A scenic view of a Finnish lake with a tree in the foreground and mountains in the background. The image is split into two main sections: a photograph on the left and a dark blue overlay on the right. The photograph shows a calm lake reflecting the sky, with a dense forest of evergreen trees on the far shore and rolling hills in the distance. In the foreground, a slender tree with green leaves stands on the left, and several wooden canoes are pulled up on the grassy bank. The dark blue overlay on the right contains the title and survey information in white text.

Finland as a destination for international talent

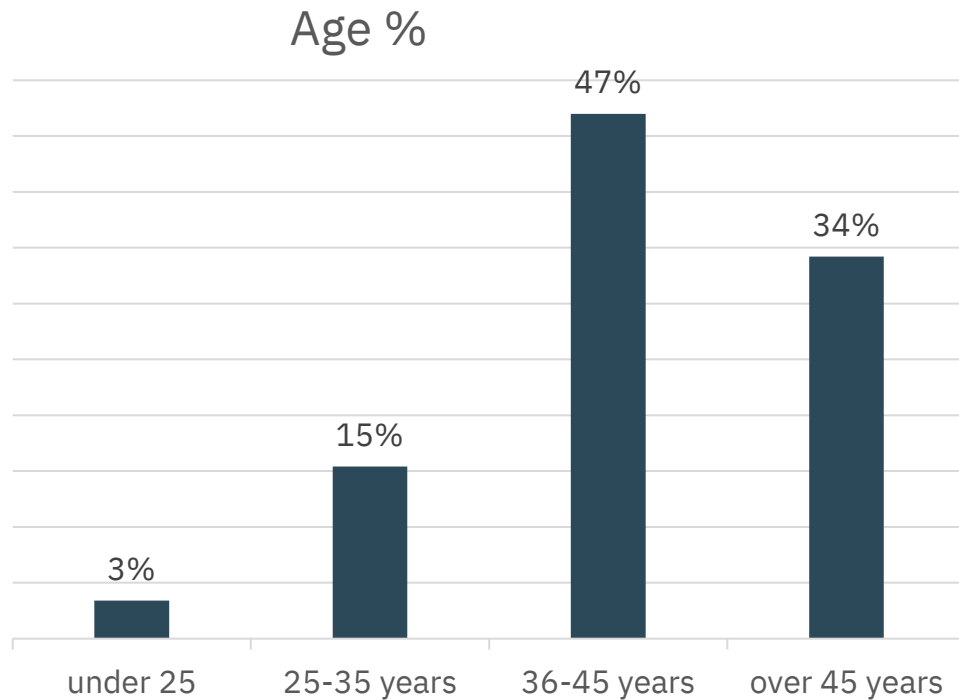
EK's International Business Club survey 2022
October 6, 2022

EK's International Business Club survey 2022

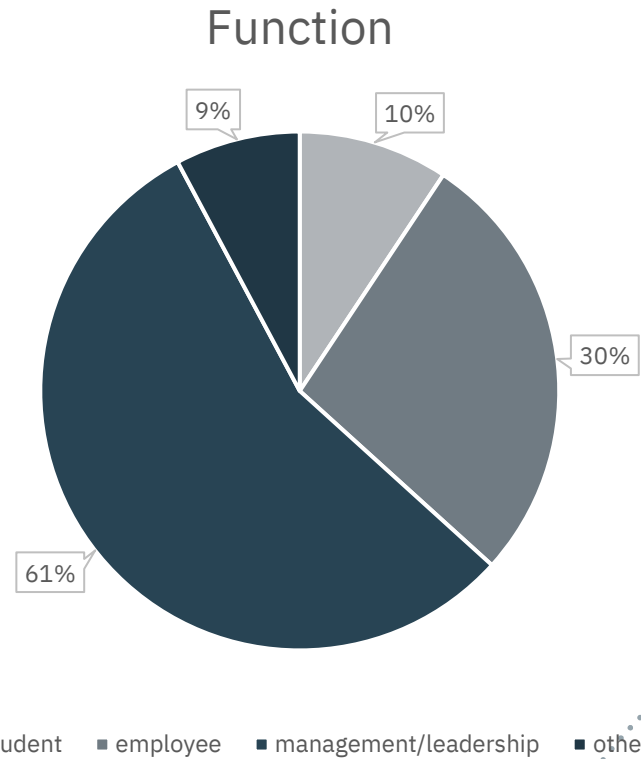
Background information

- Survey invitation link was sent to over 300 international business leaders, talents and students currently living in Finland. EK received 116 completed surveys.
- Respondents were asked to evaluate Finland's strengths and weaknesses (scale 1-5) as a place for living, working, and building career. In addition, the respondents were asked how the recent world events have impacted their evaluation of Finland's attractiveness as a destination for work and/or study.
- The study found that Finland remains as an attractive destination for international talents, but Finland's NATO membership would strengthen its attractiveness as a destination of work and/or study. In addition, the study found that the Finnish language proficiency requirement remains as a key challenge for those working and studying in Finland.
- EK conducted a similar study in 2021. Link to [results of 2021](#).

