



## CELEBRATING 100 YEARS OF MAGICAL MOMENTS

Catch one of nature's greatest visual shows, the Northern Lights, otherwise known as aurora borealis, in Finland. Between the months of August and April, when the winter nights are dark, there's a chance to catch the colourful spectacle, although its appearance is by no means guaranteed



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### FINEST EDUCATION SYSTEM IN THE WORLD

What makes Finnish public schooling one of the most successful on the planet?



### WHAT'S NOKIA BEEN UP TO RECENTLY?

How Finland's most famous company has reinvented itself for the next digital revolution





# WHAT WE CAN LEARN FROM THE FINNS

● Widely regarded as having the finest school system in the world, what is it that makes Finnish education so successful?

BY PETER FEELY  
Editor — Commercial Publishing

Developed in the 1970s under the philosophy that Finland's population are its most important asset, the country's modern education system is free for all citizens. Youngsters are sent to their local school, regardless of their social and financial standing and all children are given an equal opportunity to succeed.

This approach to prioritising education has seen Finland rise from a relatively impoverished country to one of the wealthiest and advanced nations on earth in just 100 years since gaining independence from the Russians.

It is an education system that's funded by the taxpayers and while taxes are indeed high, it has allowed for a situation where every citizen is entitled to lifelong study and personal development.

## The power of play

In Finland, children don't start attending school until the age of seven, which is relatively late compared to other nations such as the UK. This is based on the philosophy that children need time and space to play and develop into healthy members of society. Parents are commonly afforded large periods off work to spend time with their children and kids are only introduced to the formal education system



Elina Manninen

● Children don't start attending school until the age of seven in Finland

at the age of six, when they participate in pre-primary education.

To illustrate just how much of a priority education is, in 2016 it was calculated that the government spends \$8,519 (Dh31,288) each year on each pupil. All of the kids' school materials such as books and stationery are provided free of charge. Moreover, Finland was the first nation on earth to provide its students with free school meals when it introduced the policy in 1948. This means that each child is fed healthy, environmentally friendly meals, with many schools offering organic and vegetarian options to their kids. This means that each child receives sufficient

nutrition to ensure that they maintain their energy levels throughout the day and stay fit and healthy.

## Decentralised curriculum

Although the basic objectives and the division of time between different subjects is decided by the Finnish government, each municipality has the freedom to provide individualised curriculums, which are tailored specifically to each child's needs. Rather than treating children as faceless numbers, schoolteachers are able to target key areas in a child's development, where they may be struggling with issues such as literacy or arithmetic. This trust and respect in the teaching staff is reflected by their high standing within society and the fact that all teachers must hold a master's degree in the subjects they teach.

## A communal approach

In Finland children between the ages of 7 and 16 attend the same school. A large



Parents are commonly afforded large periods off work just so that they get to spend more quality time with their children



Pictures: Suomi

even sound-proofed quiet areas for when they need to study more independently. This multifunctional use of space also means that teachers or assistants have the freedom to take pupils aside for private conversations if they feel they need particular attention.

## Taking responsibility for your own education

The Finns don't adhere to the idea that teachers should be disciplinarians, coercing children into obeying their commands. Step inside a Finnish school and you will see teachers interacting with children almost as if they were adults. They are encouraged not to talk down to kids and if there are any issues such as anxiety, the teacher will discuss this with the pupil on a social level. This sense of empowering children by treating them as young adults is applied to how children are encouraged to take responsibility for their personal education goals. Kids are asked to assess their progress and discuss all elements of their education from personal emotions up to the areas they feel most passionate about or areas where they think they are struggling. The idea is that this will familiarise the children with strategic learning and encourage them to pursue education not just during their school years but also for their entire lives.

## Offering additional support

Finland's democratic approach to education extends to those pupils who are struggling with particular subjects. The philosophy that all pupils deserve the right to the best possible education, regardless of their initial aptitude is extended to those with special needs such as reading difficulties.

