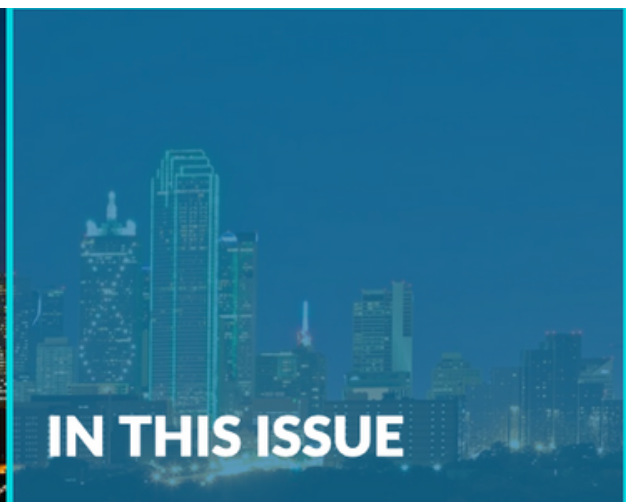


FALL 2019

NEWSLETTER

Finnish American
Business Guild

FABG
Creating opportunities.



IN THIS ISSUE

From the FABG Board

Vesa Jäämuru, Chairman, the Board of Directors

Looking Back to 2018

Last year was the busiest year in the record with FABG. During the year our board organized a total of 15 different events. One of the highlights of the year was the opportunity to host His Excellency Consul General Ambassador Manu Virtamo while he visited DFW area. He also assisted us in building new connections to the local Mayors offices and Chambers of Commerce.

His Excellency CG Virtamo has been very supportive to our Finnish community and our guild's activities. One noteworthy result of his visit was the mobile passport machine service which we received from the consulate. This allowed close to one hundred Finnish passports to be renewed here locally. Our board wants to thank CG Virtamo for everything and wish him all the best for his retirement.

From the FABG Board

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FABG Board of Directors

Value from Events and Networking

Organizing networking events is important and one of the core missions of our guild. Face to face dialogues are becoming increasingly important in these days of social media and virtual online meetings.

During the past year, we have organized several company visits, including Kone, M-Files and North Texas Epitaxy. In addition, we enjoyed Fort Worth Opera hosted by General Director Tuomas Hiltunen.

A great addition has been our co-hosted events with International Concierge Committee of Richardson Chamber of Commerce, Korean Trade Investment and Promotion Agency and French American Chamber of Commerce.

On the sports side we continued the tradition of joining Dallas Stars to watch them play ice-hockey in one of their home games labeled as "Finnish Pride Night". We of course cheered for the Finnish players and also had the opportunity to meet with them in person on the ice after the game. Again this event was a success, gathering the record number of 111 enthusiastic hockey fans.



Roope Hintz and Esa Lindell signing autographs for fans

On top of offering networking events our guild is on the path of offering more meaningful and valuable business services through the expertise of our members and affiliated companies. Please contact us if you are interested in offering your expertise and build connections with our internal network or use our external connections locally. Together we become stronger and add more value.



Tuomas Hiltunen from Fort Worth Opera hosting FABG

Finland as a Trade Partner with DFW

It might surprise you that Finland is the biggest of all Scandinavian countries that trade commodities with DFW in terms of trade value. According to data from Dallas Regional Chamber of Commerce the trade value between Finland and DFW has grown over 400% in two years (2016-2018).

As the Finnish business community grows further it becomes inevitable that non-stop airline service to Helsinki becomes vital to support this continued growth.

According to travel survey conducted together with DFW airport the 10 top companies traveling to Finland today average over 7 trips per day. However the most value for the airline does not come from the passenger traffic but the cargo and trade of goods. When (or if) Finland selects Lockheed Martin to procure the next fighter plane from deliveries starting 2025 the non-stop connection to Helsinki would benefit everyone.

Our guild is determined to continue pushing and convincing airline companies (read Finnair) to start offering non-stop service to Helsinki. Having good connections from Helsinki to DFW, the Airport of the Year 2018 and main logistic hub in in the US, is the key for continued business and trade growth. More about these trade facts can be found from another article on this newsletter.