Demographics



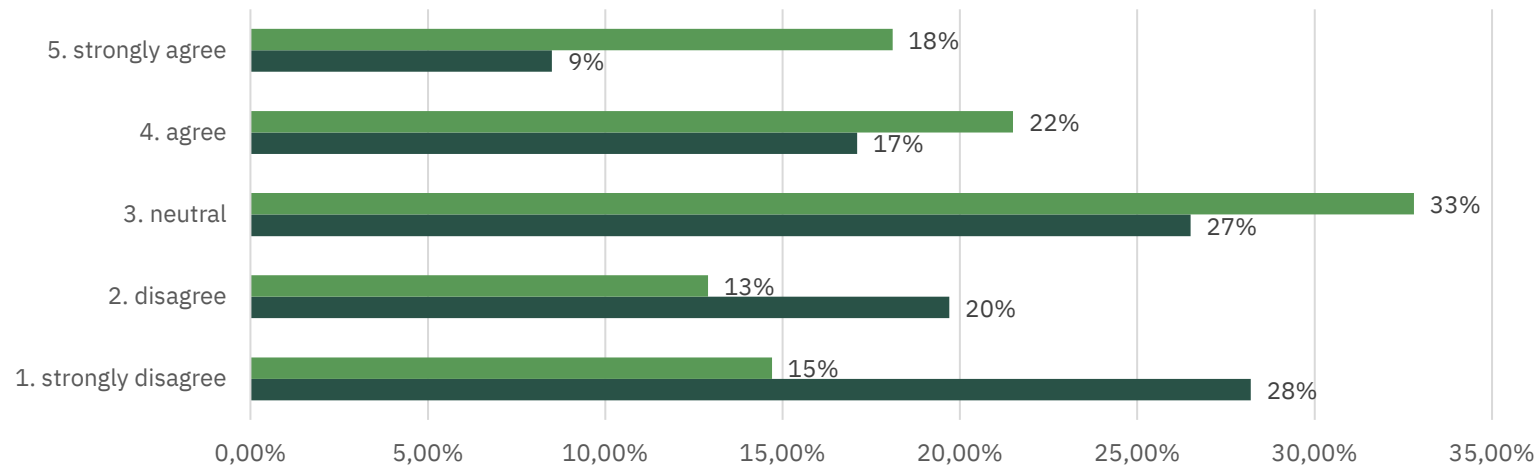
A large majority of respondents are **aged over 35**.



91 % of the respondents living in Finland are here to work and build a career.

Finland's attractiveness as a place of residence and/or work in the light of recent world events

- Finland's NATO membership would strengthen my evaluation of Finland's attractiveness as a place of residence and/or work.
- Russia's war on Ukraine has weakened my evaluation of Finland's attractiveness as a place of residence and/or work.

