



PHOTO: SHUTTERSTOCK

Building a competitive Finland

The Enterprise Finland service system benefits both the founders of enterprises and the enterprises themselves. This national development programme is based on the principle of ‘one-stop-shop access to all enterprise services’. Everyday life is much easier when there’s no need to browse through the full range of enterprise service organisations.

ENTERPRISE FINLAND POOLS all public and publicly funded enterprise services under one Enterprise Finland brand. Customers have no need to be familiar with all enterprise service organisations. The gateway to all services can be found by approaching any single service provider. Services are provided through three channels: the Enterprise Finland web service, Enterprise Finland telephone service and face-to-face services by various Enterprise Finland actors. Electronic, customer-oriented service combinations are created for those setting up an enterprise, for employers and for internationalising companies. The telephone service will expand to cover not only start-up firms but also established companies.

Building a common brand requires the creation of shared operating models and cooperation structures. Furthermore, operating in line with the brand requires competence development. The development programme also invests in communications, with the objective of making enterprises and aspiring entrepreneurs more familiar with the possibilities offered by publicly funded enterprise services.

The development programme’s target group comprises organisations providing public business services, and their staff. Ultimately, enterprises and their founders reap the benefits of better Enterprise Finland services.

Business advisers receive training and assistance in networking

A national business adviser coaching programme is being implemented as part of the development programme. The coaching programme aims to provide public business advisory services of uniform quality nationwide. This is being done with the objective of increasing and deepening the competencies required by those working as business advisors in public enterprise services. In addition, the project supports networking between those engaged in business advisory services. Coaching programmes are implemented for each ELY-centre region. As well as the ESF area of continental Finland, the programme is being implemented on a regional basis in eastern Finland. By the end of 2011, some 600 business advisors will have completed the programme.

Development programme for the Enterprise Finland service system

Financing 2007–2013: € 7.6 million

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