



Flanders
State of the Art

A photograph of a textile factory interior, showing rows of spinning spindles and bobbins. The spindles are arranged in a grid, and the bobbins are in the foreground, creating a strong sense of perspective and depth. The lighting is dramatic, with highlights on the metallic surfaces and deep shadows in the recesses.

CLOTHING AND TEXTILE SECTOR

IN FINLAND

FLANDERS INVESTMENT & TRADE MARKET SURVEY



Vlaanderen

is internationaal
ondernemen

Clothing and textile sector in Finland

August 2017

Flanders Investment & Trade Helsinki
C/o Embassy of Belgium
P.O.Box 800 (Aleksanterinkatu 17)
00101 Helsinki FINLAND
helsinki@flanderstrade.com
Aleksanterinkatu 17

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Basic information on Finland

Finland celebrates a century of independence in 2017 – the official Independence Day is held on December 6.

▪ Governance

Finland is a republic and parliamentary democracy, and has been a member of the European Union since 1995. The Euro was in 2002 adopted as currency. Finland is divided into 311 municipalities (2017), which are self-governing entities that represent the local level of administration in Finland and provide two thirds of public services.

▪ Geography

Finland is the most northern country on the European continent; virtually all of Finland is north of 60 degrees north latitude and one-third of the latitudinal extent of the country lie north of the Arctic Circle. The neighbouring countries are Russia (east), Norway (north), Sweden (west) and Estonia (south). Finland is 11 times larger in size than Belgium: the surface is 338,424 km², of which inland lakes and rivers make up 10%, which gives Finland its nickname 'the land of the thousand lakes'.



Map source:

www.worldeasyguides.com/europe/finland/finland-on-map-of-europe/

▪ Population and culture

Finland has 5,5 million inhabitants (2016), of whom 1,3 million live in the Capital Region (including: Helsinki and the neighbouring cities Espoo, Vantaa and Kauniainen).

Many foreigners are not aware of Finland being a bilingual country, with Finnish and Swedish as official languages (around 5% of Finns are native Swedish speakers). Many Finns also speak English fluently, so it is no problem conducting business with them in English.

Culturally Finland is a part of the Western civilization and the Nordic countries together with Sweden, Norway, Denmark and Iceland. Yet, Finland has its own special features due to the Finnish language, that is completely unrelated to the Scandinavian languages, and to the geopolitical location (next to Russia).

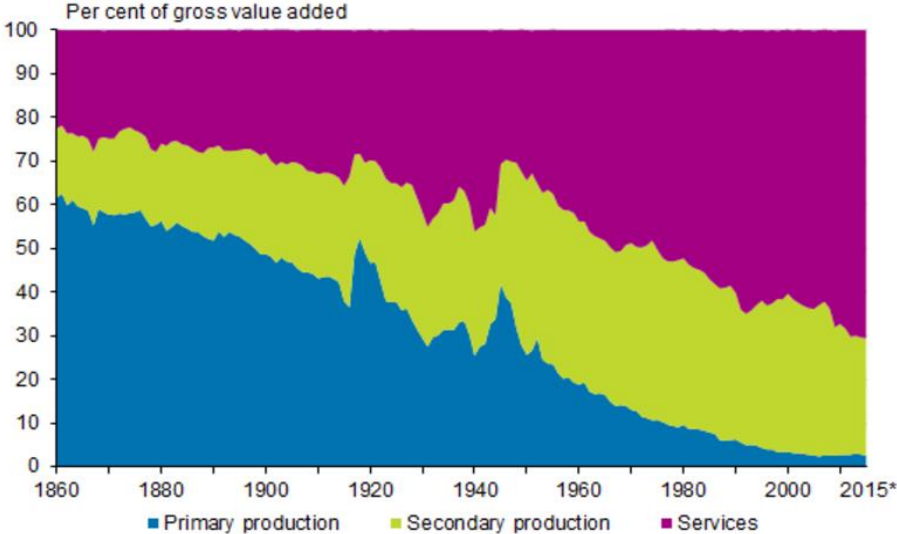
▪ Price level

Finland, along with the other Nordic countries, is one of the most expensive countries in Europe. Finland is the fifth most expensive European country when comparing the prices of clothing (Belgium is on place 11) Statistical average price of clothing of the EU States being 100 euro, the Finnish price is 114 euro and Belgian 105 euro (2014).