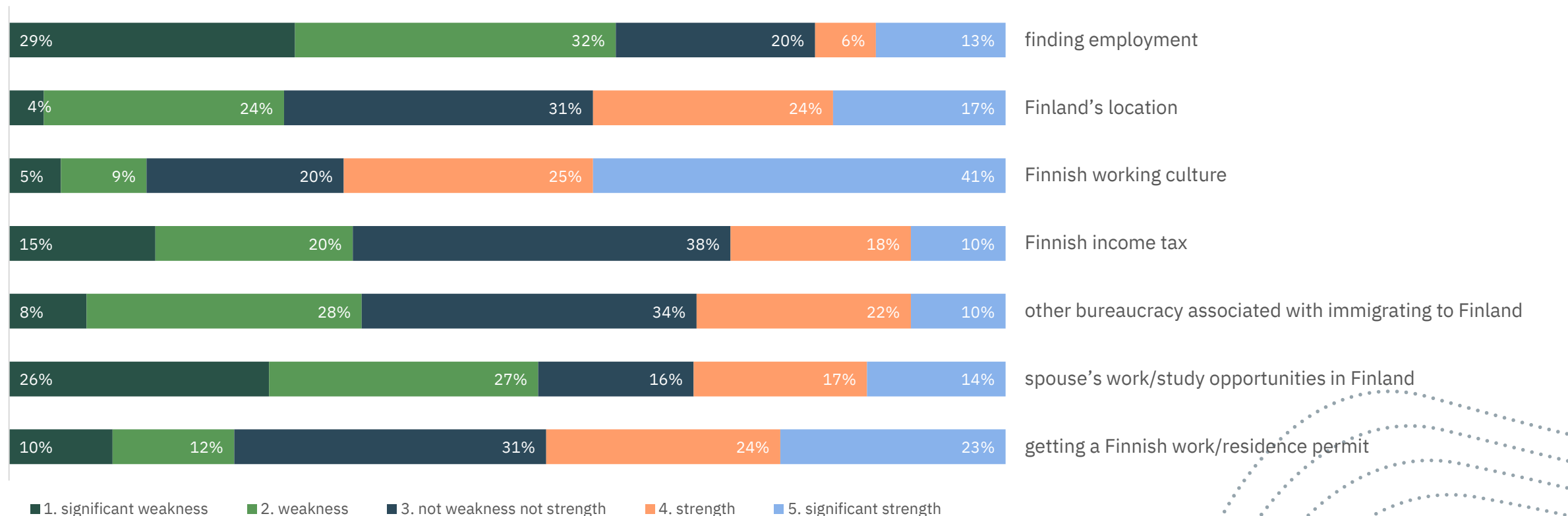


40 per cent of the respondents agree that Finland's NATO membership would strengthen their evaluation of Finland's attractiveness as a place of residence and/or work.

48 per cent of the respondents disagree with the statement "Russia's war on Ukraine has weakened my evaluation of Finland's attractiveness[...]". Thus, regardless of the recent world events, Finland remains as an attractive destination for international talents.

Moving to Finland

On a scale of 1-5, how significant a weakness or strength do you consider each of the following factors when moving to Finland?

