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
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 Artic perception is in our DNA and reflect the way we communicate and build relationships.

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

Jonny Stålarm, Stålarm 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