These students are identified and then taken aside in small groups or with specialist assistants to try to pull them back up to speed. This even applies to children with more severe problems such as a disability. In fact, in some cases, children with mental or physical health issues are given a compulsory education that must last for 11 years.

## The results speak for themselves

While a philosophy is easy to criticise with assertions of being overly liberal or not pushing the children hard enough so that they won't be shocked when they meet the challenges of the real world, what you can't argue with are the results.

In studies by the Organisation for Economic Cooperation and Development (OECD), 15-year-olds from Finland have consistently scored top positions for science, reading and mathematics literacy around the world.

And, when you look at the fact that 40 per cent of 30-34 year olds have earned a higher education degree, it would appear that maybe there are more than a few lessons that we can take from the Finnish system of education. ■

● Finnish children are assigned very little homework compared to students from other nations



The Finns don't adhere to the idea that teachers should be disciplinarians, coercing students into obeying their commands



Suomi



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# Leading the healthcare field

● Finland has invested heavily in healthcare technology and the results speak for themselves

BY PETER FEELY  
Editor, Commercial Publishing

Finland has recorded remarkable growth and development in the past 100 years and this rapid ascension can also be seen in the nation's healthcare industry. In fact, in the previous two decades, the value of Finnish health technology exports has increased more than five-fold.

The nation's ability to embrace health is probably best illustrated by the health of its population and the government's commitment to providing them with the latest and best standards of care.

In the 1970s, Finland had the highest obesity levels of all the Nordic countries. Fast forward to 2017 and Finland has truly turned things around. Next year a specialist children's hospital will open in Finland at a cost of €175 million (Dh762 million). Of all research published in medical journals, 0.7 per cent originates from Finland, which is remarkable for a nation of just 5 million.

The cost per capita for healthcare in Finland is €3,600, which has been proven to offer both the best value healthcare in Europe and high-quality outcomes.

From a nation that previously had some of the highest cardiovascular disease figures in the world, Finland is now an advanced country where 900,000 citizens were treated by virtual psychiatrists last year, alleviating hours of travel from rural areas to cities to receive specialist care. Speak to a medical specialist from Helsinki University and they will explain that Finland's pursuit of medical tourists is not financially motivated but is in fact driven by a desire to maintain a diverse set of specialisms, allowing them to treat Finns suffering from less common diseases.

## Caring for its elderly

One area that the Finns are particularly proud of is their programmes for caring for the elderly. The City of Helsinki Service Centre being a perfect benchmark. Essentially it's a large call centre with 1,500 employees that makes 20,000 video visits



Pictures: Ritta Supperi and Team Finland

● Healthcare in Finland, the cost per capita for which is €3,600, has been proven to offer the best value in Europe and deliver high-quality outcomes

to elderly patients in their homes each month. What this means is that elderly Finns are able to receive treatment in their homes, eliminating the need to travel to healthcare centres and allowing them to maintain independence in the comfort of their own homes. The regular social interaction also means that they are less likely to suffer from loneliness, which is a growing issue for pensioners across the world. A virtual nurse is also able to make 50 visits during each shift, which is far more than a physical nurse who must travel to different homes. The company estimates that in 2017 they saved 100,000km in unnecessary journeys by using their virtual, video call consultations.

The technology allows specialists to ensure that patients are taking their medication. It also means that they can call patients and simply remind them to take their medication or check that they are eating regularly. For a physical visit to a patient's home, the average cost is €40 but for a video visit, this cost drops to just €5.



## WORLD-CLASS DENTISTRY

One shining example of Finnish excellence in healthcare is Planmeca. Established as a dental company in Helsinki in 1971, Planmeca has now evolved into a technology company and is the largest privately held dental company in the world. It supplies everything from chairs and instruments to software and 2D and 3D imaging devices. Planmeca distributes to more than 120 countries and importantly spends 10 per cent of its turnover on research and development, allowing its in-house engineering team to stay at the forefront of its field.

— P.F.