General overview of Finnish industry and economy

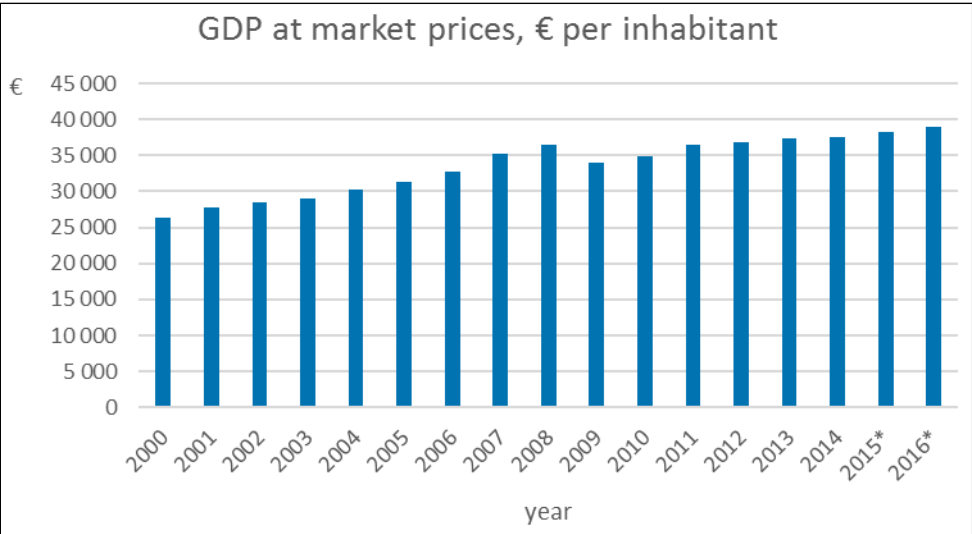
The structure of Finnish industry has changed rapidly during the last few decades. The economy used to rely strongly on forestry, but by the end of the 90's, electronics had suddenly risen to be the most important sector in terms of both added value and exports. Finland evolved quickly from a forestry-based to a technology-based economy, and is currently transitioning to a more and more service-dominated society. Globalization has also played its part when it comes to changes in the Finnish industry resulting to the decline of multiple industries that used to be important such as the clothing and textile field.

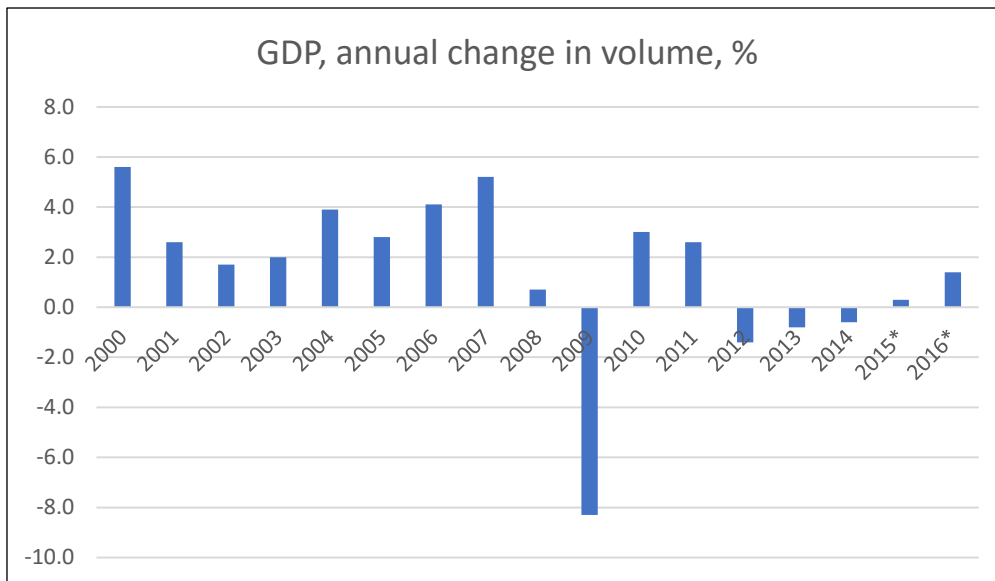
Structural change of the economy



* preliminary data
 Source: Statistics Finland, Annual national accounts

Finland's GDP per capita is € 38,959 (2016) and the structure of different sectors is: primary production 2,5%, manufacturing 26,9% and services 70,6%.





