



MSI - Nordic and Baltic Members' Meeting

17 September 2026

Why Finland Works

WORLD'S HAPPIEST COUNTRY

8 years in a row

LOW CORRUPTION

Predictable rules; trusted decisions.

HIGH-TRUST SOCIETY

People expect honesty from institutions and each other.

FREE EDUCATION

Broad access builds skills and mobility.

STRONG RULE OF LAW

Rights, contracts and services feel reliable.

HIGH DIGITALISATION

Digital services reduce everyday friction.

“Most people trust public institutions and each other. Many Finns leave bicycles unlocked — and children walk to school independently.”

Nature & Sauna

EVERYMAN'S RIGHTS

Nature is open — even when land is private

Walk freely in forests

Pick berries and mushrooms

Camp temporarily in nature

Enjoy nature regardless of land ownership

188,000 lakes and 75% forest cover.

SAUNA DIPLOMACY

Serious conversations, relaxed setting

Over 3 million saunas

Sauna meetings are common

Business discussions sometimes continue in the sauna

Even Parliament has a sauna

Presidents and leaders have joined sauna diplomacy.

Food, habits & hobbies

A relaxed Finnish checklist for the visit

TASTE

Rye bread
Salmon and Baltic herring
Potatoes in many forms
Forest berries and mushrooms
Coffee (Finland is among the world's biggest coffee consumers)
Karelian pies

OBSERVE

Coffee breaks are serious business
Sauna is part of everyday life
Punctuality is highly appreciated
Nature is never far away
Finns may seem reserved at first but are usually straightforward and reliable

TRY

Walk the Aura River or archipelago
Berry and mushroom picking in season
Ice hockey, floorball, skiing and mökki culture

Useful word for every break: kiitos = thank you

Finland's economy in brief

A modest recovery is expected as inflation cools, while labour-market slack and public finances remain watchpoints.

**~0.8–1.5%
GDP growth
2026 forecast**

**~2%
Inflation
near target**

**~9–10%
Unemployment
still elevated**

Exports and private demand should carry the rebound
Fiscal consolidation keeps policy debate active
High skills, digital government and clean-energy know-how remain structural strengths

Big companies in Turku

Turku's business base is maritime, health and technology

Company anchors around the port, shipyard, universities and science park.

MEYER TURKU

Cruise ships and shipyard cluster
A flagship of Turku's maritime economy.

BAYER

Pharmaceutical production
A major life-science and manufacturing employer in the region.

ORION

Finnish pharmaceuticals
R&D and manufacturing presence linked to Turku's health cluster.

TELESTE

Networks and video technology
Listed tech company rooted in the Turku region.

Cluster theme: maritime + life sciences + smart technology

Sources: Business Turku; company webpages and latest public reports