



# Finland: Audiovisual Market Overview

Author Name  
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ID:#

## Summary

This market overview gives a general outlook on Finland's audiovisual market. It provides information on current market trends and competition. It describes Finland's import climate and market entry for U.S. products and services. The report also gives information on trade promotion opportunities.

## Overview

The total European professional audiovisual (AV) market size is estimated at €8.5 billion, Finland covering about one percent of that. Finland's product sales are estimated at 75% of the total market, and services account for 25%. The annual three-year market growth rate is estimated at 7%. The Finnish AV market is highly competitive. However, prices in 2007 are expected to remain on the same level as last year.

AV Systems today include not only audio and video systems, but also their integration into information communications as well as transmission of signals through digital networks. The basic types of pro-AV systems are:

- Fixed installations – such as boardrooms, auditoriums, classrooms, videoconferencing and control centers
- Staged events – such as corporate meetings and events, conferences, trade shows and concerts

Products include audio systems, video and data projectors, displays and screens, digital signage, racks and cases, lecterns, cables and connectors, computer and AV networking, control systems, interfacing and signal distribution, etc. (Source: InfoComm International)

Pro-AV systems are used in settings and markets where the sharing of information using audio and video has become central. This includes businesses, schools and universities, government, the military, healthcare, entertainment, sports arenas, etc. The AV industry includes manufacturers, distributors, dealers, independent representatives, etc.

Audio Visual Association of Finland (AVITA), is a nation-wide association for Finnish companies, who manufacture, import, sell and install equipment and systems for professional use in audio, video, lighting, multimedia and other audiovisual fields.

AVITA is very active in Finland. It is organizing AudioVisual 07, an international audiovisual trade fair to be held at the Helsinki Fair Center on October 3-5, 2007. This is the most important professional event of the year in the Nordic region (see [www.avita.org](http://www.avita.org)).

## Current Market Trends

Sales are concentrated on systems and solutions rather than individual products. This means that growth in a particular product category leads to corresponding growth in related product categories. Manufacturers should pursue opportunities that exist in bundling their products with other manufacturers' products. As Nordic customers are early adopters, opportunities exist for manufacturers on the cutting edge of innovation. (Source: InfoComm International).

The use of fiber optic cables is increasing with the growing use of digital signals. Connecting AV-devices, such as projectors, sound systems and AV-control devices, directly to a computer network, open up new horizons in networking for signal transmission and remote control.

A future trend may be fully bundled AV-systems, an idea that was tried in the 1980's. The light package would include hardware and equipment, and perhaps installation and design services as well. As these "Install-in-a-Box" solutions achieve the necessary level of sophistication, they may be used to compete for government tenders.

## Competition

Oy Darepro Ltd., established in Finland in 1993, is today one of the leading video screen manufacturers in Europe and a globally recognized pioneer in light-emitting diode (LED) technology video screens (see [www.darepro.com](http://www.darepro.com)). Genelec Oy manufactures active studio monitor loudspeakers and has a world leading position in this very specialized field of audio engineering (see [www.genelec.com](http://www.genelec.com)).

Competition between device manufacturers is increasing, and this has started to affect prices. New manufacturers have sprung up and continue to emerge from large markets of the Far East, and competition is forcing manufacturers globally to increase their rate of introduction of new products.

## Buyer Profile

The end customer segments that represent the greatest opportunities in Finland are the corporate (45%), residential (10%), education (40%) and meeting and events (5%) segments.

## Current Demand

There is an increasing demand for professional AV products and services across Europe. This trend is primarily due to the convergence of information technology and AV technologies, new construction, AV applications such as digital signing and videoconferencing and the spread of enabling technologies such as broadband and networking technologies. (Source: InfoComm International).

## Market Entry

Finland is a European Union (EU) country. Any products imported from EU countries enter Finland duty free, if they have been produced in an EU country. However, Finland does not have a free trade agreement with third countries, such as the United States, Australia, Japan or Canada. The import duty on AV products from third countries varies from 2% to 14%.

One exclusive agent/distributor is usually appointed to cover the entire country, mainly due to the relatively small size of the Finnish market. Finnish importers often represent many different product lines.

Please also visit [http://www.buyusa.gov/europeanunion/weee\\_finland.html](http://www.buyusa.gov/europeanunion/weee_finland.html) for information on the European Union's Waste from Electrical and Electronic Equipment (WEEE) Directive and Restriction of Hazardous Substances (RoHS) Directive.

## Market Issues and Obstacles

Finland's import climate is open and receptive to U.S. products and investments. There are no significant trade barriers or regulations that U.S. firms need to take into consideration.

## Trade Promotion Opportunities

**AudioVisual 07** (An international audiovisual trade fair)

Date: October 3-5, 2007

Site: Helsinki Fair Center

Organizer: AVITA, Audio Visual Association of Finland ([www.avita.org](http://www.avita.org))

In the name of synergy, the following fairs have been organized at the same time with AudioVisual 07 at the Helsinki Fair Center:

**FinnSec 07** (security)  
**Kiinteisto** (property and house management)  
**ViherTek 07** (landscaping)  
**Vari ja Pinta 07** (coating and facades)  
**Valo, Sahko ja Tele 07** (light, electricity and telecommunications)

**InfoComm 08**

Date: June 18-20, 2008  
Conference dates: June 14-20, 2008  
Site: Las Vegas Convention Center, North and Central Halls

Several Finnish companies participate in InfoComm 08. The event offers an opportunity to meet AV industry representatives worldwide (see [www.infocomm.org](http://www.infocomm.org)).

**Resources and Key Contacts**

- U.S. Commercial Service, [www.buyusa.gov/finland/en](http://www.buyusa.gov/finland/en)
- AVITA, Audio Visual Association of Finland, [www.avita.org](http://www.avita.org)
- Ministry of Transport and Communications, [www.mintc.fi](http://www.mintc.fi)
- Finnish Federation for Communications and Teleinformatics, [www.ficom.fi](http://www.ficom.fi)
- Invest in Finland, [www.investinfinland.fi](http://www.investinfinland.fi)

**For More Information**

Contact the U.S. Commercial Service in Helsinki, Finland, via e-mail at [tarja.kunnas@mail.doc.gov](mailto:tarja.kunnas@mail.doc.gov); (phone: +358-9-616 250; fax: +358-9-6162 5130), or visit the Web site [www.buyusa.gov/finland/en](http://www.buyusa.gov/finland/en)

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