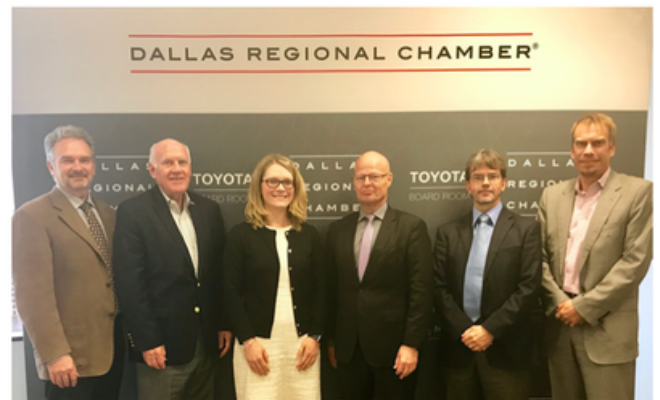
FABG visited DFW Airport on May 10th

Welcome New Members and Partners!

Our guild is proud to welcome **M-Files** and **Kiho** as our new corporate members. We truly value your support.

If you are interested in getting more information about our guild do not hesitate to contact either me or any of our members of the Board of Directors. *(see the last page for the board members)*

Vesa Jäämuru
Chairman, the Board of Directors
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FABG board with CG Virtamo visiting Dallas Regional Chamber



CG Virtamo and Ismo Leikola on stage at the Finnish 101th Independence Day Celebration in 2018

NOKIA

M-Files®



Finnish American Business Guild

PROMOTING BUSINESS CONNECTIONS WITH FINNISH COMPANIES IN
NORTH TEXAS, DFW AREA

Introducing Kiho:

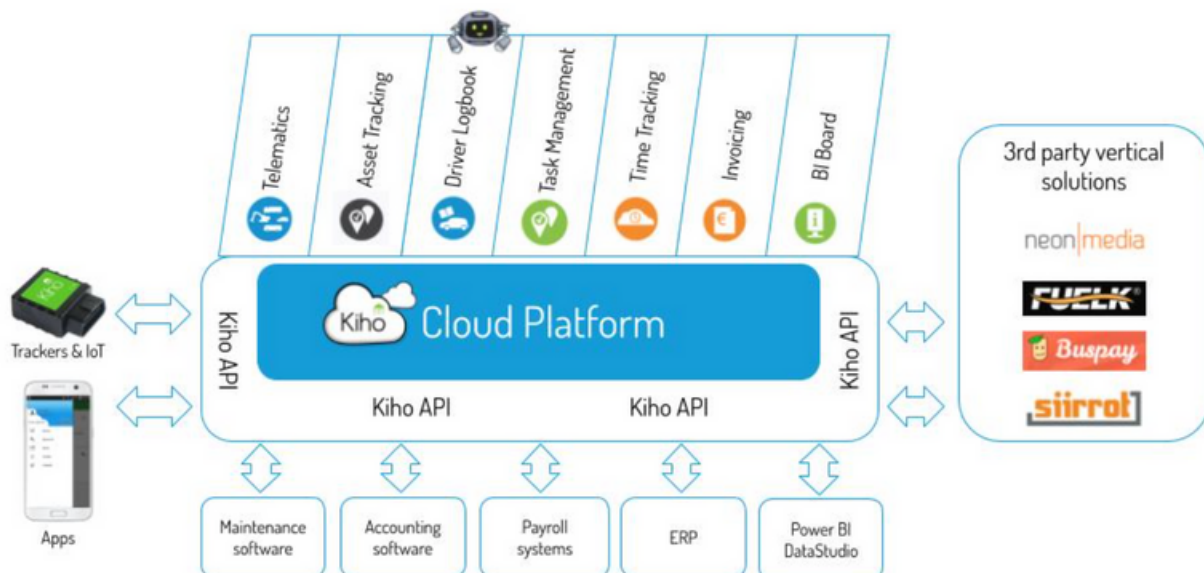


Kiho was established 2003 in Kuopio, Finland, and has been in fleet telematics over 15 years now. At the moment Kiho has 30+ employees in the USA and Finland. Kiho cloud platform consists of different modules which collect real time information from vehicles and mobile devices. Kiho cloud platform helps optimizing productivity, and track assets cost efficiently and effortlessly.

