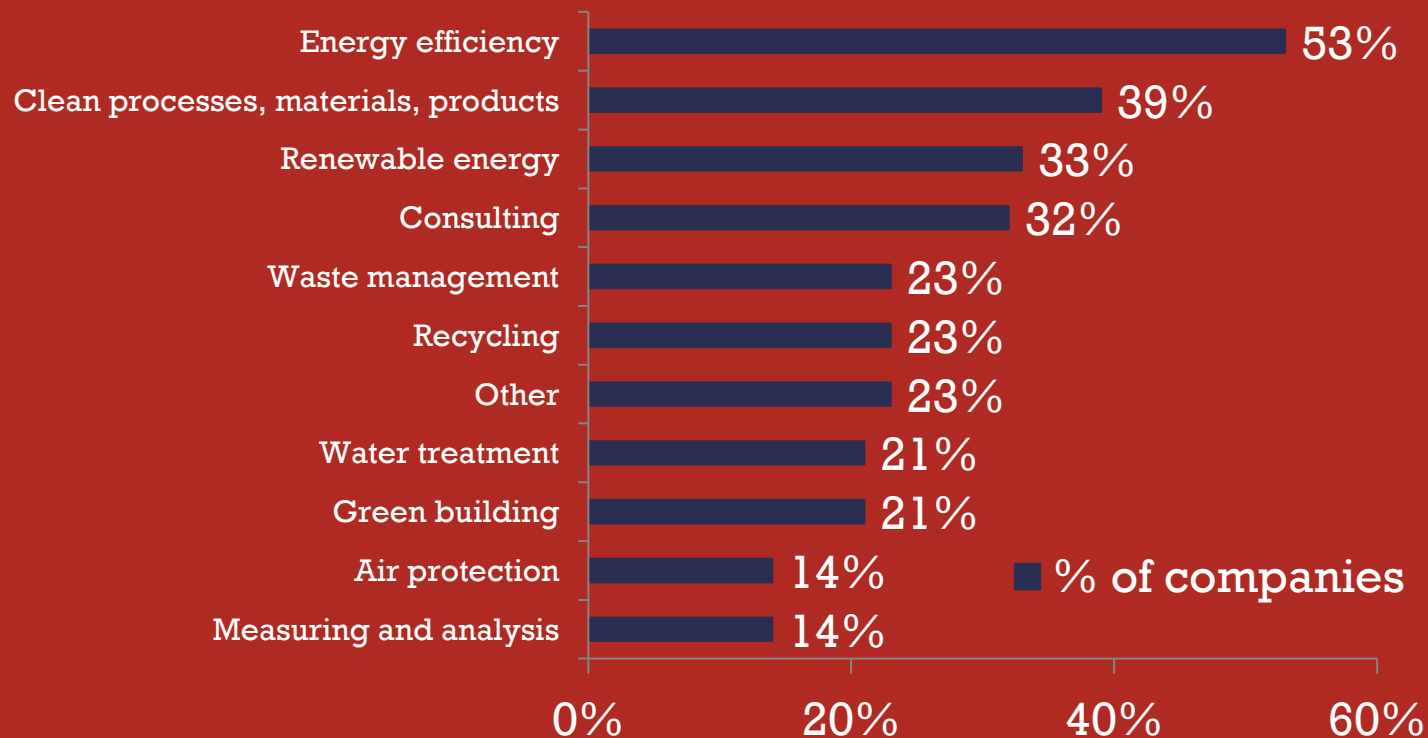


CHINA STILL MOST INTERESTING MARKET

Most interesting cleantech markets for Finnish companies in 2020



ENERGY EFFICIENCY #1 BUSINESS AREA



3. GROWTH AND FUTURE PROSPECTS

STRONG GROWTH PLANS

2/3

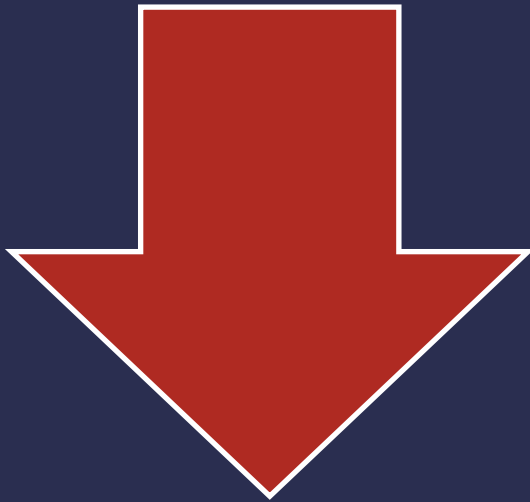
Are planning **new investments** in cleantech

