

International Business Club Survey 2021

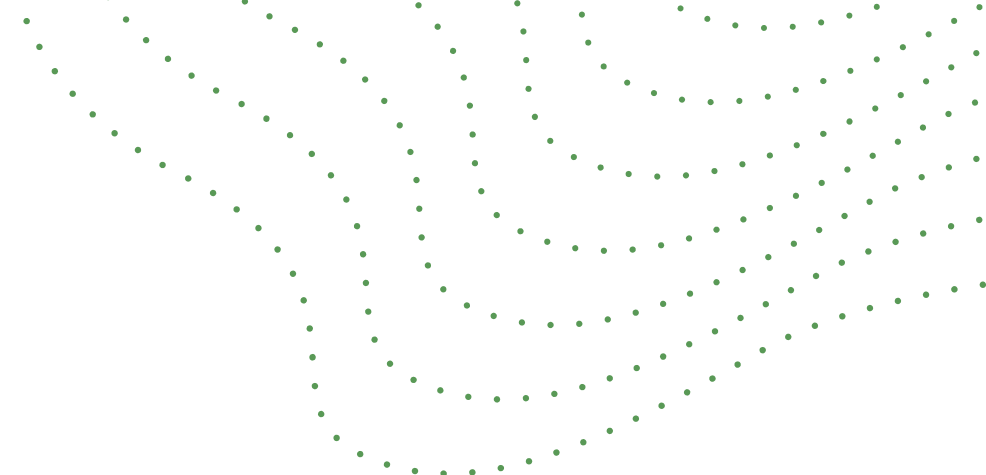
# Finland as a destination for international talent

 Confederation of  
Finnish Industries

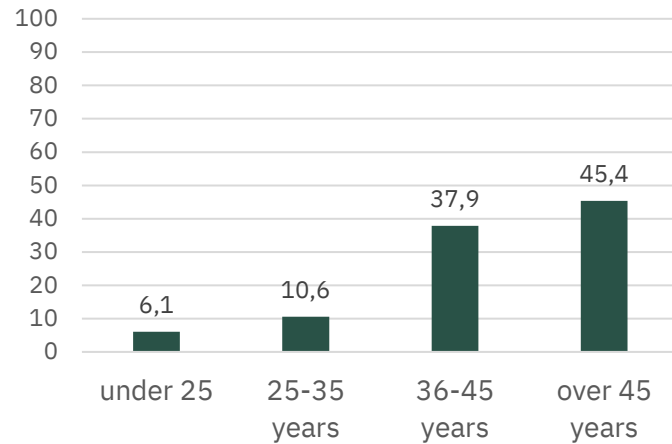
# IBC Survey 2021 – Background information

- Survey invitation link was sent to over 300 international business leaders, talents and students currently living in Finland.
- Respondents were asked to evaluate Finland's strengths and weaknesses (scale 1-5) as a place for living, working, and building career. They were also asked to rate the relevance of recent Government proposals to boost the immigration of skilled labor.
- By deadline, altogether 66 completed surveys were received.
- According to the responses, Finland's biggest weaknesses in attracting foreign talent include too high language skill requirements, cost of living and difficulty in finding employment.
- Our greatest strengths are safety, high quality of education, good work/life balance and confidence in public authorities.
- EK did a similar questionnaire in 2019 ([link to results in Finnish](#))

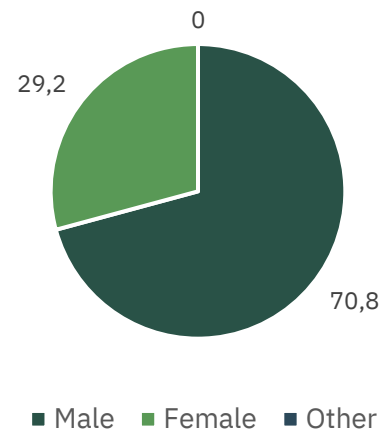
# Demographics



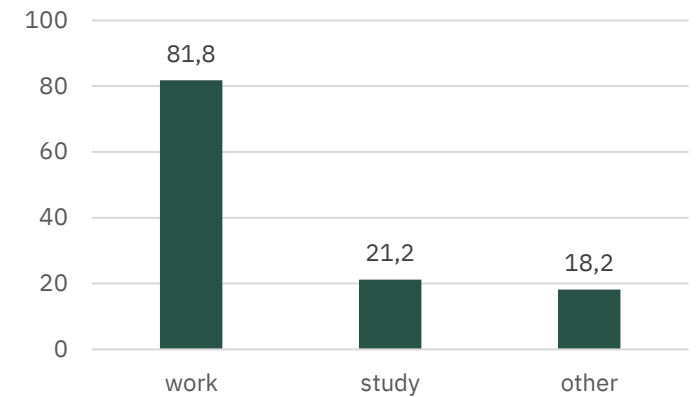
Age (% of respondents)