Director Pasi Iikkanen joined Kiho in January 2018, and he currently runs Kiho office in Austin, TX.

For more information contact:
Pasi Iikkanen
Director, Product Support & Training
512-293-3930 pasi@kiho.fi
www.kiho.io

Kiho Cloud Platform



Growing Bilateral Business between DFW and Finland

Author: Vesa Jaamuru

Source of Trade Data - Dallas Regional Chamber of Commerce

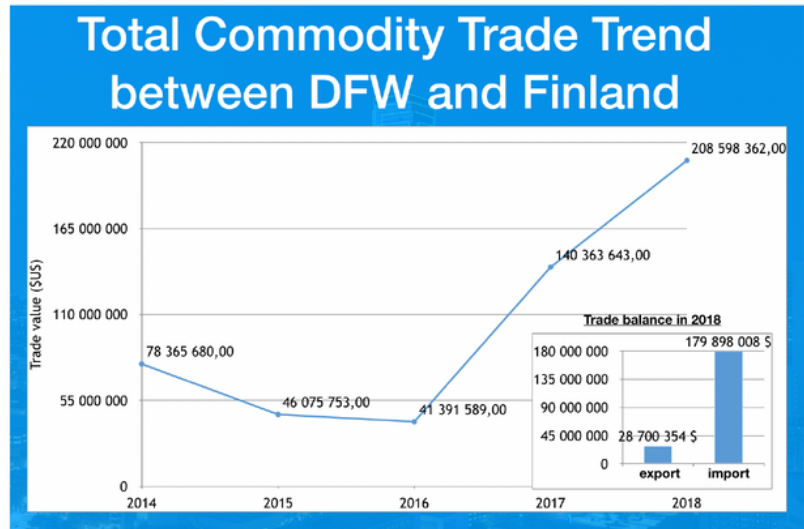
Biggest Trade Partner from Scandinavia

Finland ranks as 23rd largest country in the list of trade partners of DFW. Commodity trade with Finland has experienced strong growth (404%) during the past two years. Finland even passed Sweden as the biggest commodity trade partner from Scandinavia with total trade value of 208mUS\$. (Graph 1)

Dallas Regional Chamber of Commerce has been very supportive partner of our business guild, and also hosted several of our guests. Recently they have provided us interesting commodity trade numbers between DFW and Finland. Here is a brief summary from the report that is based on the data from US customs. If you are interested getting the detailed data, please contact us at info@fabgdallas.com.

Dominance of Finnish Imports And Wireless Communication

Imports from Finland to DFW exceed by far the exports from DFW (see the Graph 1 - ratio



Graph 1. Total trade trend with Finland

85% to 15%). The dominating commodity category that drives this trade balance to favor Finland is Wireless Communication Equipment (G. 2). This should not surprise anyone. Nokia, our long time supporter and the founding member, continues to play a key role in this

positive development while the ongoing build out of 5G networks also allows for other suppliers to benefit from the demand for the new equipment.

The second and the third biggest commodity trade categories between Finland



Graph 2. The trade of the #1 commodity

and DFW have the opposite trade, in other words the export from DFW to Finland dominates. These commodity categories are Aerospace products & parts and Engines, Turbines & Power Transmission Equipment (G. 3). It is logical that the aerospace companies also in Finland are trading here when considering the fact that DFW is considered as #1 Metroplex in the nation for doing aerospace business, while for Machinery and Related equipment sector DFW ranks as #4 in the nation.