*preliminary data

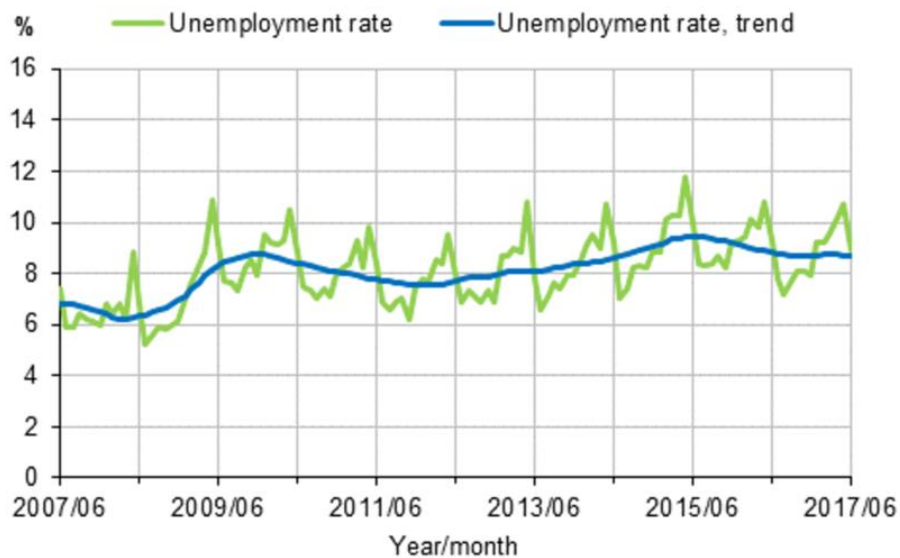
Statistics from: Statistics Finland

The global financial and the European debt crises hit Finland hard, and the Finnish economy has been in the doldrums since 2008. But recently Finland has just returned to growth again. In June 2017, the Bank of Finland declared that the Finnish economy is no longer in recession. The Bank foresees a growth of GDP 2,1% in 2017, of 1,7% in 2018 and of 1,4% in 2019. GDP will reach the level of 2008 during the course of 2019.

However, despite the improvement in the cyclical situation, Finland's external indebtedness will continue to grow. The accumulated current account deficit in 2010-2016 stands higher than € 14 billion, as both general government and household debt levels have been rising rapidly.

Driven by the cyclical trend, the employment situation is expected to improve, but the employment growth will be restricted by labour market mismatch problems and constraints in labour supply. According to Statistics Finland's Labour Force Survey, the number of unemployed persons in June 2017 was 250,000 which was 14,000 lower than a year ago. The unemployment rate was 8.9%, having been 9.3% in June of the year before (15,000 peoples were employed since June of the previous year). In the second quarter (from April to June) the unemployment rate was 9.9% whereas in the respective quarter of 2016 it was 10.0%.

Unemployment rate and trend of unemployment rate 2007/06–2017/06, persons aged 15–74



Source: Statistics Finland

The clothing and textile sector

The textile and clothing industry has a long history in Finland. The first industrially manufactured clothes were tricot and knitwear. The knitting machine was already invented in the late 16th century, nearly 200 years before the weaving machine. Finland's first tricot factories, which made coats and socks, were established in 1740 in Tampere. However, there was only little demand for these clothes as people lived mostly self-sufficiently. The development of textile sewing machines was a prerequisite for industrial fabrication of clothing. By the end of the 19th century, countless specialty machines were developed and slowly clothing factories were established in Finland. The oldest, still operational Finnish clothing factory A. Fredrikson Oy, was founded in 1887 in Jyväskylä.

The boom of clothing and textile industry started in the 1950's when importation wasn't as closely controlled anymore since war-time regulations ended and foreign competition could start. Finnish clothing companies could start to present their products at the international European fashion market and Finnish designer clothing, brands and labels came to be. Export of clothes increased at a rapid pace and was bigger than importation by 1965. The number of employees in the clothing industry was around 35,000 and virtually all the clothes were domestic before the 70's. At the most, there were around 520 clothing and textile companies in Finland and trade with the Soviet Union was extensive, which guaranteed full-time employment for the Finnish companies. In the beginning of 1980, export of textiles and clothes was four times the amount of import.

