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5\_8A\_A1\_E8\_8B\_B1\_E8\_c85\_645163.htm The Finland Trade Center Marcus Moberg does things differently and he likes it that way. At 63, he has a range of expertise in industry that few people can argue with. “ I have worked in telecommunications, banking, insurance and the clothing industry, ” he explains. \_\_H\_\_. Marcus left industry five years ago to join the Finland Trade Center and has played an important role in developing an extremely sophisticated market research and consulting service for Finish exporters, operated by the Finland Trade Center around the world. Until 1992, the Centers were under the control of the Minister for Foreign Trade. \_\_9\_\_. Altogether there are over 50 countries with a Finland Trade Center. The UK office, though, says Marcus proudly, is the biggest and the best, without exaggeration. That, he says is because of the team in the office and the strategy they use. Although attached to the embassy, the team operates just like a consultancy. “ Our strategy is to concentrate on certain major sectors, ” says Marcus. \_\_10\_\_. The last of these means anything involving health, but tends to be mainly software relating to that sector. \_\_11\_\_. “ If people only want a fact-finding service, ” he says, “ we will help, but I ’ ll leave it for an office junior to sort out, or suggest contacting our Helsinki office, who are better equipped to offer this service. ” Marcus won ’ t agree to represent the interests of Finnish exporters until his team have investigated them to ensure that they have the right products and

resources to fill a particular gap. \_\_12\_\_\_. “ We take it slowly because we have to. ” Finnish enterprises are often very small and are owner-managed, which puts them at a disadvantage when competing on an international scale. Exporting strategies can be a problem when you ’ re limited in resources and time. \_\_13\_\_.

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