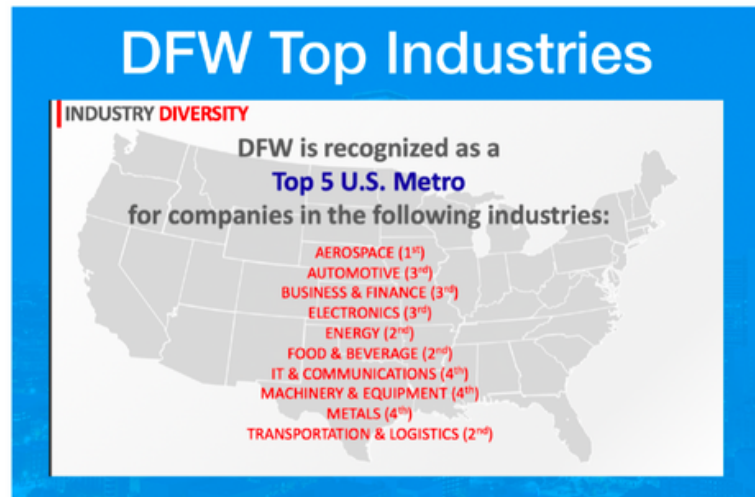


Graph 3. Trade balance of commodities with value over 1m\$US and ranked #2 - #9 (2018)

DFW Industry Diversity Offers Plenty of New Opportunities

One of DFW's strengths is the industry diversity, and there are several business sectors (Graph 4) which offer plenty of attractive business opportunities not yet discovered by the Finns, and many potential trade possibilities for the Finnish companies to benefit from. The most attractive ones being probably the Energy as well as the Transportation and Logistics business sectors.

Besides Aircraft and Parts (and Communication Equipment), DFW's other top exported goods categories today are Semiconductors and Motor Vehicles.



Graph 4. Industry diversity in DFW

DFW Continues to Grow

Today, DFW metroplex is the 4th largest metroplex in the US by population, and experiencing strong growth year after year. With current annual growth rate of over 140,000 people it will pass Chicago by the year 2032 to become 3rd largest in the nation. In terms of job growth the top 3 metros in US 2018) were Dallas-Fort Worth (116,400 new jobs), New York (115,500) and Houston

(108,300). Together with Houston and Austin within the reach it forms an economy with Gross Product (1.3T\$US) comparative to the GDP of Russia. Considering this and the fact that the cost of living and the cost of doing business in DFW metroplex are close to the national average and well below all other top metro areas so now is the time to invest to DFW. FABG welcomes new Finnish companies to North Texas.



Finnish Pride Night 2018

Upcoming Events

Finnish Pride Night with Dallas Stars

Montreal Canadiens @ Stars
November 2nd, 6pm @ AA Center

Group discounted tickets for FABG
Limited seating still available

[Get your tickets](#)

Finnish Independence Day Celebration

Mark your calendar for
December 6th at 6.30 pm

National anthems
Guest speaker
Live music
Scholarships
Dinner &
Refreshments

Stay connected for more information.



Veikko Kautiainen from Texas awarded by Finland

Author: Honorary Consul Kenneth Niesman, story of Mr. Kautiainen based on an article by Tomi Hinkkanen published in Finntimes in 2012

On June 17, at a celebratory reception hosted by The Wooden Spoon in Plano, Texas, Ken Niesman, the Honorary Consul of Finland for north Texas and Oklahoma had the honor and pleasure of presenting to Veikko Kalervo Kautiainen, the First Class Medal of the White Rose of Finland which was awarded to Mr. Kautiainen by the government of Finland in recognition of his military service.

Mr. Kautiainen was born in 1927 in Kemi in northern Finland. His father died when he was 8 and his mother took Veikko and his sister to Petsamo where she supported her children as a seamstress.

In 1939, Russia invaded Finland resulting in the Winter War. The civilian population of Petsamo, including Veikko who was 13 at the time, was evacuated. Veikko, his mom and his two sisters watched from the other side of the lake as the Finns burned his village, Salmijarvi, to keep it from falling into Russian hands. Veikko said it was heart wrenching.

Veikko's mother and her children fled to Narvik, in northern Norway, but, unknown to them, Narvik was a prime target for the allies. It was through Narvik that the Third Reich shipped iron ore produced in Sweden to Germany. When the allies started bombing Narvik, the Kautiainen family again had to flee. They realized that it had been a mistake to flee to Norway and returned

to Finland. At first, the family went back to Petsamo, but there was nothing there but ruins, so they settled in Kemi.