# Nordic superfood

● Discover why the Finns are so attached to their berries

BY PETER FEELY  
Editor — Commercial Publishing

Head to the Nuksio National Park, a short drive from Helsinki, and what strikes you is the clean air, lack of pollution or rubbish. Finns traditionally visit the national parks to relax, socialise, fish or trek through the large green forests or sit by the picturesque lakes.

Another pastime is picking wild mushrooms or berries, which every Finn has the legal right to do in national parks. In fact, the intimate re-

lationships with their natural habitat extends to the point where Finns will refuse to reveal their top mushroom-picking spots and may not even share their favourite locations with their own family members.

Easier to spot are the park's abundance of natural Nordic berries. You'll find delicious cranberries, blackcurrants, raspberries, bilberries and more. Each type has its own nutritional qualities.

The bilberry is a good source of vitamin C and E and a rich source of fibre. It is also thought to contain four times the amount of anthocyanin — the pigment that gives its rich dark blue colour

throughout the inside — as regular blueberries. Roberts Berrie, which sells wild Finnish berries internationally, says anthocyanin offers a number of health benefits. It protects the body's cells against free radicals, which are responsible for causing diseases and illness. Benefits range from reducing the risk of contracting type 2 diabetes to lowering your chances of developing cardiovascular disease.

So next time you're roaming about in one of Finland's national parks, make sure you don't reveal the location of your mushrooms and ensure you stock up on plenty of wild Finnish berries. ■



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# Patria

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# FINLAND'S LAST 100 YEARS

● As the Nordic nation celebrates its centenary, here are some of the key events that shaped the country into what it is today





FINLAND | 100 YEARS

# Land of Extremes

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of the Northern Lights



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Photo by Konsta Punkka

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● A man views demo content captured on Nokia's OZO, a 360-degree VR camera



# Still CONNECTING PEOPLE

- Finland's most famous name may no longer be a global leader in mobile phones, but the 152-year-old company is far from dormant

BY PETER FEELY  
Editor — Commercial Publishing

At the height of its mobile powers in 2000, Nokia accounted for 21 per cent of Finland's export market and an astonishing 4 per cent of the country's GDP. In 1998, the company became the world's leading smartphone manufacturer, having produced in excess of 100 million units.

In 2007, however, a certain Steve Jobs unveiled a new concept called the iPhone and we all know what happened next. Following Jobs' famous keynote in San Francisco, Nokia's descent was swift. From dominating the market with a 49.4 per cent share, in just three years this figure had dropped to 34.2 per cent.

By 2014, the former titan sold off its mobile business to Microsoft, which planned to use the Nokia brand as a platform for its ill-fated Windows Phones.

Although the 2000s were indeed a tumultuous period for Nokia's handset business, the company is hardly unfamiliar with change. Founded in 1865, Nokia was initially a pulp mill before moving into rubber production. In fact, Finns still proudly wear their rubber Nokia boots when they head to national parks for weekend recreation.

Despite its decline in the handset business, the Nokia story is far from concluded. In April 2016, Nokia purchased Withings for \$191 million (Dh702 million). The connected healthcare device maker was

“  
The amount of data in [global] networks is increasing by about 50 per cent a year.”



● Lauri Oksanen, Vice-President, Research and Technology, Nokia

indicative of the company's new direction. Speaking in September, Lauri Oksanen, Nokia's Vice-President of Research and Technology, explained that the company is worth \$25 billion and is now 90 per cent a communications company, which also works in the fields of health, virtual reality and cloud services.

One of the areas of communications where Nokia is investing is 5G mobile networks, which Oksanen believes will revolutionise the way we live and work. “We call 5G the fourth industrial revolution. Overall, we have had three big industrial revolutions before. First was the invention of the steam engine, which was the first time that mankind invented and started using something more powerful than animals, which enabled automobiles, factories and mass production. The second revolution was about materials, such as refining oils and refining metals. Plastics were invented, allowing entirely new categories of products. It was really about materials.”

