

A helicopter is suspended in the air, with a person rappelling down a rope. The background is a dramatic sky with clouds, suggesting a sunset or sunrise. The helicopter is positioned at the top of the frame, and the person is at the bottom, creating a vertical line of tension.

Partnering with Finnish Companies

Case Savox

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Savox Communications

- **Founded in 1982**, ~300 employees worldwide
- A leading Finnish provider of e.g.
 - **Communication products & accessories,**
 - **Rugged computers & servers**
 - **Hearing protectors**
 - **Information systems**for tactical and public safety authorities in over 60 countries
- **Global company** with locations in 10 countries
- **Manufacturing facilities** in Savonlinna and Jyväskylä (Finland), Shenzhen (China) and Lincoln (NE, US)
- **Turnover ~40 mEUR** (~85% outside Finland), among Top 10 in FIN defence cluster

Our Clientele



KONGSBERG





Savox in USA



- Operations in USA and Canada for **over 15 years**
- Main focus at **critical and tactical communications systems, search & rescue systems**
- **Customers:** US Army branches and DoS, first responders, public safety, PPE Companies, radio network manufacturers
- Presence in across USA, factory in Lincoln, NE
- Latest success - **comms for armored vehicles**
- New **USA office and showroom** in Q2/2020

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Lessons Learned

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1. Resources

Double your planned time & budget
to establish sustainable success



2. Location, location, location

Knowing where to operate is key, but
may take more than one try

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3. Local Business Networks

No shortcuts, building these takes time and effort (e.g. role of alumnis)

A low-angle, upward-looking photograph of industrial machinery, likely a wind turbine or power plant component. The structure is composed of dark metal beams and a grid-like safety cage. Two workers in bright red safety suits and helmets are visible on the structure. The background is a clear, light blue sky. The overall tone is professional and industrial.

4. Finnish Modesty

Modesty does not win business, but
being 100% trustworthy does



5. Way To Do Business

Faster, dynamic, and requires more openness than usual



6. “Black Hole” syndrome

Procurement functions may feel unapproachable (due to size)



7. Scaling The Business

Can cause serious tremors to
your operations



8. Clusters and Ecosystems

USA is a prime example how these work well



Thank You!

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