In Kemi, Veikko joined the military boys, sotapojat, a voluntary organization for underage boys who wanted to serve. Veikko thought that there would at least be good food and a roof over his head. He then lied about his age and joined the Army in 1940. During basic training he would sneak food home to his mother and two sisters.

Veikko never returned home after that. He was assigned to the Air Defense and was trained on a variety of guns, rifle to 40 mm. After a short truce with the Russians that ended the Winter War, the Continuation War broke out in June, 1941 with a Soviet offensive and Veikko stayed in the military and served his country until the end of the war in September, 1944. After the end of the war, Veikko remained in the Army until 1948.



Honoring Mr. Veikko Kautiainen, Finnish Army veteran, who lives in Irving, Texas. Mr. Kautiainen received First Class Medal of the Finnish White Rose, granted by the President of Finland and handed out by Honorary Consul Kenneth Niesman (left)



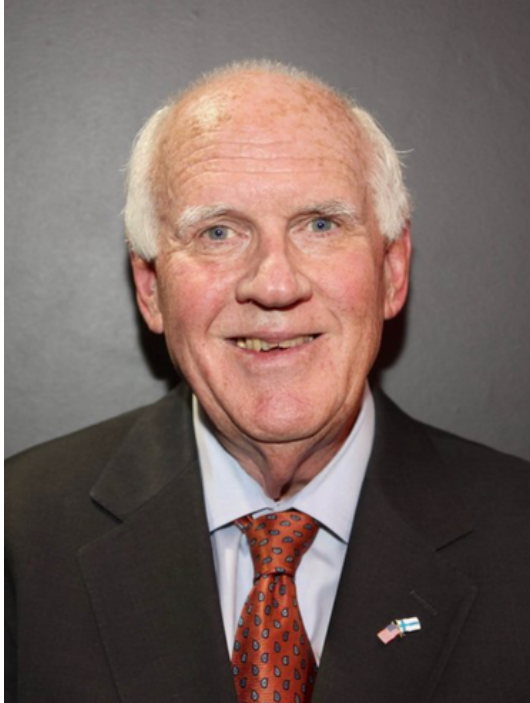
Flower bouquet in blue and white was presented to Veikko Kautiainen by Mikko Vuojolainen Vice President of Robit (above)

The President of Finland awards Ken Niesman

The President of Finland, **Sauli Niinistö**, recently awarded Ken a medal designating him a **Knight First Class of the Order of the Lion of Finland**. The **Order of the Lion** was established in 1942 by decree of the then President of Finland, **Risto Ryti**, to recognize outstanding civilian or military merit in service to the Republic of Finland.

Ken was a partner in the law firm of Gardere Wynne Sewell, LLP (now Foley Gardere) for over 35 years where he practiced business and corporate law representing both US and European-based clients. While at the Firm, he served as head of the Business Law section and as the Firm's hiring partner. He is currently engaged by Foley Gardere in an "of counsel" position.

Ken has been married for over 38 years to his wife Gina. They have two children and four grandchildren (with the fifth grandchild due in the next week!).



Ken Niesman, a member of the Board of Directors of the FABG, has served as the Honorary Consul of Finland for north Texas and Oklahoma since 2007.

Serving as the Honorary Consul of Finland has been a great honor and a very satisfying experience for Ken. During his tenure as Honorary Consul, Ken has met, worked with, and gotten to know many Finnish nationals here in the DFW area, throughout the rest of the country and in Finland. It has also given him the opportunity to learn about, and appreciate, Finland's culture, traditions and history.

Ken especially wants to thank the local Finns that have supported him and provided him invaluable assistance over the last 13 years.

Ken can be reached by phone at (214) 202-3670 or by email at kniesman@foley.com.

The Honorary Consulate of Finland is an extension of Finland's diplomatic activities beyond its standard network of embassies and consulates. The Honorary Consulate appoints private individuals to serve as a diplomatic and cultural liaison on a part-time, volunteer basis.

