



Private sector & development co-operation

Pekka Tolonen

Vice President, Head of West Europe & Africa



Controversy?



SUSTAIN

- People
- Planet
- Profit

A philosophy of business

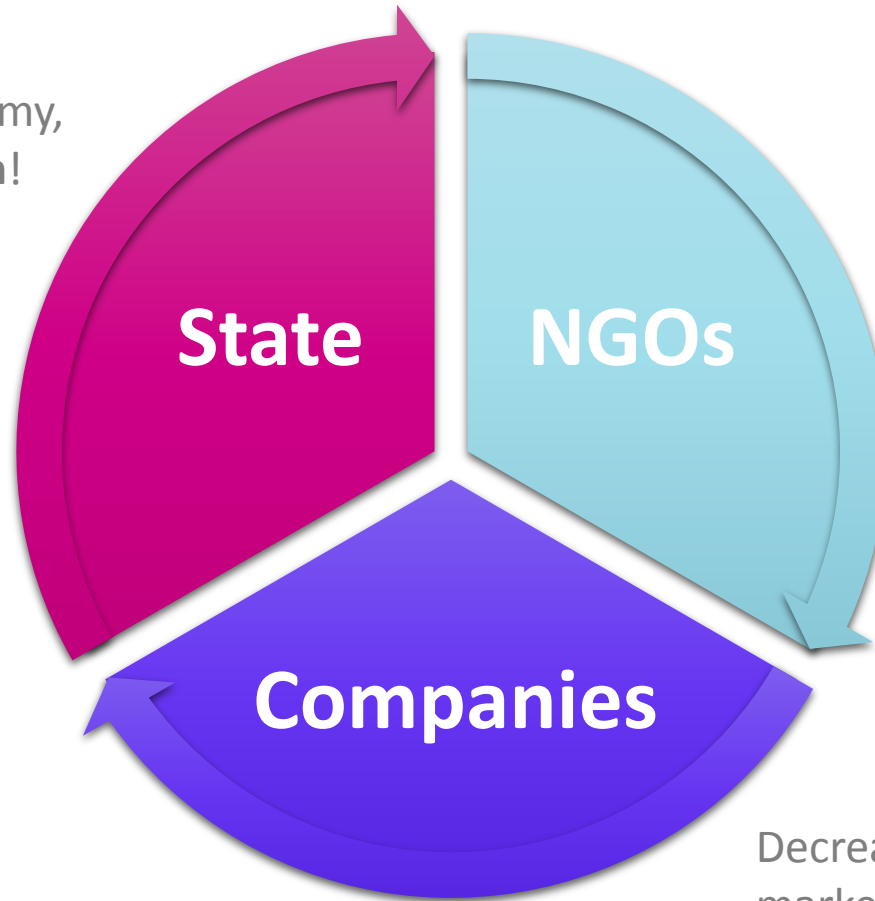


R eturn
O n
I nvestment

The momentum



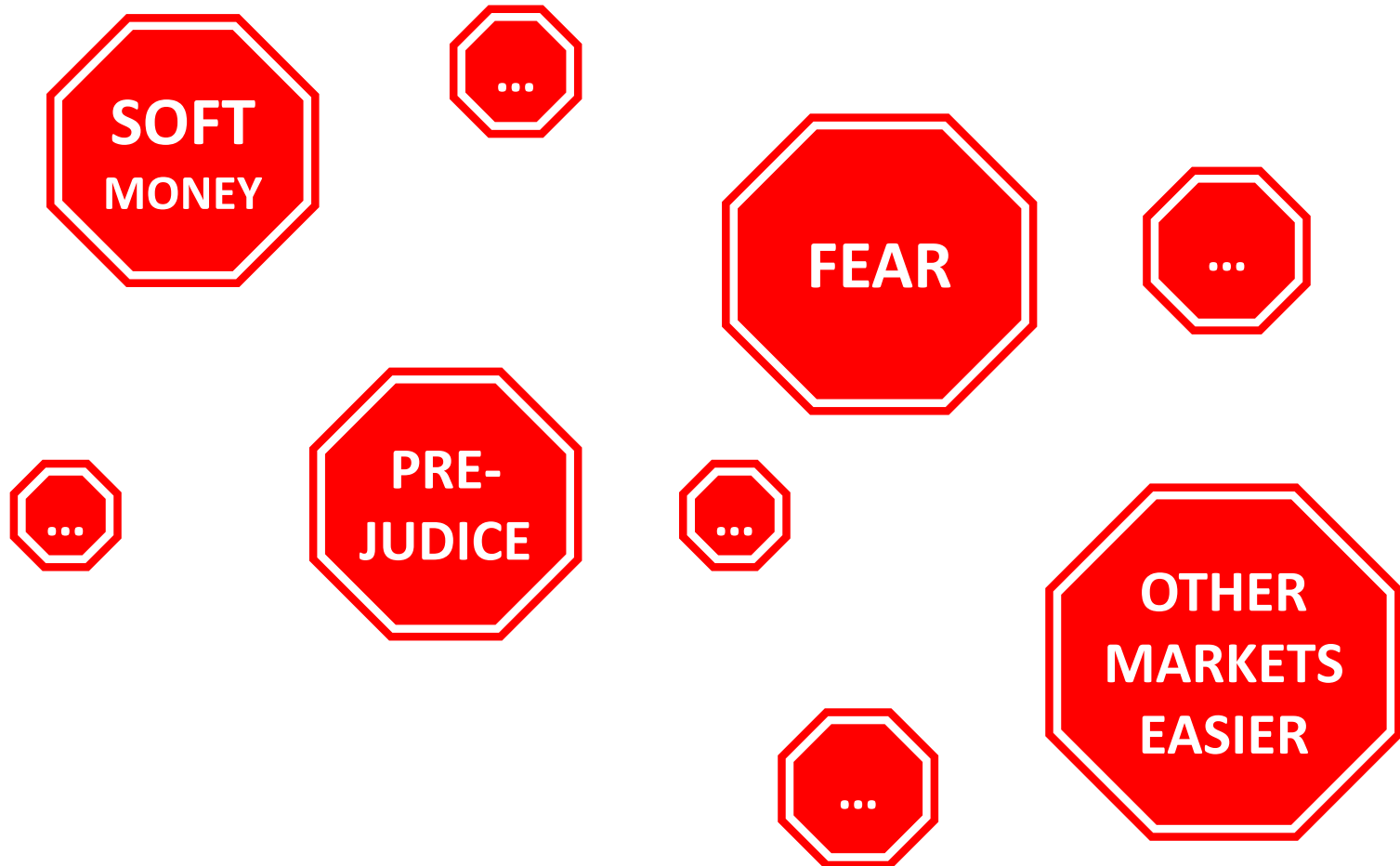
Gloomy macroeconomy,
need for **new growth!**



Decreased financing,
need for **new models!**

Decreasing traditional
markets, need for **new
markets!**

Extra hurdles



What makes a market worthwhile?