However, the cost of Finnish workforce began to rise and Finland evolved quickly to a country of expensive labour costs. Subsequently, the profitability of Finnish clothing industry weakened. During 1986-1990, production of clothing decreased by 50% and more and more manufacturing was moved to countries of cheap labour. When trade with Eastern Europe collapsed, also due to the dissolution of the Soviet Union in 1991, a lot of Finnish companies went bankrupt.

The Finnish clothing and textile industry has been in a downfall since the early 90's, and seasonal fluctuation in the industry is nowadays remarkable. For example, in 2014, export turnover declined by almost 14%, whereas the following year there was an increase of 8%. The production costs in Finland aren't compatible with the neighbouring Baltic States nor with the Far East countries. Thus, the Finnish production lines weren't able to answer to the extremely quick changes nor to the demand of flexibility of the modern fashion industry. Hence most production has moved to the low-cost states. The clothing retail business has done better compared to manufacturing. However, the rise of unemployment, fiscal tightening, and therefore the deterioration in purchasing power of consumers, have heavily hit the whole economy of Finland. In four years, during 2011-2015, the recession nearly cut € 400 million from the shoe and clothing market, which is about 13% of the total value of the market.

In the 21st century, the potential of the Finnish textile industry lies in high quality, product design, technically demanding products and flexible deliveries. Work in the industry focuses mainly on product development and designing. Foreign clothing and textile companies have brought fierce competition to the market and pushed down the prices. The power of consumers has also increased and modified the industry: Finnish consumers are more demanding and conscious especially when it comes to the latest trends and price-quality ratio.

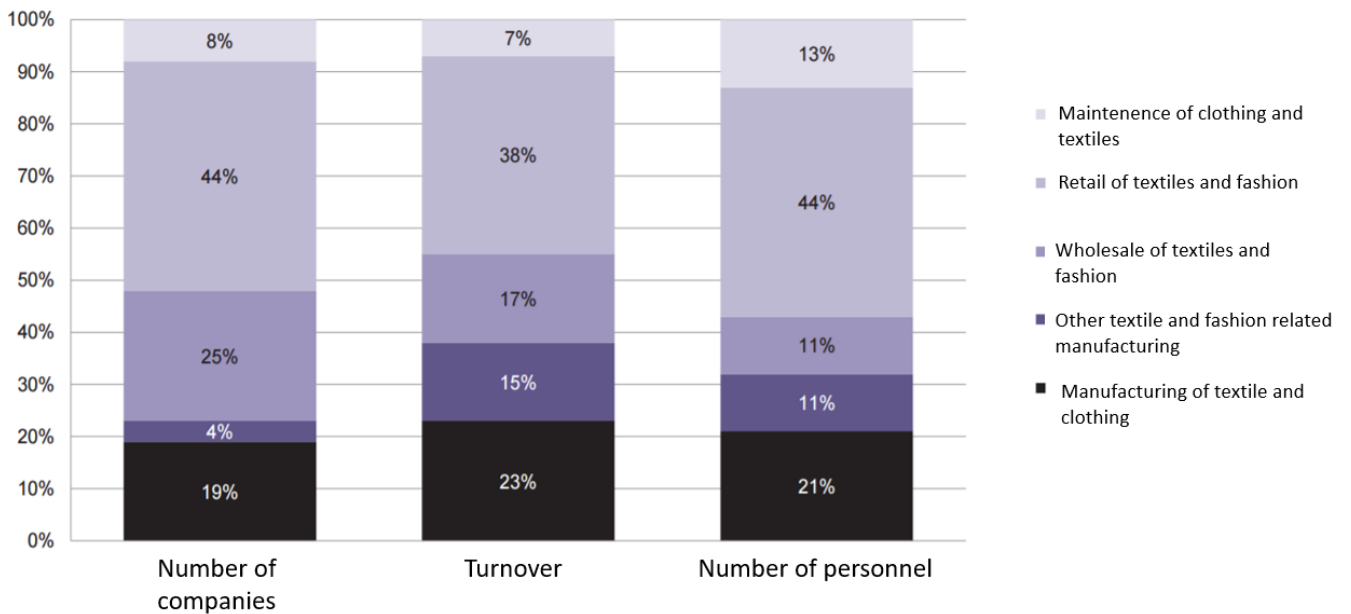
Clothing and textile industry and employment