Gender (% of respondents)

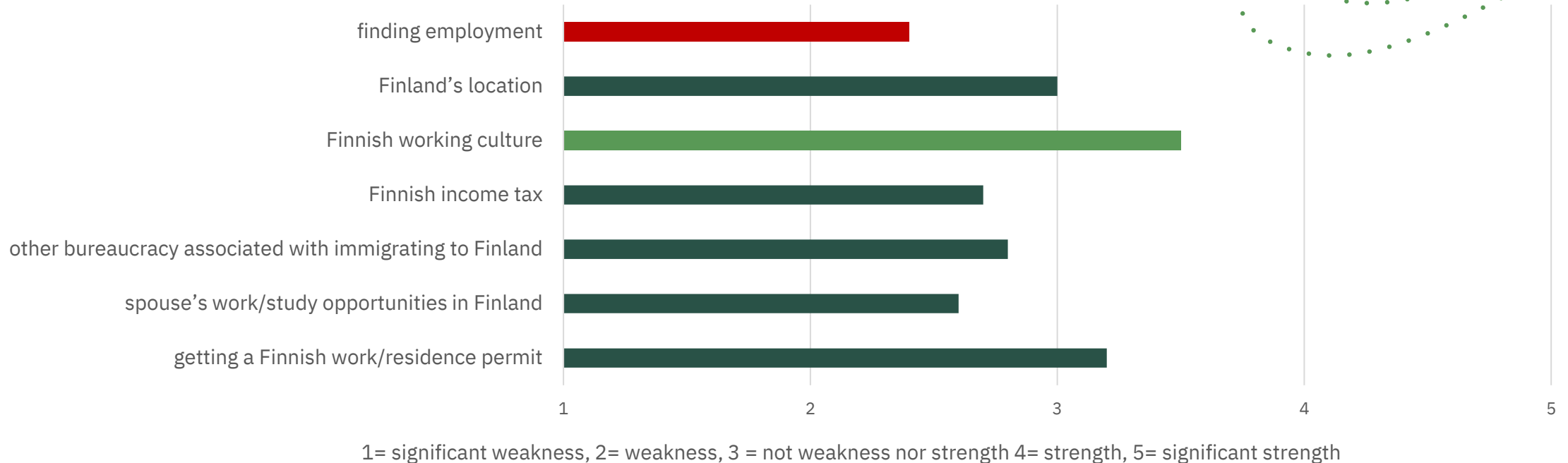


I am currently in Finland to.. (% of respondents)



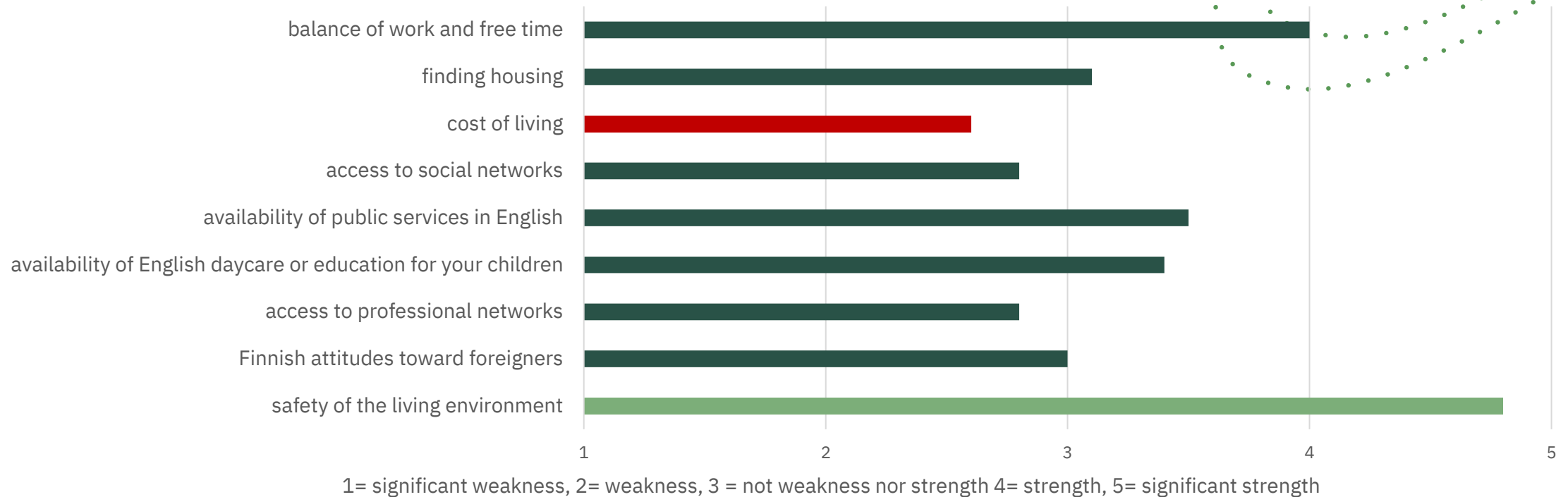
- Large majority of respondents are aged over 35 – only a handful of young students.
- Nearly 2/3 of respondents are male.
- Most of the respondents currently living in Finland are here to work and build career.