Honorary Consuls of Finland:

- Monitor the rights of Finns and Permanent Residents of Finland in the area in which the consulate is located
- Provide guidance and advice for Finnish citizens or Permanent Residents traveling abroad to that area
- Provide some notarized certificates
- Promote economic and cultural relations between Finland and the country in which the honorary consulate is located

Svinhufvud 'Ukko-Pekka' Scholarships for high school seniors - class of 2020

FABG has been giving scholarships to high school seniors since 2010. Scholarships have been named after the President of Finland. Scholarships are handed out to the recipients as part of the Finland's Independence Day celebration ceremonies and scholars are invited to join as guest of honor.

Applicants are required to fulfill the following criteria:

- At least one of the parents is a citizen of Finland
- Applicant is enrolled as a senior in one of the high schools in DFW metroplex
- Is applying to a college to continue hers/his studies
- Is known as an honest, trustworthy and active individual willing to contribute to the benefit of the local Finnish community.
- Attend the FABG Independence Day Reception to receive hers/his scholarship award

If you fulfill all the above criteria please fill out the **application form** and answer the questions in your own unique way. Then **write a short essay** in English from one of the topics provided. Email your essay with a **short biography of yourself** latest on **November 17th to fabg.scholarships@gmail.com**. Scholarship recipients will be invited to Finland's Independence Day Reception (on Dec 6th - details to be announced) where they will be honored with diplomas. A booklet with bios and pictures of each recipient will be handed out to the reception guests. This is a great opportunity to update your resume for college applications!



Pehr Evind Svinhufvud af Qvalstad (1861 - 1944) was the third President of Finland from 1931 to 1937. Serving as a lawyer, judge, and politician in the Russian Grand Duchy of Finland, he played a major role in the movement for Finnish independence.

As a conservative who was strong in his opposition to communism and the Left in general, Svinhufvud did not become a President embraced by all the people, although as the amiable Ukko-Pekka (Old Man Pekka), he did enjoy wide popularity.

Mobile passport machine coming to Houston January 27th - 29th, 2020

If your Finnish passport needs to be renewed you can drive to Houston in order to apply for a new one. First you need to schedule an appointment first with the local Honorary Consul for one of the days above. Details for scheduling appointments coming later.



Visit to Lockheed Martin Corporation (LMCO)

Vesa Jaamuru
President, Finnish American Business Guild

Our guild was privileged to offer our members once in a life time opportunity to visit the world's largest fighter plane factory located in Fort Worth. The visit was made possible by **Scott Davis, Managing Director of Finland at Lockheed Martin** who is also a member of FABG.

Our group, total of 37, were all required to complete a preregistration with LMCO which included necessary security checks. After the entrance registration our visit started with group photo in front of the factory entrance followed by factory tour around the facility sitting conveniently on the golf carts and listening all the phases of F-35 assembly.

TO FLY, TO FIGHT AND TO WIN—THE MISSION, USAF

This week, it was my privilege to join the Finnish American Business Guild (FABG) members on a tour of the Lockheed Martin Aeronautics factory in Fort Worth Texas.

The plant: is building the F-35, is 1 mile long, held parts for 250 planes, employs 16,400 persons

The Lockheed Martin F-35 Lightning II is a family of single-seat, single-engine, all-weather, stealth, fifth-generation, multirole combat aircraft, designed for ground-attack and air-superiority missions. Finland is considering the procurement of this aircraft for their air defense. I wish to express my gratitude to Lockheed Martin for their hospitality and their role in defending this great nation. I also wish to say "Thank you" to our allies from Finland. Please reach out to the members of the FABG to discover if you can grow your business with them.

Michael W. Hail
First Lieutenant, ICBM Launch Control Officer (retired)
US Air Force

After the tour we gathered into a meeting room to enjoy delicious lunch followed by introduction of the visitors and background of FABG by the chairman.

