

3 Benefits of the Tallinn –Helsinki Cooperation

AmCham Estonia and AmCham Finland just launched a close cooperation. What are the benefits for a member? Why don't you start with these three!

There are many ways to get tangible benefits from an international business hub. Some companies focus on relationship management: they bring their guests to a business luncheon, for example, or trace sales leads. Some are very focused on enhancing the business environment through policy work. Whatever works for you, you can now scale it up. Scaling up is the most important value proposition of the cooperation between AmCham Estonia and AmCham Finland.

Benefit #1: More Strategic Programming

This is not a merger. AmCham Estonia and AmCham Finland will continue to run separate programs for their own memberships. As part of the cooperation however, there will now be a number of events and initiatives that are hosted jointly and are open to members from both chambers.

You can see the five main events at the tail of this piece.

All the events are aligned with major strategic initiatives the AmChams promote in their policy work and public relations.

The AmChams would, for example, like to see a Baltic rail connection, "Rail Baltica," that continues from Tallinn to Helsinki, preferably through an underwater tunnel. They also want to have direct access to the highest-level decision-makers. Alas, the prime-ministerial events on both sides of the sea.

The agenda is likely to draw the attention of the most influential business leaders nationally and internationally.

Benefit #2: a Better Business Case

Most member companies have a presence across the greater region. For them, it is business-critical to have regional networks, contacts, and access.

By achieving this, it's not just your life that gets less complicated. Also bosses tend to be pleased if you can kill two birds with one stone and report efficiencies.

The same goes for prospective investors. Instead of two small national markets, a global investor can consolidate its efforts and tap the region in one swell scoop.

Benefit #3: Better Branding

Just in a lovely little extra, the companies that are members of both chambers will be featured throughout the year in the AmCham media. Those companies, whose number at the moment is 23, are, after all, the poster children when we tell the world the story of this exciting market.

If you'd like to be a beneficiary of this visible aspect of the cooperation, just make sure your company in Finland belongs to AmCham Finland and its sister in Estonia to AmCham Estonia, and you'll be included.

Welcome! Teretulemast! Tervetuloa!

1. Launch event in Tallinn

Official kick-off of the cooperation will be announced at the AmCham Estonia Setting the Stage Mixer on January 23rd with executives from both countries and both chambers in attendance.

2. Rail Baltica Seminar in Helsinki

The planned rail connection from Berlin to Tallinn will have an immense effect on all industries and the whole economy of Finland and the Baltic countries. Representatives of Finland and Estonia gather to lay the corner stone.

3. Reception with Finland's Prime Minister in Helsinki

The annual general meeting reception explores and celebrates the possibilities of affiliate growth and attracting of foreign direct investment. Keynote by Jyrki Katainen, the Prime Minister of Finland.

4. AmChams in Europe 3-day seminar in Helsinki and Tallinn

The executive directors of the 42 European and Eurasian AmChams hold their fall meeting in Helsinki and Tallinn and experience the region first hand.

5. Luncheon with Estonia's Prime Minister in Tallinn

An annual policy address to the international business community by Andrus Ansip, the Prime Minister of Estonia.