88 %

Intend to **expand to new markets** over next 5 years

90 %

Plan to **create new jobs in Finland** over next 5 years



Growth obstacles

- Smallness of Finnish companies
- Lack of international expertise and capacity
- Weak domestic market
- Lack of public support for commercialization



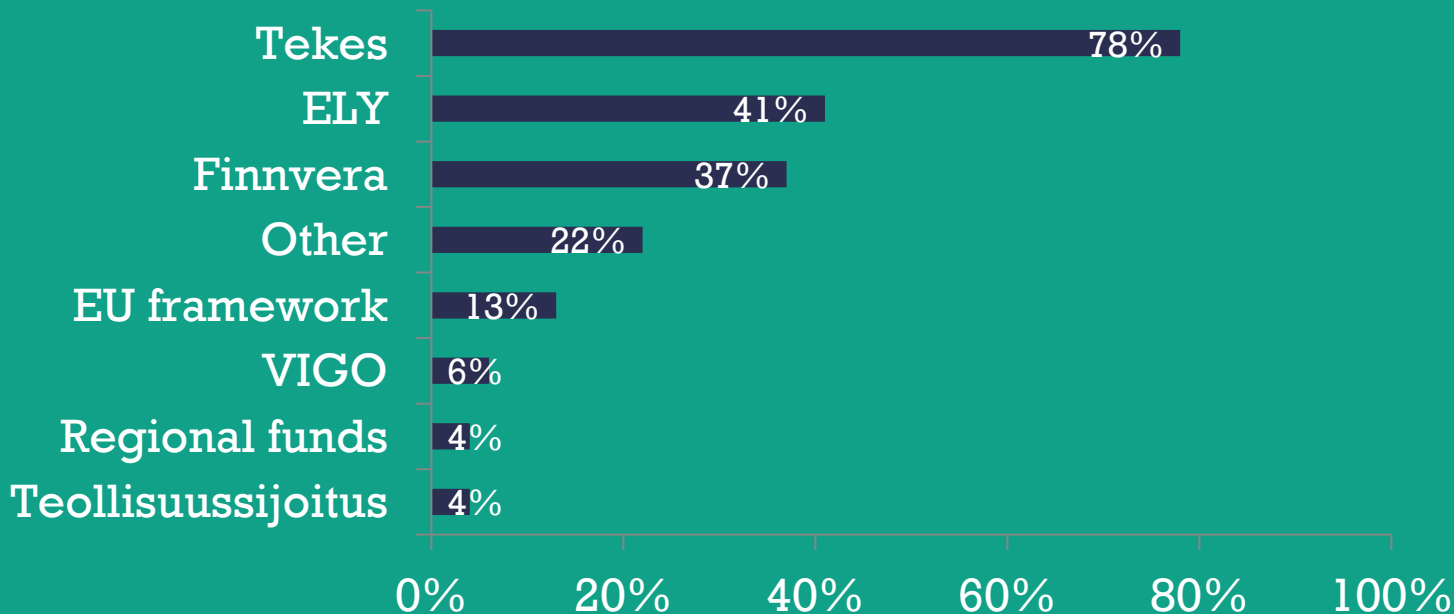
Growth accelerators

- Finnish innovation thinking and high technology
- International community has woken up to environmental problems
- Continuously growing need for energy
- Governmental initiatives that guide towards sustainable development



FINANCING MOSTLY FROM DOMESTIC SOURCES

Public growth funding instruments used by Finnish cleantech companies



58 %

have
encountered
problems with
public
financing

"Difficult to find financing
for **piloting equipment**"

"Money is available for
product development, but
public financing ends
when it is time to sell and
market."

"Strong focus on R&D and
technology, less
opportunities for
innovation development
in services and finance."

"Terms are rigid and **keep**
changing all the time."

"Support for startup
companies **should be**
centralized to one place
that would offer larger
financing in one go. Now it
takes a lot of time to sort out
different sources."

"Money is given to **those**
who already have it, but
not to those who need it."

HOW WILL CLEANTECH DEVELOP BY 2020?

"More distributed energy production"

"Use of solid waste as an energy source"

"Hopefully Finland will become a model nation for cleantech"

"Normal people will wake up to cleantech thinking"

"Everything will be reused, nothing is waste anymore"

WHAT IS THE "NEXT BIG THING" IN CLEANTECH?

Sustainable energy solutions
(39 %)

Recycling
(14 %)

Regulatory development
(5 %)

Water management
(9 %)

Green ICT
(7 %)

KEY CONCLUSIONS

Cleantech has strong growth potential for several years to come

There are plenty of growth-hungry cleantech companies – they just need the right support

Domestic cleantech market in Finland needs a boost – companies need more domestic showcases

Public financing for commercialization needs to be improved

WANT TO KNOW MORE?

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**PROBLEM
SOLVING**

**IS IN OUR
NATURE**



**KIITOS.
TACK.
THANK YOU.**