Oksanen points to the extreme speed at which the world's consumption of data is accelerating as a reason for faster and larger capacities of connectivity. “The amount of data in the world's networks is increasing by around 50 per cent every year globally. No other industry in the world is growing that fast.”

As technology further infiltrates the fabric of our lives, from connecting our homes' heating systems to driving our cars, Oksanen only sees more growth in the sector. “There are about 7.5 billion people on earth and this spring, we passed a point where there were more than 7.5 billion connections to the mobile networks in the world, so there are now more connections to mobile networks than there are people on earth,” he says.

In a world where only five billion have access to mobile phones, the market still has the potential to absorb another 2.5 billion users before it reaches saturation.

With such large amounts of digital data flowing around our lives, not only is expanding and accelerating connectivity important but Oksanen also says the capacity to effectively analyse the data is equally important. “With all these new sensors, we will also need new analytics because we will need to be able to analyse all of the data coming through those sensors — whether they're energy sensors, water sensors, air quality sensors, traffic sensors, so that we can make things more efficient. That's what the fourth revolution is about — it's making life more efficient so that we will have more time to do important things.”

## INTRODUCING OZO

In 2015, Nokia announced what it describes as the world's best 360-degree virtual reality camera, which it christened OZO. The latest OZO+ features eight lenses with 195 degrees of vision, which captures 4K video at 30 frames per second. The device also features eight omnidirectional microphones. This tech

## (RE)CALLING HISTORY



1985



1987



1996



1997

has been utilised by film directors and for streaming sporting events as well as concerts. It's also been used in operating theatres for medical training. “This technology has both commercial and professional uses,” explains Oksanen. “In a factory, when something is wrong, a person with VR equipment can take a detailed look at the pump and see what is wrong there and fix it. It can also be used for teaching, where the person can see not only the part but also a demonstration of where to put the part and how to install it.”



## REGIONAL IMPACT



With around 100,000 employees across the world, Nokia operates in a number of markets, including here in the GCC. “We deliver networks to many operators in the Gulf countries and we have been working with self-flying drones in Dubai,” says Oksanen. “We believe that self-flying drones will be used for many things, such as delivering packages, monitoring traffic and helping in emergencies. For example, in Finland, drones are used by the fire brigade. There will be many flying around, so we have been working on how to control the traffic.”

## LOOKING TO NEW MARKETS

Nokia may no longer sit atop the handset tree but you can buy one of its smartphones operating on Android software. HMD Global, a company formed mostly from previous Nokia employees, has the licence for the brand and relevant intellectual properties and is aiming to compete with the likes of Samsung to win back market share in the lucrative smartphone business. Oksanen, however, believes that Nokia made the right decision to discontinue manufacturing handsets. “It is a big market and some people are earning lots of money but we believe that it's very competitive and that the market is served well by those existing companies. But there are new markets, such as consumer healthcare and professional healthcare, where other devices are required and where there is much more need and openness for innovation.”



## HEALTHCARE

Nokia's ventures into the healthcare market have seen the company use its technological expertise to bring some beautifully designed products to the market. From its ultra-portable wireless BPM+ blood pressure monitor, which can connect people's health data to smartphones of healthcare professionals or family members, to its smart weighing scales, which can monitor not only weight but also BMI and heart rate, it's clear the Finnish company is keen to maintain a foothold in the consumer market. Nevertheless, perhaps the most intriguing product is its new smartwatch. Unlike the Apple Watch, Nokia's design is simple, understated and feels and looks like a traditional analogue watch. As with other smartwatches, it can receive text and call alerts, but Nokia seems more interested in pushing the device's health credentials, where users can check on information including their heart rate, sleep, number of steps and calories burned. Unlike the Apple Watch, Nokia's device also has a battery life of 25 days.