The fashion and textile industry can be divided into five subcategories by functions:

1. Manufacture and production of clothing and textiles (manufacture and finishing of textiles and clothing, manufacture of interior textiles and carpets, manufacture of industrial and technical textiles)
2. Other manufacture related to textile and fashion industry (manufacture of shoes and leather, synthetic fibre, fiberglass and mattresses)
3. Wholesale of textiles and fashion (wholesale of fabrics, threads, textiles, clothes and footwear)
4. Retail of textiles and fashion (retail of fabrics, threads, handcraft goods, carpets, curtains, clothes, accessories, footwear, mail-order and online stores)
5. Maintenance of clothing and textiles (laundries and shoemakers)

In its entirety, the Finnish fashion sector employs around 22,100 people of whom 44% works in retail. There are 3,600 fashion and textile companies, 23% of which work in production and close to 70% in wholesale and retail. Net revenue of the sector is € 4.2 billion (2015) of which manufacturing accounts for almost 40% although their share is only 23% of the amount of companies.

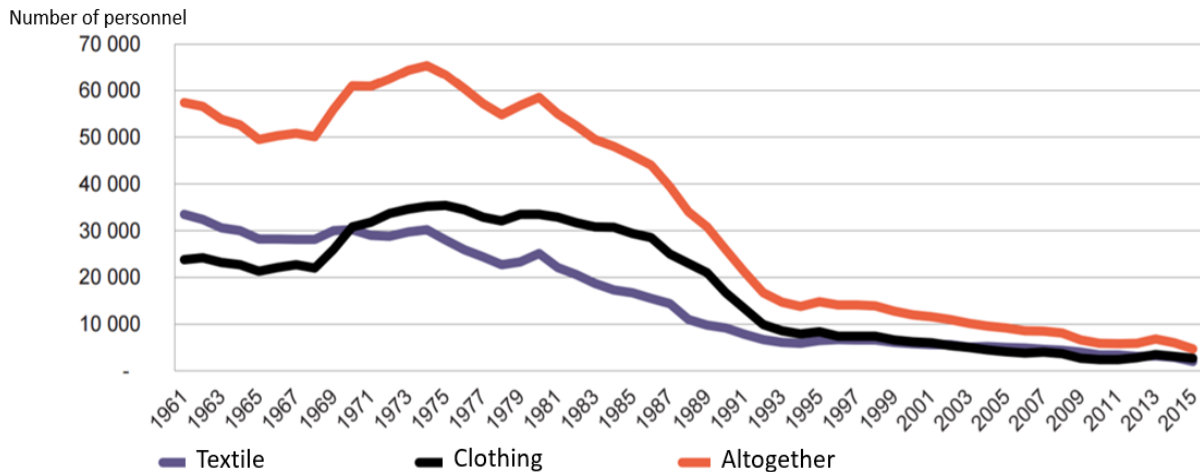
Shares of different functions in the textile and fashion sector (2015)



Statistics: Finnish Textile & Fashion Association *modified

The Finnish textile and fashion sector is dominated by small businesses. There are many companies in the industry, but on average 9% of the companies generate almost 60% of total revenue of the entire industry.

Employment in textile and clothing industry 1961-2015



Statistics: Finnish Textile & Fashion Association *modified

There are approximately 700 companies and 5,000 people working in manufacturing of textiles and clothing (subcategory no 1, which is considered as the core of the fashion and textile industry). They are mainly small companies such as sewing and dress maker's shops. The number of Finnish companies as well as personnel of the subcategory no 1 has declined considerably over the last few decades because of the increased automation and production relocation.

The textile and clothing sector is strongly influenced by consumer's behaviour, demand for domestic or imported products and services, economic cycles and the activity of the industries of the costumers,

such as construction or fitness. New employees are hired when needed and mainly to replace the ones retiring.

Consumption & clothing market

On average, a Finn spends around € 870 on textiles and clothing a year, € 781 to clothes and footwear (2016) and € 90 to home textiles (2015).

Private consumers spent:

- € 4,7 billion on clothes and footwear
- € 0,5 billion on home textiles (2015)

Consumption of interior textiles as well as clothing declined notably from 2008 onwards. However, the consumption of footwear and clothing has started to slowly rise back to the previous level (before 2008).