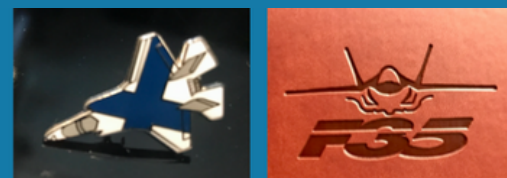
The main topic for the visit was to learn the status of HX-program and specifics about F-35 product line. These topics were addressed by **Scott Davis** and **Joel Malone, Senior Manager, Finland F-35 Business Development**. The presentation was followed up with questions from the audience which covered the capabilities of F-35 and Industrial Participation to HX-Program. FABG wants to thank LMCO team - **Scott Davis, Joel Malone, Steve Howes, Don Kinard, Whitney Eddleman and Charlotte Durham** - for their great hospitality.

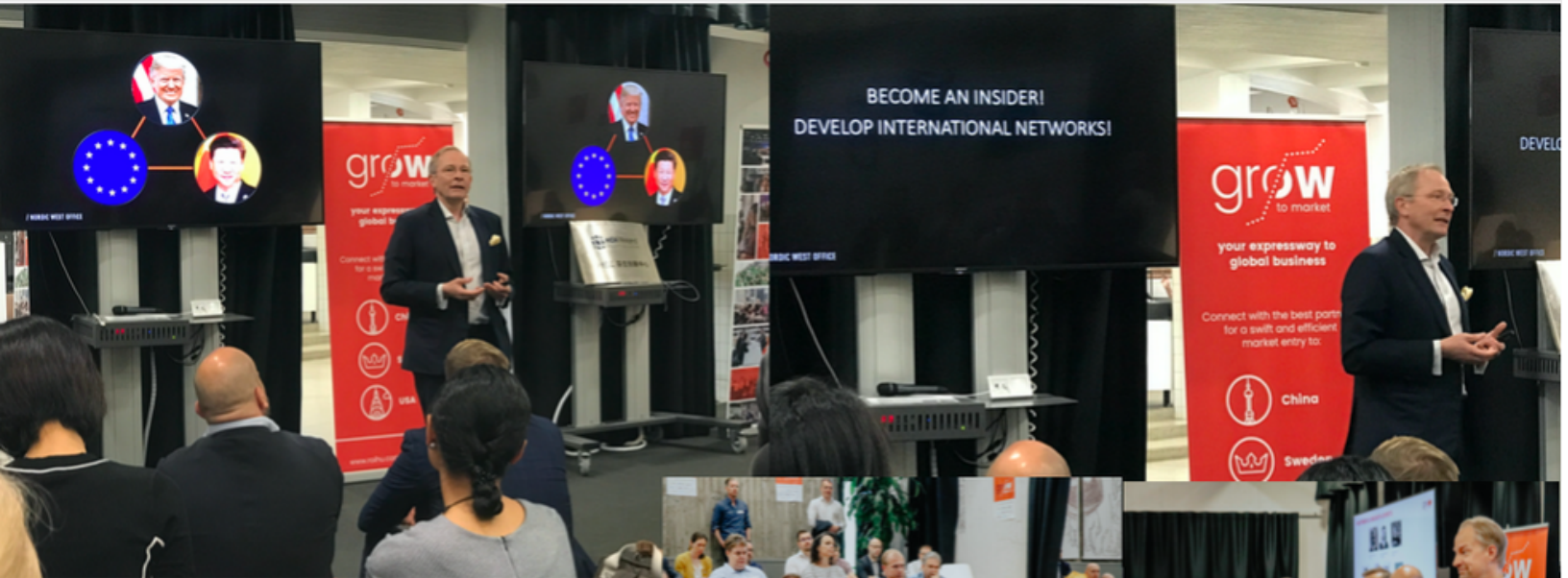
HX-PROGRAM FINDING NEW FIGHTER PLANES FOR FINLAND

Service life of the current fighter planes of the Finnish Air Force is coming to end and the HX-program of the Finnish Ministry of Defence was set up to find the replacement for the current fleet of Hornets. Lockheed Martin with F-35 fighters is one of the five manufacturers who have responded to the Finnish Defence Forces' invitation to tender for the program. Manufacturers' final procurement packages need to be ready during the spring 2020. The value of the contract is EUR 10billion



FABG wishes LMCO success with HX-Program and hope that Finland chooses F-35s. Contract in this magnitude would naturally also boost the trade and many business relationships between Finland and DFW.