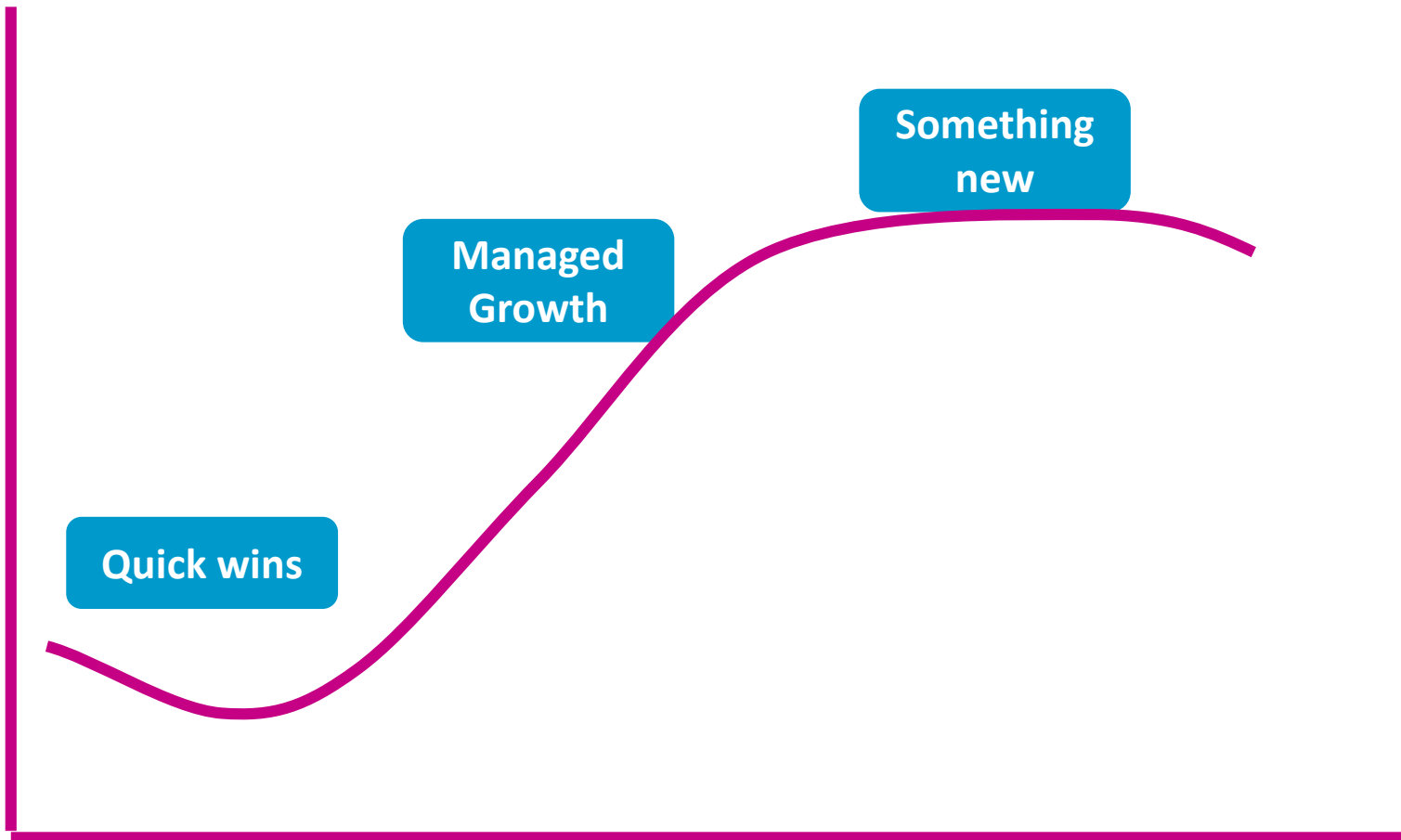
Effort
Risk

vs.

Potential gain
Potential profit



What do the companies need?

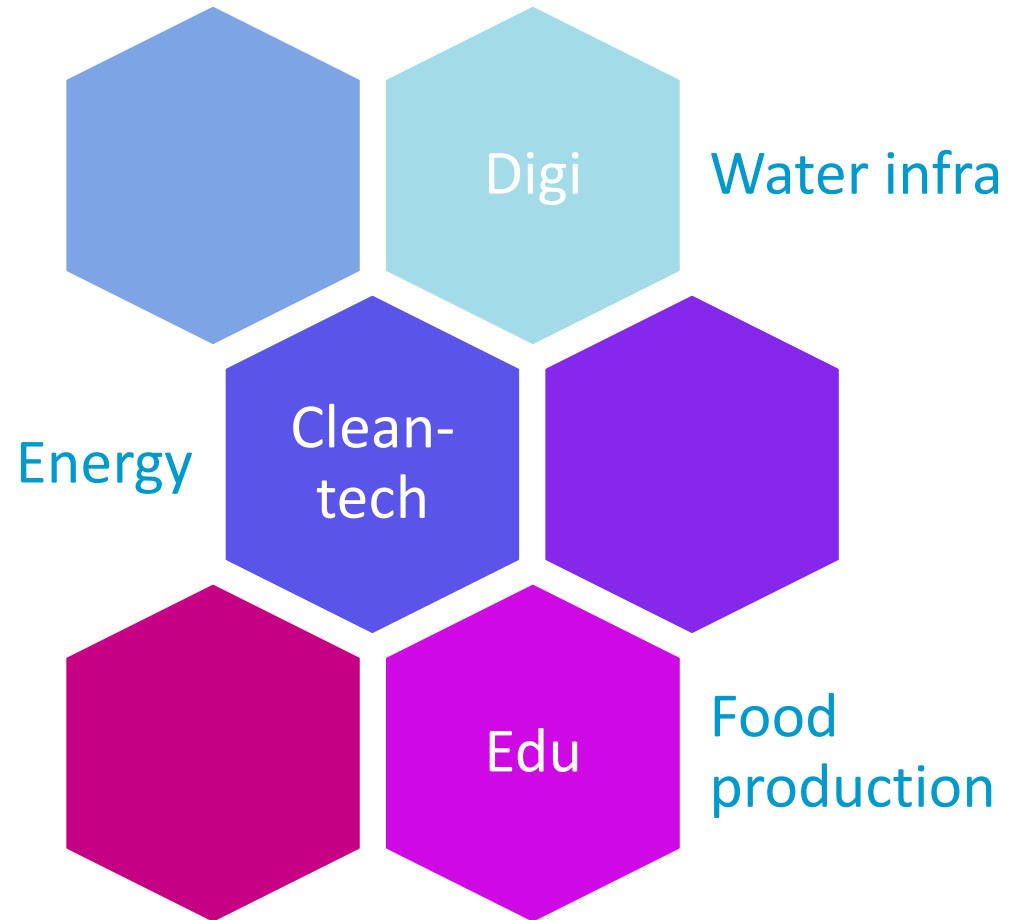


Identified potential



Drivers

- Improving logistics
- Developing mobile services
- Industrial production growth
- Energy consumption growth
- Growing reach of edu and health
- Middle-class growth
- From raw materials to industries
- ...



Where are our battles?



Where can the Finnish private sector companies deliver the strongest impact?