Consumption of footwear in Europe

€ per person

€	2010	2016
EU28	134	150
Italy	187	201
Portugal	166	200
Norway	185	199
Germany	132	160
France	138	136
Belgium	134	135
Sweden	140	131
Finland	126	119
Estonia	72	114

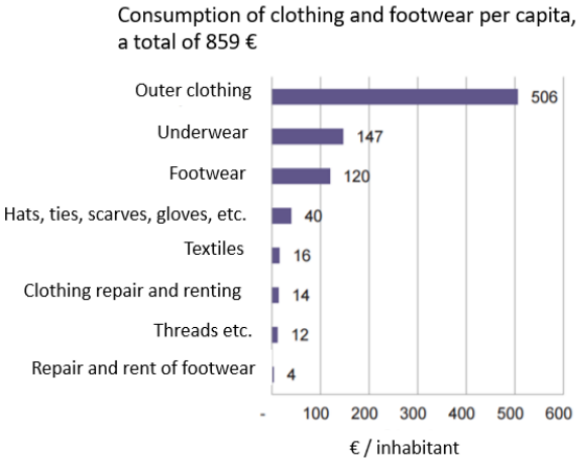
Consumption of clothing in Europe

€ per person

€	2010	2016
EU28	605	659
Norway	940	992
Sweden	739	852
Italy	900	826
Germany	676	762
Finland	714	662
Belgium	629	656
Portugal	540	561
France	550	544
Estonia	291	476

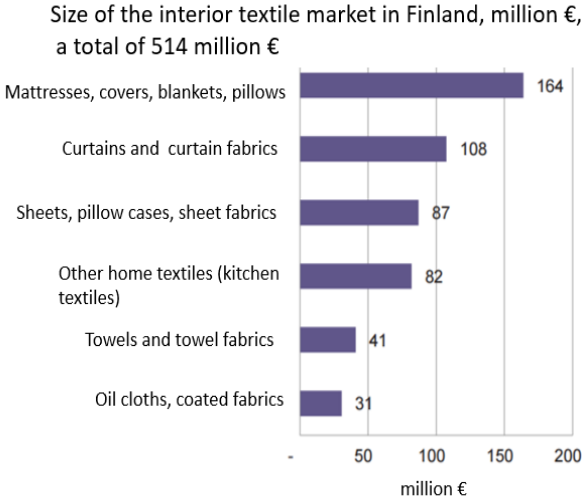
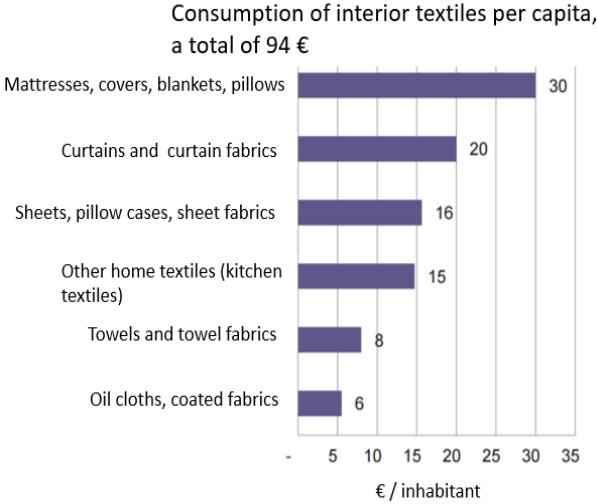
Figures from: Textile and Fashion Suppliers and Retailers Finland Association

Consumption of clothing and footwear in Finland, 2015



Statistics: Finnish Textile & Fashion Association *modified

Consumption of interior textiles in Finland, 2015



Statistics: Finnish Textile & Fashion Association *modified

Fashion is one of the largest branches of speciality goods trade. In addition to the stores specialized in clothing and footwear, other important fashion sales channels in Finland are department stores, supermarkets and sports shops.