● Nokia's smartwatch, wireless BPM+ monitor and smart scale



# Celebrating with the ambassador

● Riita Swan, Ambassador of Finland, sees huge potential in bilateral ties between the Nordic nation and the UAE

BY PETER FEELY  
Editor — Commercial Publishing

As with most Finns, the impending celebrations for her nation's celebration to mark 100 years of independence is at the forefront of Riita Swan's mind. The Ambassador of Finland has been cooking Karelian cakes with a team of volunteers and a number of events have been scheduled to mark the occasion, including celebrations and exhibitions.

On December 7, The Embassy of Finland and the Finnish Business Council will be hosting a celebration at the Dubai Polo & Equestrian Club, where the expat community of around 1,500 people will congregate for a gala dinner.

## Multiple roles

Swan's role in the GCC extends beyond the UAE, with her also representing her country in Bahrain and Qatar. She sees her task here as having three main objectives: promoting trade, relaying what is occurring in the region back to Finland and serving Finnish expats living here in the UAE with issues surrounding visas, passports and other documentation.

Swan and her team also arrange trips to the



“Teacher training in Finland is also of a very high standard and all of our teachers have master's degrees.”

Riita Swan  
Ambassador of Finland  
to the UAE

UAE from Finland for government officials, industry leaders and keynote speakers.

Recently, Swan has been active in the promotion of Finland's healthcare, education and tourism interests. Finnish education in particular is an area where Swan sees potential.

“We have many university courses taught in English and I don't think people here know that we have this high standard of university education,” she says. “We teach many degrees in English, ranging from nuclear studies to game design. Teacher training in Finland is also at a very high standard and all of our teachers have master's degrees.”

The ambassador refers to how Finnish expertise can be utilised here in the UAE, believing that the knowledge they have of energy technologies such as solar power and wind power are all useful skills for Emiratis.

## Visit Finland

When it comes to tourism, Swan would like to see more Emiratis visiting Finland and refers to how the country's mild summer climate and countryside should be attracting more visitors from the region. In this historic year, the ambassador is confident that the relationship between Finland and the UAE will only grow closer. ■

## BUILDING STRONG TIES

● The Chairman of the Finnish Business Council is excited by the UAE's market potential ahead of Expo 2020

### GN FOCUS REPORT

Anita Kalergis, Chairman of Finnish Business Council (FBC) in the UAE, describes her role as the glue between the authorities and different Finnish entities in the region. At the time of going to press, the FBC consists of 32 companies and around 60 professional members.

Kalergis and her team of volunteers are facing a number of changes in the coming year, including the implementation of VAT here in the UAE. “We recently arranged two sessions on VAT — one in June and the second in September,” she says. “We collaborated with Rethink, which was promoting and offering VAT services to even the smaller companies in the region. It was introducing information in June, before the legislation was even fine-tuned.”

One word that consistently peppers Kalergis' conversation



Anita Kalergis

is innovation. She refers to FBC members such as Granlund, where she works. It's a provider of software to improve and optimise efficiency in buildings. She

also mentions Wärtsilä, which is working with Dubai Ports, and Telegraafi, which provides PR and design solutions, to illustrate the scope of talent from her home country here in the region. The FBC is one of the organisers for the 100 years of Finnish independence in Dubai. “It will be at the Dubai Polo & Equestrian Club and the event will be including Finnish music and Finnish food,” she says. “Most of our member companies are sponsoring the event so there will be a band from Finland and an accordion player in traditional Finnish dress.”

As for the future, Kalergis is looking forward to Dubai's Expo 2020. “We are working hard on how we can make the decision makers back home aware of how the businesses already active here in the UAE see the opportunities of Expo.”

You can follow the FBC on social media with #Finland100UAE, #Suomi100UAE, #fbcuae #Finland100 and #Suomi100 ■

### ADVERTISER'S CONTENT

Patria

## Growing with a nation

Finland gained independence in 1917 and is now celebrating its centenary. Patria is almost the same age and has developed alongside independent Finland, supporting the overall security of the state. Today, Patria is a trusted life cycle services and technology solutions provider in the defence, security and aviation sector. The company supports the overall security of society in areas such as security of supply. Patria's success is based on solid experience acquired over decades, technological expertise and continuous development of operations.



