

## RUBICON FORUM 2013 PRESS RELEASE

Cursor Oy, Kotka-Hamina Regional Development Company

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### RUBICON FORUM HAS GATHERED OPPORTUNITIES FOR RUSSIAN BUSINESSES IN FINLAND

In Helsinki on November 28-29, 2013, **Cursor Oy**, a Kotka-Hamina Regional Development Company (Finland), and **Helsinki Business Hub**, a Greater Helsinki investment promotion agency, held the **Second Rubicon Forum of business and investment opportunities for Russian companies and investors**. The Forum partners included the leading business support organizations of Finland, i.e., Finnish government investment agency **Invest in Finland**, Finnish funding agency for technology and innovation **Tekes**, largest technology hub in Northern Europe **Otaniemi**, and the Trade Representation of the Russian Federation in Finland.

#### FACT SHEET

*Russian business is becoming a real economic force in Finland*

*To date, more than 1,000 joint stock companies with Russian capital have already registered in Finland. According to the Bank of Finland, the amount of direct Russian investments in Finland almost doubled over the last decade and today it exceeds 858 mln EUR. As reported by the Finnish information agency Suomen asiakastieto, every sixth new entrepreneur in southeast Finland is Russian.*

**Rubicon Forum is a unique communication platform for Russian businesses, Finnish business service providers, and governmental organizations to promote innovation, investment, small and medium-sized companies.**

*"We intend to provide Russian companies and investors with the most specific information on opening and developing new businesses in Finland, to grant them full access to reliable and high quality business service providers, and to introduce them to the existing system of support for investment and innovative small and mid-sized business in Finland,"* said Sergey Troshkov, Project Manager, Kotka-Hamina Regional Development Company.

The Second **Rubicon Forum** convened over 250 representatives of Russian and Finnish businesses and governmental organizations interested in investment projects and the enhancement of investment cooperation networks. The main topic of the Forum was a discussion how Russian small and mid-sized companies can use their competitive advantages in Finland more effectively to develop their businesses on a global scale.



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*"The need for professional services for Russian businesses in Finland is continuously growing," states Sergey Troshkov. "We have extensive plans – to expand our investment geography, to develop our website [www.rubicon.fi](http://www.rubicon.fi), to introduce training programs for Russian companies, to raise venture capital for Russian startups, to promote business incubation, and to cooperate with European investors who are interested in entering the Russian market via Finland."*

The main target group of the Forum is Russian companies and investors intending to open or develop new business in Finland, as well as existing companies with Russian capital operating in Finland. Over 100 Russian small and mid-sized businesses that are interested in investing in and developing their businesses in Finland attended the Forum.

The keynote speakers of Rubicon Forum were **Valery Shlyamin**, Trade Representative of the Russian Federation in Finland; **Igor Koval**, Director of the Department for Investment Policy and Development of Private/Public Partnership of the Ministry of Economic Development of the Russian Federation; **Tuomo Airaksinen**, Head of the National Investment Agency Invest in Finland; **Hannu Kempainen**, Executive Director of Strategy at Tekes; and **Sergey Troshkov**, Rubicon Project Coordinator.

Forum participants saw at least 10 interesting projects that are being implemented by Russian companies in Finland, including pharmaceutical manufacturer Cytomed, vessel motion control systems manufacturer Navis Engineering, black caviar manufacturer Caviar Empirik, innovation companies Vitim, Varma Electronics, Pharmbiotech, Kids Friendly Media, and others.

Forum participants made a trip to the largest technology hub in Northern Europe Otaniemi and the new Helsinki Port Vuosaari. They also interactively participated in the "international café" when they split into small groups and took part in various round tables. On the second day of the Forum, Russian participants had an opportunity to present their business ideas to potential partners and Finnish business support organizations and received immediate feedback and recommendations on their further development.

**The General Media Partner** of the Rubicon Forum was the **RBC Publishing House** that ensured an extensive coverage of the Forum on the website and in business editions. **RBC-TV** also broadcast a number of news and analytical programs on the results of the Forum.

Russian businesses bring a breath of fresh air to the Finnish economy  
[http://top.rbc.ru/spb\\_sz/14/11/2013/888789.shtml](http://top.rbc.ru/spb_sz/14/11/2013/888789.shtml)

Rubicon Forum 2013 press releases and imagery: <http://www.rubicon.fi/ru/mediabank/452>

Next year, the **Third Rubicon Forum** will be held on **November 27-28** in **Kotka**. In spring 2014, consultations will take place in Helsinki, Kotka, St. Petersburg, and Moscow as part of the preparation for the main event. In June 2014, Rubicon will co-organize the EU-Russia Innovation Forum in Lappeenranta (Finland).



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## FACTS

*Cursor Oy is a Kotka-Hamina Regional Development Company. Cursor Oy is owned by five regional municipalities – Kotka, Hamina, Pyhtää, Miehikkälä, and Virolahti. Company's shareholders include large industrial and financial institutions in the region. The company employs 52 people. In 2012, company's turnover totaled 11 mln EUR.*

*Kotka-Hamina located 250 km from St. Petersburg and 130 km from Helsinki is an essential economic region on the border of Russia and the European Union. Great transportation, two large sea ports, leading local engineering, forest and chemical companies, stability and legal certainty make this region an optimal place for business.*

### *Additional Information*

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Leverage from  
the EU  
2007-2013