

## Innovation report: Images of Arctic Business

**We usually collect physical and digital images of places**

**Experiences developed over time towards places that summarizes shared impressions, beliefs and thoughts**

**Every company is also a unique unit that holds images put together by shared impressions, beliefs and thoughts**

**(BIN Innovations report 2019)**



# ARCTIC BUSINESS

self-perceived properties

**Entrepreneurship**



**Established company**



**Brand names**



**Clusters**



# Interviews

## 64 units contacted and interviewed

### 14 Entrepreneurship

- Sweden (6)
- Norway (1)
- Finland (3)
- Russia (4)

### 24 Established companies,

- Sweden (5)
- Norway (4)
- Finland (10)
- Russia (5)
- 12 Brand names
  - Sweden (6)
  - Norway (3)
  - Russia (3)
- 14 Cluster organizations
  - Sweden (2)
  - Norway (5)
  - Finland (5)
  - Russia (1)



# Examples Sweden



**Ronny Olovsson, Vinter:** *The Arctic perception is in our DNA and reflect the way we communicate and build relationships.*

**Magnus Kwickström, Jokkmokks korv:** *We cannot operate from elsewhere, our products, the way we produce and our entire image originate from here.*

**Jonny Stålar, Stålar AB:** *Our product is based on a local resource, developed into a unique brand name (Kalix löjrom), which is processed by an inherited technique.*

**Anders E Johansson, Polarbröd:** *We have a unique distribution system that allows us to deliver fresh local bread to any store at any time.*

**Jonas Jalar, ArticFalls:** *A combination of a unique infrastructure, climate and our location in the periphery offer a unique set-up for car testing.*

**Joakim Gunler, Leos Lekland:** *Our concept is general and we can operate from anywhere in the world but our mindset originate from this region.*

**Emil Yletyinen, ElTrio:** *The only reason we operate from this region is the growing market and the fact that we come from this region.*

**Kent Lindvall, TreeHotel:** *We find no reason to do press release of our new products from Stockholm. We operate on a global market and London is then a better place.*



Examples  
Finland

***We produce drinks and the purity and cleanness of the nature are very important and the materials we use come from the north***

**Kaj Kostander, CEO, Tornio Brewery**





*Extremely good competences in Oulu and people know each other well. The network is amazing and small companies do a lot of cooperation*

**Marko Höynälä, founder of Kipuwex, SKIIOT, Cmicro**



*Oulu has been a good place to build a high-tech company. The competence is very good and it is a good place to hire new talent and to do R&D work*

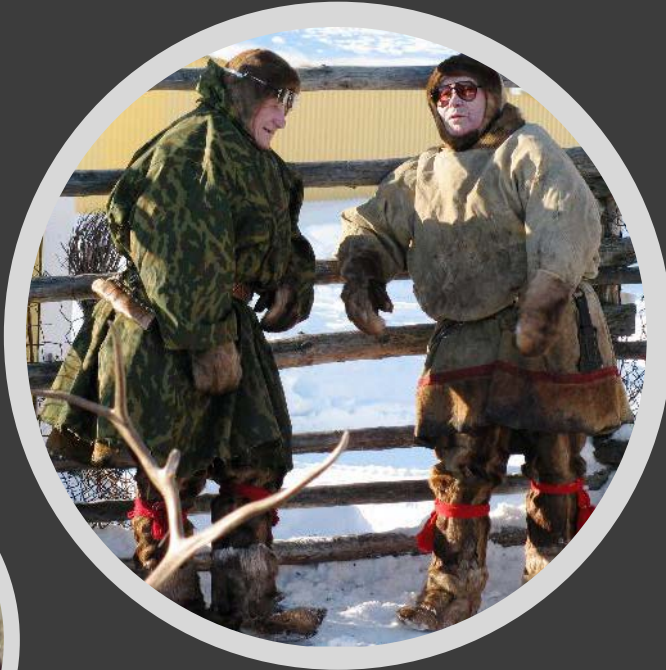
**Seppo Kopsala (CEO of Optomed)**





*Arctic conditions are our biggest attraction. They are related to our natural wonders such as winter, snow, icy conditions, Northern lights and midnight sun*

**Sanna Tarssanen, Managing Director, House of Lapland**



Examples Russia



*This is our home, we have no way out  
just to work hard! ...unique North  
nature attracts tourists, but distance  
remoteness makes services more  
expensive*