The background of the entire page is a light gray with a bokeh effect of white and blue circular lights. Several balloons are floating: a large one with the Finnish flag (white with a blue cross), and several smaller ones in blue and white. The balloons have thin, wavy ribbons hanging from them.

*Suomi  
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Neste Jacobs

## Gamification reaches the process industry

Operator training can be both fun and efficient when done through gamification. Finnish company Neste Jacobs has launched a new game called *NAPCON Games Distiller* for operator training in the process industry. The game is the first one of a completely new generation of training games.

"Although the main target is to train operators, the game is still very fun and engaging to play," explains Mika Neffling, Sales Manager at NAPCON Games. "Gamification is one of the best ways to enhance training in any field."

Designed to train operators in the distillation process, *NAPCON Games Distiller* can be used in practically any branch of the process industry that includes distillation. Sophisticated scoring systems and instant feedback enable players to track their progress and learn at a faster pace compared to traditional training methods.

The game has been piloted with customers prior to launching. The results are promising: all the respondents said the learning experience was fun and 75 per cent said the learning time was decreased.

*NAPCON Games Distiller* can be used by operators on all levels,



● Neste Jacobs arranges the Operator World Cup, where the best operators in the world compete by playing the *NAPCON Games Distiller* game. The finals will be held in Houston in February 2018

regardless of their earlier experience. "The game works just as well for beginners as for more experienced operators," says Neffling. "It offers a safe way of learning in a digital yet realistic environment."

In the future, Neste Jacobs plans to launch more training games for other fields within the process industry. In addition to the

industry, the game can also be used by universities and other educational institutes.

Neste Jacobs has 30 years of experience in the process industry and more than ten years of experience in creating innovative training games.

Neffling believes it is not a coincidence that a Finnish com-

pany is at the forefront of digital training in the process industry. "In Finland we have an excellent track record of successful teaching methods as well as a world-class gaming industry. When these two are combined, the results are groundbreaking."

Neste Jacobs is a provider of high-quality technology, engineering and project services for a wide range of industries in the fields of oil and gas, petrochemicals, chemicals, biorefining, biochemicals, biopharma and industrial infrastructure.

Visit [NesteJacobs.com](http://NesteJacobs.com) for more information.

Neste Jacobs NAPCON products offer a wide range of advanced process improvement and automation technology solutions to enhance production. The dedicated solutions based on extensive process know-how and modern control software engineering fulfil all the needs on the areas of production optimisation, quality optimisation, safety, logistics, business optimisation, energy efficiency, big data and analytics. NAPCON also offers innovative solutions to train operators with simulators and games. Visit [Napconsuite.com](http://Napconsuite.com) for details.

### Wärtsilä

## A global leader in advanced technologies

Wärtsilä, a global leader in advanced technologies and complete life cycle solutions for the marine and energy markets, is celebrating Finland's birthday by participating as an official partner of the centennial programme. The centenary of Finland's independence in 2017 is the most significant commemorative year for the current generation of Finns. The centenary emphasises Finland's strengths, such as equality and democracy, by offering Finns and friends of Finland a diverse and international centenary programme – both in Finland and abroad. The centenary year provides opportunities to better understand the past, experience the jubilee together, and set the course for Finland's future success.

Wärtsilä has a proud heritage in Finland, with more than 180 years of experience. Wärtsilä has grown and developed along with its homeland, surviving war, economic turmoil and political crisis and overcoming financial and geographic obstacles. It has a

range of operations globally, and has always been a pioneer in technology. At the core of Wärtsilä's operations lies a continuous desire to improve, a passion to tackle new technical challenges, and an ability to look forward. It adapts to the changed needs of the surrounding world and collaborates in close cooperation with its sub-contractors, customers and other partners. The brand develops operations and products in line with sustainable development, and supports innovation by donating to research.