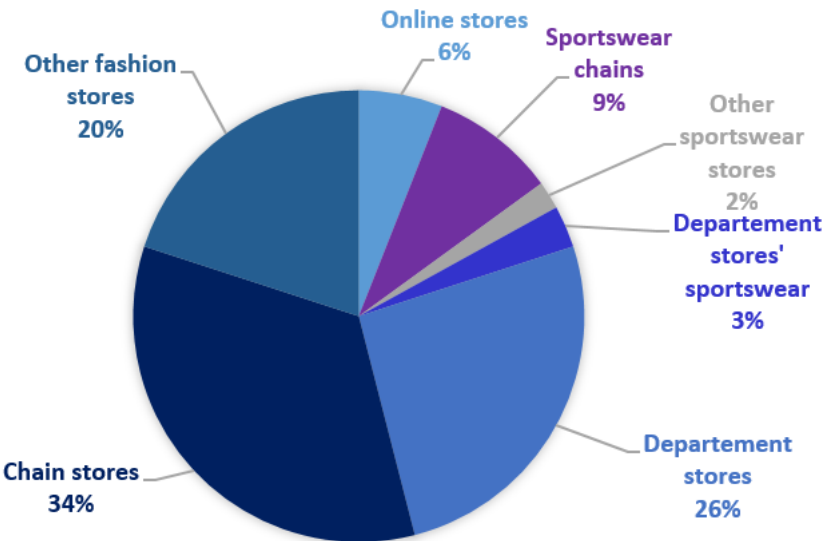
Fashion ecommerce has also grown significantly in recent years. Fashion companies and chains have invested in online stores while new fashion online stores (domestic and foreign), that don't have physical shops, have entered the market. During the years 2011-2015, around € 200 million from Finnish sales of fashion and textile went to foreign ecommerce. Foreign online stores are steadily increasing their position in Finland. In fashion business, the number of online purchases from abroad to Finland grew by nearly € 40 million in 2016, which means a growth of 23.8%.

Of all fashion trade, foreign ecommerce accounted for 6.7%. Sportswear purchases from foreign online stores grew € 11 million (+27,3%), the share of foreign sports online sales rose to 5% of the total sports trade. The growth of consumer confidence and increasing consumption is at risk to drain to countries

with lower value added tax (VAT). The standard rate of VAT in Finland has been 24% since the start of 2013. Finland has the fifth highest standard rate among the EU Member States.

The Finnish fashion commerce is very “chained” and the share of chain stores has grown strongly ever since the beginning of the 90’s. New fashion chains with their new selections and concepts arrive to the Finnish market every year. The pace of clothing commerce has accelerated and competition has become more intense: collections change at a rapid pace and the duration as well as significance of seasons has faded. Fashion commerce centres in attractive trade spots like city and shopping centres. Clothing stores situated next to other clothing stores and in places with a lot of passing, will thrive. Finns tend to visit multiple stores at once while shopping. They want to see what’s new and compare the selection to each other. That is why clothing stores function the best in close proximity.

MARKET SHARE OF CLOTHING SALES IN FINLAND (2013)