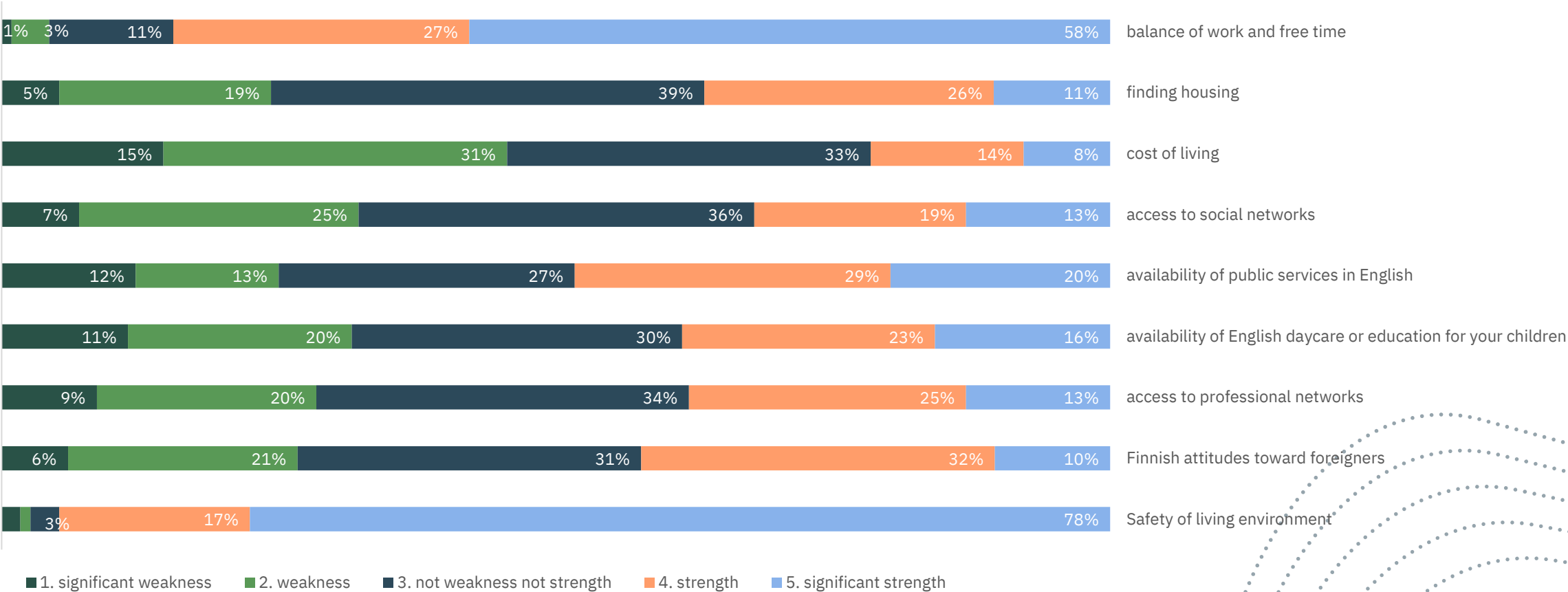


Finnish working culture is seen as one of the most significant factors when moving to Finland.

The greatest hurdle for moving to Finland is **finding employment for oneself** and **finding work/study opportunities for one's spouse**.

Living in Finland

On a scale of 1-5, how significant a weakness or strength do you consider each of the following factors when living in Finland?

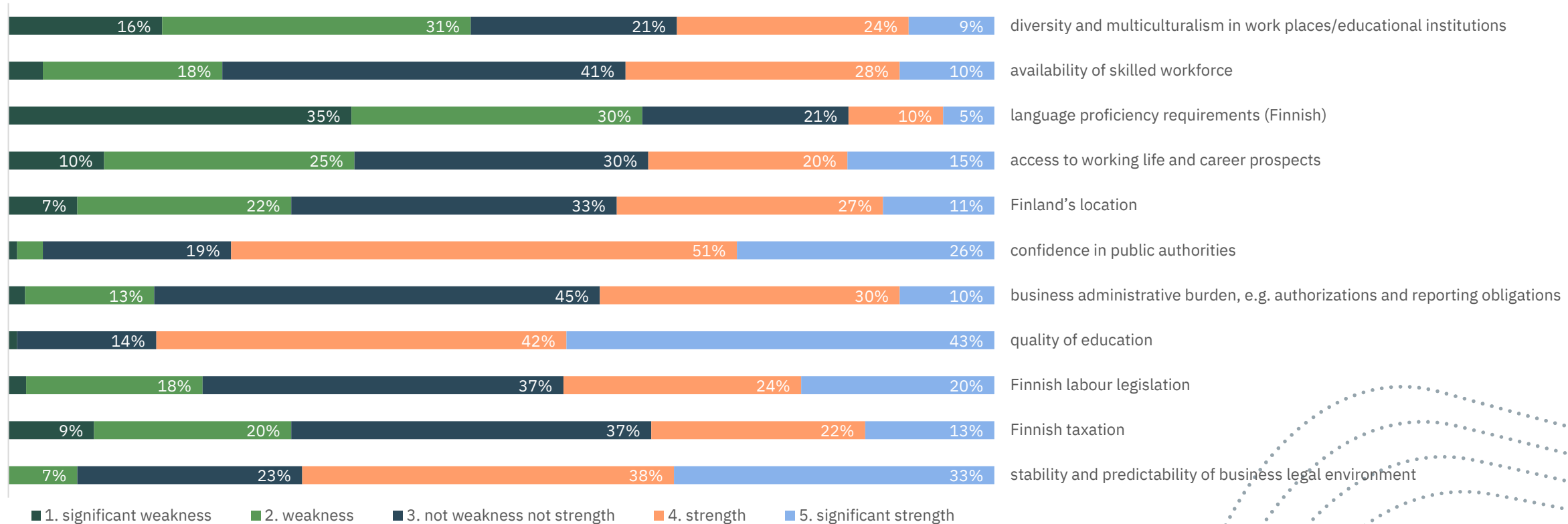


Safety of living environment and **balance of work and free time** are considered the greatest strengths when living in Finland. However, **the cost of living** and **access to social and professional networks** are considered as significant weaknesses.



Working/studying in Finland

On a scale of 1-5, how significant a weakness or strength do you consider each of the following factors when working/studying in Finland?



Quality of education, alongside with **confidence in public authorities**, are considered as significant strengths when working and studying in Finland. The **Finnish language proficiency requirement** is considered as the main challenge of working and studying in Finland. Furthermore, **the lack of diversity and multiculturalism in workplaces/educational institutions** are also considered as weaknesses.

More information about the study



Maria Naumanen

Junior adviser

maria.naumanen@ek.fi

+358 50 350 3283



**Confederation of
Finnish Industries**