Wärtsilä donated a total of 1,300,000 euros to Finnish universities as a gift for Finland in 2017. With this donation Wärtsilä intends to demonstrate its support for Finnish technology education, and in this way participate in promoting research in Finnish universities and strengthening Finland's global competitiveness.

In this special year, through Wärtsilä's Finland 100 themes and actions, it will tell the Finns – and a global audience – about the brand's long and successful history in developing Finland's tech-



nology sector. Wärtsilä's key priorities are technology, environment and digitalisation. Wärtsilä leverages technology and digitalisation to help ensure a cleaner and more sustainable future for the seas of the world.

### Technology

Wärtsilä leads the way in gas and dual-fuel engine technology and in engine maintenance, particularly in promoting efficiency, fuel

flexibility, and the reduction of environmental impact. Its technology innovations are exemplified by such successes as the Wärtsilä 31 engine, LNG terminals and engines, and its hybrid and solar power plants.

### Digitalisation

Wärtsilä has used digital technology for many years in the remote monitoring of ship or plant engines, and in the optimisation and planning of operations. Wärtsilä envisages the future of shipping, and is deeply involved in the development of the world's first system of autonomous ships for the Baltic Sea.

### Environmental solutions

Product development at Wärtsilä is guided by energy efficiency and environmental values.

Wärtsilä supplies technologies that reduce exhaust gas emissions and waste (including LNG engines, scrubbers and catalyst systems), and solutions for the treatment of ballast water, waste water and dry waste.

### Ras Al Khaimah Economic Zone (RAKEZ)

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RAKEZ is an authority established by the government of Ras Al Khaimah (RAK) in the UAE to oversee, regulate and consolidate the services, facilities and zones of Ras Al Khaimah Free Trade Zone (RAK FTZ) and RAK Investment Authority (RAKIA), as well as serve their respective clients.

Established in 2017, RAKEZ is the evolution of the free zone landscape in Ras Al Khaimah, continuing the story that started with the foundation of RAK FTZ and RAKIA almost two decades ago. It currently houses over 13,000 multinational companies from more than 100 countries covering over 50 industries, making it one of the largest economic zones in the region.

Founded in 2000, RAK FTZ has been the growth enabler of multi-

sized businesses. It has effectively nurtured thousands of entrepreneurs, start-ups and SMEs through its cost-effective business solutions. RAKIA, on the other hand, has been the preferred investment destination of global industrialists and manufacturers since its inception in 2005. Building on over 17 years of consistent value generation, these two leading investment hubs have taken their synergy to the next level under RAKEZ to boost service delivery to investors in the emirate.

RAKEZ uniquely offers free zone and non-free zone licences through RAK FTZ and RAKIA, and provides its clients easy access to local markets in the UAE, in addition to growing markets in the Middle East, North Africa, Europe, South and Central Asia.

The authority is a customer-focused entity offering cost-effective and efficient services. With its simplified business set-up processes, fast-track visa, licence is-



suance and ongoing business support services in a one-stop shop environment, clients are ensured to experience complete ease of doing business, with assistance every step of the way.

Committed to meeting individual company needs, RAKEZ provides a variety of facility choices such as flexi facilities, standard offices, executive offices, warehouses and land for development in five specialised zones across Ras Al Khaimah. These include RAKEZ Business Zone, which caters to the service sector; Al Hamra, Al Ghail and Al Hulaila Industrial Zones for manufacturing; and the RAKEZ

Academic Zone for educational institutions and service providers.

In addition to a wide range of customisable solutions for existing clients and potential investors, RAKEZ offers far-reaching support with three local offices in Ras Al Khaimah, Dubai and Abu Dhabi, as well as international offices in India, Turkey and Germany.

A leading economic zone, RAKEZ is dedicated to attracting investors from all around the globe to underpin Ras Al Khaimah's thriving economy and nurture them in its cost-effective ecosystem where businesses effectively collaborate and grow.





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