



FINLAND

KHALEEJ TIMES | ADVERTISING SUPPLEMENT



AMBASSADOR'S MESSAGE

'Sharing Future Happiness' together with UAE and the world

Happiness, quality education, health technology, innovations, smart cities, startups and healthy lifestyle. This list of catch words reflects the wide range of issues of shared interest for Finland and the UAE.

I have been working as Ambassador of Finland in the UAE for nine months and during this period, all these sectors have been covered one way or the other. It has been an extremely busy nine months with several visits as well as a good number of joint events.

The relations between our two countries are outstanding, but there is still scope for deepening them. I believe this is best done through dialogue and learning from each other. It seems that this approach is leading to strengthening of cooperation in several fields.

It is only natural to base this cooperation on the strengths of our two countries. I believe the greatest potential lies in areas where interests are similar and there is know-how to be shared. Digitalisation, health and prevention, education, circular economy and smart energy as well as tourism are good examples of how both countries have taken ambitious approaches, and have expertise and solutions.

I would like to draw particular attention to happiness as it is high on both countries' agenda. Finland has, in two consecutive years, been ranked the world's happiest nation in the *World Happiness Report*. We are not ready export our happiness to other nations, but we stand ready to share our experience of generating more happiness with the world.

In fact, the main theme of the Finnish Pavilion at the Dubai Expo 2020 will be



Marianne Nissilä
Ambassador of Finland to the UAE

'Sharing Future Happiness'. We look forward to the 'world's greatest show' starting in October. Finnish companies have shown huge interest in being part of the unique expo experience. I take this as a proof of their more general interest in the UAE and the Gulf region. I expect the expo to act as a catalyst for more trade and cooperation between our countries in longer term.

My work is essentially about building bridges between Finland and the UAE. Together with the Embassy team and the broader Team Finland in the UAE, we stand ready to reach out to all UAE actors with similar interests.

Endless Finnish opportunities and solutions await

The Finnish Business Council UAE is keen on acting as a bridge between the UAE and Finland

The dictionary tells us that a 'happy-go-lucky' person is someone who carries no worries about the future. But if one looks at Finland, one might argue that happiness and care for the future go hand-in-hand.

Finland topped the UN World Happiness Index in both 2018 and 2019. The country also frequently ranks amongst the top green countries in various indexes. The national 'Commitment 2050 - The Finland We Want' strategy calls all societal actors to make specific commitments for a better and more equitable future. Thousands of public commitments have been made on the platform by large and small companies, universities, schools, cities, etc. - and more importantly, by ordinary citizens. The platform gives practical guidance on how to halve your own carbon footprint.

Finland benefits from its globally applauded education system that starts building environmental awareness from the word go. Happiness and sustainable living are both seen as central to becoming successful human beings and well-functioning citizens.

In the UAE, a recent first-of-its-kind conscious consumer insight study published by Sustainability Advisory showed that 77 per cent of respondents had become more sustainable in their consumer behaviour in the past 12 months. Many were willing to do more, but there was a lack of sustainable choices from businesses. Tougher regulation was also called for in terms of better infrastructure for recycling and public transport. Ninety-eight per cent of respondents felt anxious about climate change - surely this jeopardises some of the happiness aspirations of the UAE?

A mindset shift about the environment from 'happy-go-lucky' to 'happy-go-eco' is a necessary and increasingly urgent transition. The Finnish Business Council UAE is keen on acting as



FINLAND RANKS ON TOP IN A NUMBER OF FIELDS AND ACHIEVED NOTABLE TITLES, INCLUDING:

- Digital competitiveness in EU
- Business environment in the world
- Macroeconomic stability
- Best financial system in Europe
- Destination in EU for international business expansion
- Best in the good country index
- Best skills of the workforce and the quantity and quality of education
- Top performance of universities in the world compared to economic development of the countries
- The most stable country in the world (13 years in a row)
- The most-free country in the world
- The best governed country in the world
- The safest country in the world to travel
- The happiest country in the world
- Highest trust in institutions in Europe
- The best air quality in the world

FINLAND #1: CARBON NEUTRAL SOCIETY.