# Moving to Finland



- Biggest hurdle for moving to Finland is **finding employment** – for oneself and/or for one's spouse.
- **Finnish working culture** is seen as one of Finland's greatest assets in attracting foreign talents.
- **Permit process** not a major weakness after all.

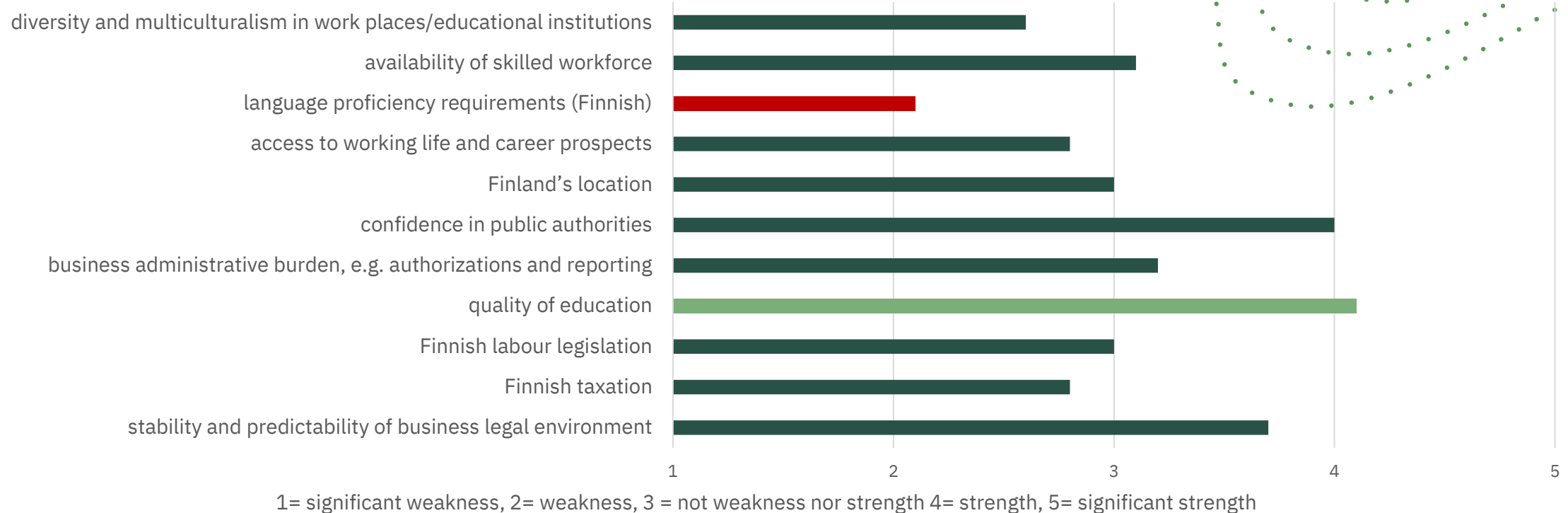
# Living in Finland



- **Cost of living** is seen as the biggest obstacle for living in Finland.
- **Access to professional and social networks** are considered to be somewhat challenging.

- **Safety** and good **balance of work and free time** are by far Finland's greatest strength when considering Finland as a place for living.

