Finnish Mobile Association brings Finnish mobile expertise to New York

May 2, 2011, Helsinki, Finland – Finnish Mobile Association (FinnMob), Greater Helsinki Promotion and Finpro are expanding operations to New York to promote Finnish mobile industry expertise and help Finnish companies to make it in the US. The trio aims to open doors for Finnish companies wanting to enter the world of mobile media and advertising.

FinnMob and Finpro are also establishing a new incubator and co-working space for Finnish companies in New York. They will offer office space as well as mentoring services and introduction to local investors. Today, there are more investments made in high-tech companies in New York than Silicon Valley.

“We can certainly see a shift from West Coast to East Coast happening in the technology market. For example, Google just opened their new media headquarters in New York. As convergence of mobile and media is continuing, it is important for mobile companies to be in New York, where all the major digital, media and advertising agencies are based. We believe that the next big revenue source for mobile will be from media and advertising,” comments Ismo Rantala, Managing Director of FinnMob.

FinnMob has been warmly welcomed to New York and they work closely with the New York Mayor’s office and New York University. The goal for FinnMob’s expansion to the East Coast, is to find the 30 most potential media houses that could benefit from mobile technology and introduce them to Finnish expertise.

”We have created a database of over 400 Finnish mobile companies, who we will be promoting in New York. If Finnish companies want to break into the US, they should head to the East Coast instead of Silicon Valley” Rantala continues.

The second goal of the project is to attract R&D to Finland, where there is a talented workforce available. Many global companies already have presence in the country and Finland is leading the way in mobile gaming fuelled by the success of Angry Birds.

Finnish Mobile Association promotes Finnish mobile industry expertise globally. FinnMob acts as a matchmaker for Finnish companies looking for global opportunities by opening doors for potential new clients, investors and partners.

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