**Oleg Terebenin, Visit Murmansk**





*We would like to create a producer center on the base of the North Character festival for attracting cinema producers, making new films at the North and presenting it to the Northern viewers*

**Director of International Film Festival “Northern Character”**

*The North is my native land. In addition, it is an industrial region, which corresponds to our company type of activity.*

*I have philosophically-optimistic attitude to the future development.*

**Olga Sarkova, Industrial Safety Systems**





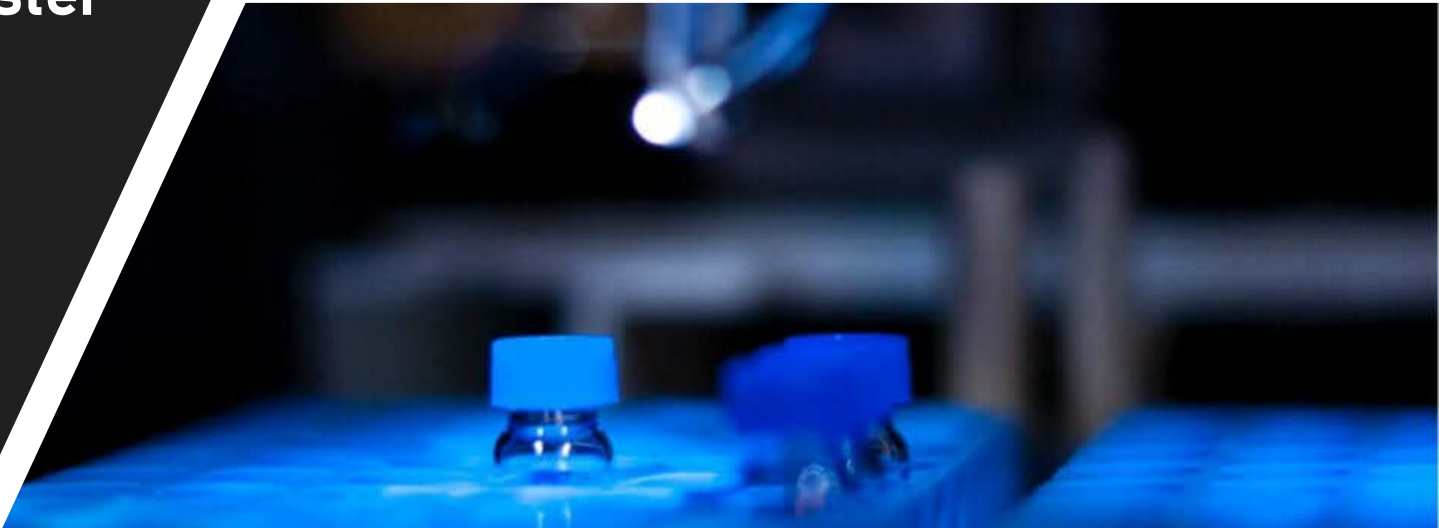
*The company is the legal successor of Murmansk Fish Processing Plant and Medical Cod-liver Oil Plant. Our location has historically influenced specialization of our business*

**Tatiana Kovalenko, BioKontur**

# Examples Norway

*"Why are we here north? Because it all started in the north. We depend on the raw materials here"*

Ernst Kloosterman  
Biotech North innovation cluster







*We are northerners, it is because we live where we live... There was no other alternative for us.*

*It is a huge advantage to be based here in the Mo Industripark. A fantastic park. There is a long industrial history in this town, many parents and grandparents from here who have worked within technical fields.*

**Wiggo Dalmo, Momek Services**



*For us it's really simple. If we couldn't operate right here in Kirkenes, we couldn't operate anywhere“*

*Our advantage is snow, red king crab, location close to Finland, where we recruit many people. Also, many asian tourist arrive to Scandinavia by Finland.*

**Lars Even Kristiansen and Kåre Tannvik, Kirkenes Snow Hotel**

*We want to show that it is possible to arrange huge world class sports events above the Arctic Circle*

**Knut Eirik Dybdal, Arctic Race of Norway**





***To be here in Northern Norway is really important. The goal of our firm is to spread optimism for the sea, the coast and the people***

**SALT - an independent consultant company**

# **Key message**

- **Four layers and types of businesses**
- **Much more than exploitation of natural resources**
- **Combinations of images**
  - **Unique resources**
  - **Unique concept (i.e., product or service)**
  - **Unique processes**
  - **Culture and identity**
  - **Market properties**