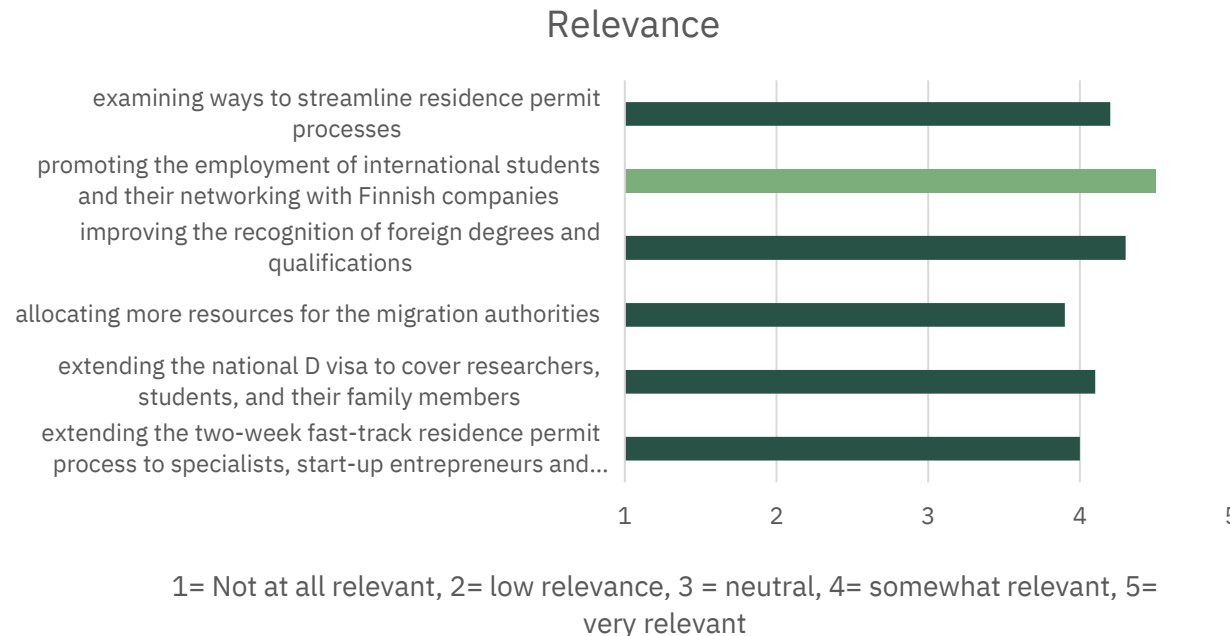
# Working/studying in Finland



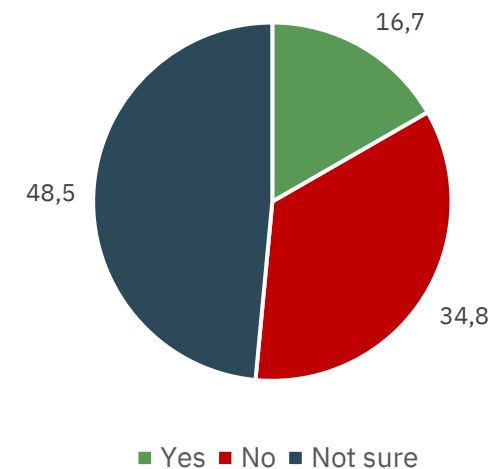
- Too high **Finnish language proficiency requirements** are considered the biggest defect when working or studying in Finland.

- On the other side of the spectrum, **quality of education** as well as **confidence in public authorities** in general, are seen as strengths typical of Finland.

# New proposals by the Finnish government to boost the immigration of skilled labor



Are these measures sufficient?  
(% of respondents)



- Almost recent proposals are considered at least somewhat relevant.
- **Promoting the employment of international students** already living in Finland a low-hanging fruit that could most readily be done?

- Good proposals, but more needs to be done.

# What else should be done to attract more talent to Finland?

- *Culture has to change and be more welcoming towards non-Finnish speakers.*
- *Language of science and many knowledge-based jobs is English, so the companies that have English as their main language are the most successful in recruiting global top talent.*
- *Reduce tuition fees or give monthly allowance to international students.*
- *Extended family integration (aging parents) is important for certain cultures.*
- *Moving to Finland is a bureaucratic saga.*
- *We have to make it easier for trailing spouses to find work and be able to work only in English. It takes too long to learn Finnish at a near native level. Work experience must be recognized.*
- *The biggest difficulty is integrating socially outside of work.*
- *Change companies' language to English. This will solve most of the problems for foreigners to access the job market.*
- *The key factor is still the first step of not letting the foreign students who study here leave.*
- *With regards to visa bureaucracy, there should absolutely be more resources dedicated to Migri so that processing times speed up. Additionally, connecting Migri to other institutions in Finland would be a sensible step.*
- *Having an international background should not constitute a barrier to access the Finnish market, instead it should be seen as a asset and an opportunity for internationalization.*



The background is a dark blue color with several large, overlapping, organic shapes in a lighter shade of blue. These shapes are reminiscent of stylized letters or abstract forms, creating a layered and textured effect. The central text is white and stands out against the darker background.

Thank you