Top: Risto E. J. Penttilä, CEO of Nordic West Office, the keynote speaker at Kasvun Roihu GrowToMarket Orientation Workshop on June 11th, sharing his views on global economical and political situation

Right: Vesa Jaamuru participated to the orientation workshop as business coach and met personally three start up companies looking to grow to US.

**We are in
 business of
 Creating
 Opportunities™**
Join Us!



Right: FABG was represented by Vesa Jaamuru in the FINNCHAM event and a workshop sponsored by Ernst&Young in Helsinki on August 23rd.



How Peppa The Pig Found Her Way to DFW

Vesa Jaamuru

President, Finnish American Business Guild

Lappset Creative (division of Lappset Group Ltd.) is one of most the recent newcomers to the US market. They are building Peppa Pig branded adventure parks around the US for their customer Merlin Entertainment from UK. These parks are targeted for children with age of 10 and under and are required to be built as 'true to the brand' with Peppa Pig (cartoon character) theme.

Grapevine Mills shopping mall was the very first location of the series of their project. FABG was contacted by Lappset Creative (part of Lappset Group) in the spring 2018. They were looking for a construction company who they could part-ner with in order to prepare the building facility to be converted into a adventure park. At the time Lappset was also con-sidering opening an office in DFW, but decided to establish it to Orlando FL next to their client's US office.

Unfortunately FABG did not have suitable partners in construction business but luckily Lappset was able to find one offering a nation wide operations. After the vacated retail space was prepared (resurfaced and painted) the installation crew of 6-8 people from Finland was sent to convert the empty space into kids' dream world with Peppa Pig.



This time FABG was happy for being able help and negotiate an accommodation deal for the Lappset crew with a local extended stay hotel for minimum of 8 weeks. The crew arrived around Thanks-giving Holiday, and based on the feedback they enjoyed their stay in DFW metroplex.

During their spare time the installation crew got also a bit of taste of Texas by visiting major attractions in the area. The crew also joined our Finnish Independence Day event at Improv Comedy club featuring Ismo Leikola. Project manager Mari Koponen also attended the business luncheon FABG hosted for Consul General Manu Virtamo to Dallas. After the main installation was complete the crew moved on to their next project, but the park required still some fixing and fine tuning before it was 100% ready for the children.

Lappset Creative requested FABG if we could help them to find local handymen willing to work for them to finish the project.

FABG introduced two Finnish speaking locals to Lappset who they contracted with. Peppa Pig adventure park was ready for the opening to the public at the end of January. The local Finnish handymen continued to implement minor modifications to the park according to customer's request as well as do maintenance work to keep the park in good shape.

Finnish Business Guild is proud for being able to partner with Lappset to bring something unique to the children in Texas. Peppa Pig adventure park has been a great success based on the long lines of parents with children lining up at the park entrance. This is just one example how our guild can help companies here in Texas.

"Lappset Creative was happy to find help from local Finns in Texas and pleased to work with FABG who we found responsive and supportive towards our Peppa Pig project in Grapevine."

Johan Granholm,
Director Lappset Creative
division

FABG Board of Directors



Vesa Jaamuru
Chairman/President



Mika Hirvilampi -
Vice President



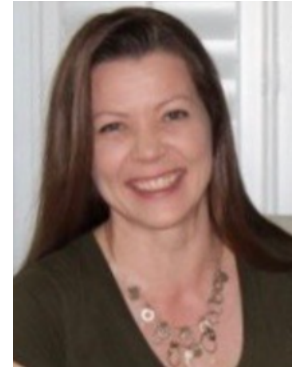
Markku Toiviainen
Treasurer



Kenneth Niesman
Advisor/honorary
member



Simi Chandi
Events



Jaana Simula
Communications



Jukka Salonen
Membership



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