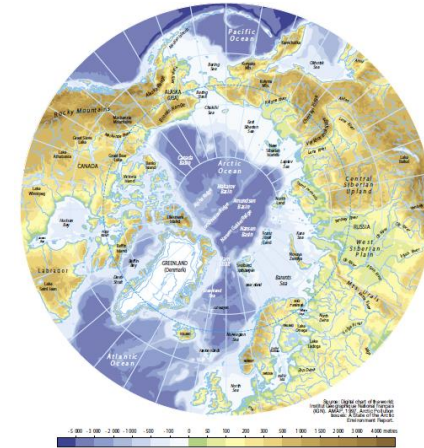




*Challenging business environment  
require new internationalization concepts  
for sustainable businesses*

# Understanding challenging markets and sustainability - crucial asset for business development in the Arctic

- Gaia executed a Arctic Market Study based on Gaia's initiative for 15 Finnish companies 2013: drivers, key players, stakeholders, market size, competitiveness factors, business case evaluations
- Participating companies were e.g. ABB Marine, Aker Arctic Technology, Arctia Shipping, Cargotec, Outotec, Fortum, Rautaruukki, Terramare and Vaisala.
- Market study was continued by a project that defined the model to promote international strategic sales
- Team Arctic Finland Total Concept Approach was approved, fine tuned and implemented for broad international sales activity lead by Gaia



**Figure:** Topography and bathymetry of the Arctic (source: UNEP/GRID-Arendal)

|   |   |
|---|---|
| <b>Energy:</b> extraction of oil and gas, electricity production, renewable energy generation    | <b>OTHER RELEVANT INDUSTRIES</b> <ul style="list-style-type: none"><li>• Emergency response and rescue services</li><li>• Manufacturing: food, beverages, textiles, refined petroleum products, chemicals and chemical products, metals and metal products, electronics, machinery and equipment, vehicles</li><li>• Defence</li><li>• Forestry, hunting and fishing</li><li>• Financial and insurance services</li><li>• Travel and tourism services</li><li>• Accommodation and food services</li></ul> |
| <b>Mining and quarrying of minerals:</b> exploration, quarrying, processing of minerals, refinement                                    |   |
| <b>Maritime transportation and logistics:</b> sea transport operation, cargo handling and warehousing                                  |   |
| <b>Construction and infrastructure development:</b> buildings and civil engineering including transport infrastructure and pipelines  |   |
| <b>Telecommunications and information services:</b> including data monitoring, weather services, ice management data                 |   |

# Team Arctic Finland 2014-2016 is lead by Gaia - Innovative model to boost strategic sales and RTD opportunities

- A dedicated group of companies with strong arctic competencies, innovative products and services
- An ideal partner to improve the investment and sustainability performance in extreme and challenging conditions
- Deliveries and know-how combined into three total concepts
  - Marine logistics, fleet and special vessels
  - Offshore systems and solutions
  - Industrial infrastructure and facilities
- The concepts combine the best engineering competencies, services, and products into turnkey deliveries
- In active phase during 2014-2015 and 2015-2016



Aker Arctic



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the World Safer  
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