Finland's top rank is mostly based on their societal commitment to achieve a carbon-neutral society that does not exceed nature's carrying capacity by 2050.

The Finnish Business Council UAE

Maria Sillanpää is the Vice Chairman
Jaana Räsänen-Pentti is the Honorary Chairman
Erika Daintin is the Executive Director



INTERNATIONAL CONTRACTS MANAGEMENT CONSULTANCY

Meriem BOUSHAKI BESTANI, is a multi-cultural international lawyer with over 25 years' experience in cross-border contracts worldwide. She is the Founder and General Manager of InterB Konsult Ltd, a corporate member of the Finnish Business Council in the United Arab Emirates.

In 2016, Meriem established InterB Konsult Ltd in Masdar City, being one of the world's most sustainable urban developments, home to a diverse, innovative and ambitious collection of companies.

Meriem and her team have practised in all of the Middle East region (United Arab Emirates, Kingdom of Saudi Arabia & Kuwait), Europe (France & Nordic Countries), and North Africa (Algeria & Tunisia).

The services of InterB Konsult Ltd are provided in English, Arabic, French, Swedish, Finnish & Spanish.

Meriem believes that success relies greatly on the early involvement of all stakeholders, constructive teamwork, trust and swift availability.

The clients of InterB Konsult Ltd are typically Multinational Companies, Startups, Small & Medium Enterprises involved in partnerships and commercial cross-border contracts, implementing new technologies in the Middle East and/or exporting them worldwide.

The proposed Management Consultancy covers all stages of a project:

- ❖ Precontractual preliminary prospectations and checks
- ❖ Contract drafting and review
- ❖ Legal experts handling & coordination (ready built-up local & international network)
- ❖ Negotiation strategy including cultural approach
- ❖ Direct interface (discussions / meetings) with all parties, local authorities & administrations
- ❖ Business setup support (options and procedures, license registration, office' lease etc.)
- ❖ Follow-up

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REJLERS GROUP

Winning new frontiers

Rejlers Group specialises in engineering disciplines, alongside operations and maintenance



Jarmo Suominen
Director, Middle East region,
Rejlers Group

Nordic engineering consultant company Rejlers has entered the Middle East market by acquiring Neste Engineering Solutions regional business units, including the Abu Dhabi branch.

Rejlers Group currently employs more than 2,400 engineers globally, out of which some 100 engineers are located in the Abu Dhabi branch. Rejlers has a focused growth strategy through its operation and regions it is present in.

The Abu Dhabi branch was founded in 2010 and been actively serving the UAE and larger Middle East customer base in various fields and industries -

ally serves. These include utilities, power generation and distribution, infrastructure and buildings.

The Abu Dhabi branch offers all engineering disciplines, project management and control procurement, and construction management required in investment projects from the pre-feasibility, feed, detail design, construction, commissioning and start-up. It has strong competence and systems for digital services, starting from projects all the way to operations and maintenance. The branch has become renowned of its cost-efficient, quality services delivered in time. The new ownership will further reinforce the branch's long-term commitment to the region's successful development.

Jarmo Suominen, director, Middle East region, Rejlers Group, said, "At Rejlers, we believe in constant learning as our most important capability, and learning as our most valuable asset."



REJLERS

Rejlers is one of the largest and most rapidly expanding engineering consultancies, originating from the Nordics. We employ over 2400 professionals in the Rejlers Group. We have been serving The Middle East Industry since 2010.

We aim beyond customer expectations in order to be rewarded with lasting trust. With our technical know-how and expertise in digitalization we are committed to combine continuous innovation with respect for the planet whilst adding value to our clients businesses.

OUR SERVICES IN INDUSTRY



Engineering services

Technical consulting
Feasibility studies
Pre-FEEDs
FEEDs
Detail Engineering

Expert services

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Accelerated operation
Digital Twin

Project deliveries

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