

# **BUSINESS FINLAND**

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YK asiakkaana - mission impossible vai rajaton mahdollisuus?  
15.02.2022 KERAKE-hankkeen loppuseminaari





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## **WE PROVIDE FUNDING FOR RESEARCH, DEVELOPMENT AND INNOVATION ACTIVITIES.**

Innovations are the most important source of growth, according to research.

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## **WE SUPPORT EXPORTS AND INTERNATIONALIZATION.**

Finland depends on exports.  
The internationalization of companies is important for the national economy.

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## **WE ATTRACT INVESTMENTS TO FINLAND.**

Foreign investments bring new customers and partnerships and improve the international competitiveness of companies.

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## **WE PROMOTE TOURISM TO FINLAND.**

Tourism is an important industry for our national economy. A positive country image also benefits other industries.

**BUSINESS  
FINLAND**



Ministry for Foreign  
Affairs of Finland

# DEVELOPING MARKETS PLATFORM

We help Finnish companies and their partners develop sustainable business and access global funding in developing markets





## Login and New Registrations

Access your existing account or create a new one.



## Procurement Opportunities

Search for procurement opportunities published by UN organizations.



## Tender Alert Service (TAS)

Are you interested in receiving procurement opportunities from today?



## UN Staff Members Area

Do you work for any United Nations organization? Click here to register as a UN staff member.



## Contract Awards

Search for contract awards published by UN organizations.



## Knowledge Center

Find information about procurement tools, collaboration among UN organizations, or supplier product innovation.



## UNGM Help Center

Learn more about the United Nations Global Marketplace (UNGM).



## UN Procurement Statistics

The Annual Statistical Report on UN Procurement.



## Doing Business with the UN Organizations

Learn about the UN system organization, the UN market, international business seminars, etc.



- UNGM is the procurement portal of the UN system -> registration on this portal is the first step in doing business with the UN.  
([www.ungm.org](http://www.ungm.org))
- The supplier's profile will become visible to all UN staff members (abt. 10.000 people and about 40 UN entities) when sourcing for potential suppliers.
- UN entities in this portal represent 99% of a global spent of about 20 billion USD.
- A company should log in this portal regularly and take advantage of opportunities there, because UN entities follow how actively a company is using this portal.
- **You can not win, if you do not participate in tenders!**

# Finland - 2020

[ungm.org/ASR](https://ungm.org/ASR)

Procurement value  
for the year (USD)

\$6,99 milj.

UN organizations procuring  
from the country

26

Ranking of supplier country by  
procurement value

146th

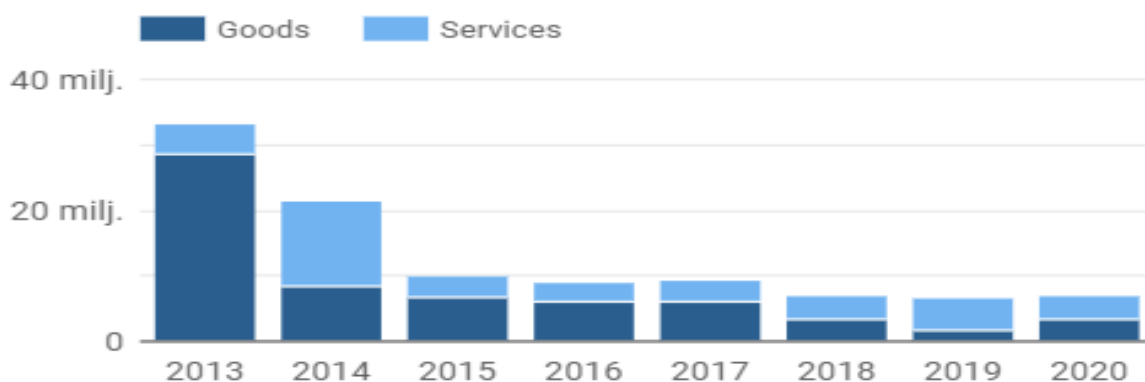
Percentage of total UN  
procurement from the country

<0.1%

Number of suppliers  
registered in UNGM

570

## Goods and services distribution (USD)



## Procurement by category

Category (UNSPSC segment level)	Procurement amount (USD)
Medical Equipment	1,9 milj.
Management and Admin Services	1 milj.
Transportation, Storage, Mail Servic...	1 milj.
Engineering and Research Services	733,9 t.
Education and Training Services	449,5 t.



Annual Statistical Report on United Nations Procurement

## Supplier distribution

Share of total procurement based on suppliers' aggregate volume



Total number of suppliers: 130

Number of suppliers with volume  $\geq$  1M USD: 0

## Procurement by organization

Organization	Procurement amount (USD)
UNICEF	1,8 milj.
UNU	1 milj.
UNPD	882,2 t.
WHO	800,5 t.
UNDP	792,4 t.

Google Data Studio

# UN procurement, Humanitarian Crisis Relief&Recovery



We offer individual sparring on how to approach and collaborate with the UN including advising how to sell to the UN and make sustainable business



We organize procurement seminars and workshops in collaboration with the UN, the Nordics, MFA and BF to increase awareness raising among Finnish companies



We provide information and contacts of different UN entities



## Foreseen outcomes towards impacts

- Increased understanding of different needs and challenges among UN entities
- Increased interest of participation in UN sustainable procurement
- Partnerships agreements with UN entities
- Collaboration opportunities between Finnish and Nordic companies
- SDG-aligned commercialized solutions and long-term partnerships with development impacts

In 2021

- **170 companies attended our activities**
- **100+ one-to-ones and group meetings between companies and UN entities were held**



## The UN as a customer?

- ☐ The UN sources from different suppliers locally and internationally by country offices or headquarters.
  - ☐ The UN wants to be transparent and equal towards all suppliers.
  - ☐ Make sure that your product or service is align with SDGs (sustainable development goals).
  - ☐ The UN values those products and services, that take account of women's empowerment and gender equality.
  - ☐ According to the UN SMEs are innovative and flexible collaboration partners.
  - ☐ UNICEF for example needs to have low-cost and fit-for-purpose devices with reduced complexity, and only equipped with essential functionalities.
  - ☐ It is also important to take into consideration the extreme environments, where the UN operates: high humidity, temperatures, dusty environments.
  - ☐ The UN is a fairly conservative partner, that values reliability: it is important to have good referencies when having meetings with procurement officers and technical advisers.
- ☐ **To build trust needs time!**



## How to start the collaboration with the UN?

- ☐ Register as a supplier at [www.ungm.org](http://www.ungm.org) -> registration is mandatory for all Commercial Vendors.
  - ☐ Add an Innovative Product/Service ([ungm.org](http://ungm.org))
  - ☐ Make sure that you have enough recourses; at least one dedicated person to UN work.
  - ☐ Put focus rather on only few UN entities than many options.
  - ☐ Try to find UN entities, that have a need for the products and services you are offering.
  - ☐ It is valuable to discuss with the companies, that already make business with the UN. These companies can be found for example through UNGM-portal: Contract Awards.
  - ☐ Attend procurement seminars, workshops or other events organized by Business Finland/Developing Markets Platform with its' stakeholders.
  - ☐ Set up a local presence – be it having a local office or local partner.
- ☐ **Share your product details with procurement teams – out of sight out of mind!**

# Some UN entities, that might be interesting for KERAKE



- The 6th highest procurer among UN agencies in 2020 (\$ 1.4 billion)\*
- Large procurement volumes in Refugee camps
- UNHCR's strategy currently focuses on reducing the carbon footprint and supporting the schooling of refugee children
- UNHCR has own innovation unit and it is looking for new partners with novel solutions to creating value for refugees



- The 7th highest procurer among UN agencies in 2020 (\$ 1.3 billion)\*
- Possibilities Toolbox Booklet/June 2021
- The main focus areas: Affordable housing, Renewable energy and Health infrastructure



- The the largest organization by procurement volume in 2020 (\$ 4,5 billion)\*
- Target Product Profiles (TPP); the purpose is to guide industry to develop products that meet UNICEF's needs
- Finland could offer options for [High Performance Tents](#)





# Thanks – Kiitos!

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