Figures from: Union United PAM, Vähittäiskauppa Suomessa 2015

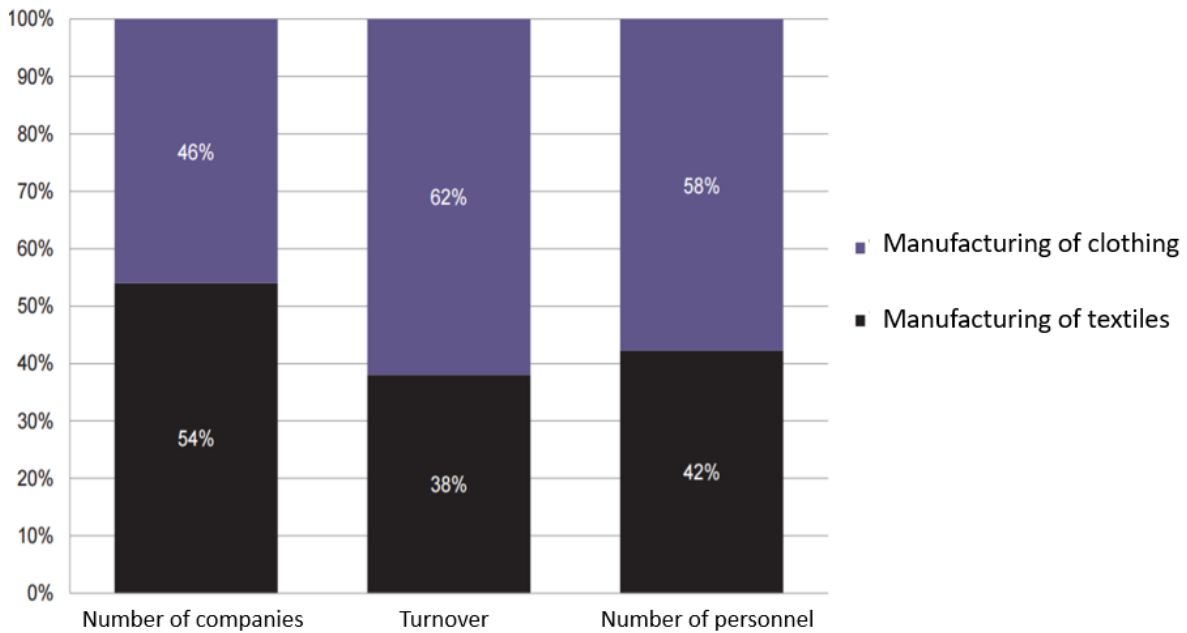
Finnish clothing production

As mentioned before, most of the clothing and textile production has been relocated outside of Finland due to high labour costs. Real Finnish clothing are 'a rarity'. Nanso, founded in 1921, was the biggest and most Finnish clothing manufacturing company for a long time. But at the beginning of 2016, it sold the majority of its brands (Norlyn-, Amar-, Finnwear- ja Black Horse) to the Norwegian Pierre Robert Group owned by Orkla and closed all production in Finland in autumn 2016. Currently in addition to store operations, Nanso only handles marketing and product development in Finland.

As the production chain in clothing is long, the Finnish clothing companies do not produce everything in Finland, but their headquarters and decision makers are in Finland. E. Laiho Oy, which produces working clothes, is one of the very few larger companies that still produces all of its products in Finland and has even done so under the same roof for 60 years. Its turnover in 2016 was nearly € 2 million and the number of employees 30.

The textile production in Finland is mostly composed of small companies.

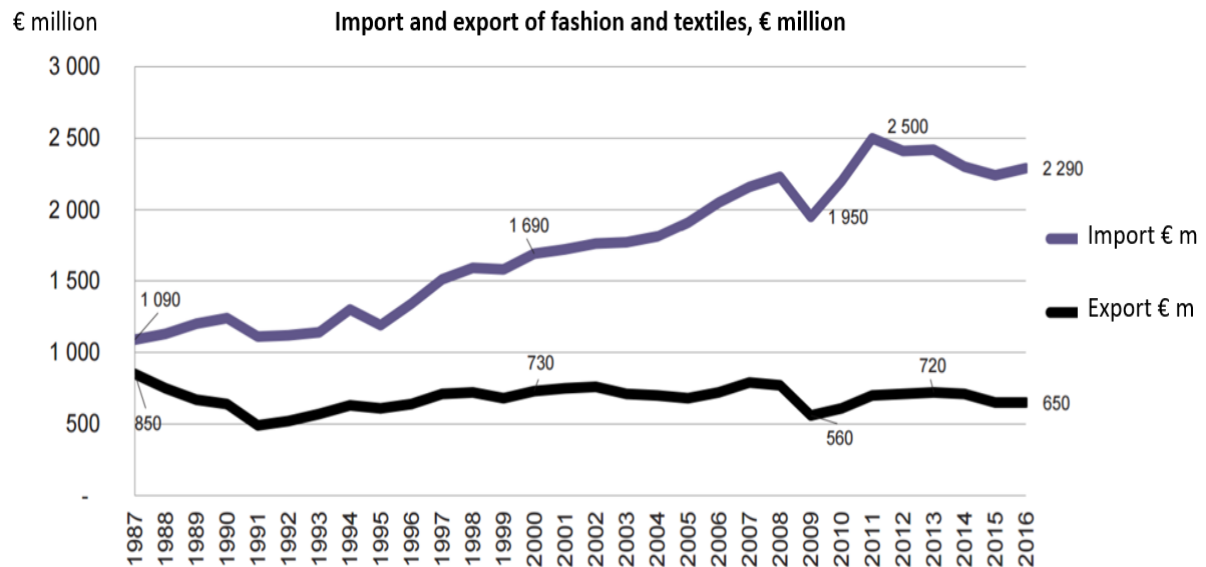
Textile and clothing manufacturing: shares of turnover, number of companies and personnel (2015)



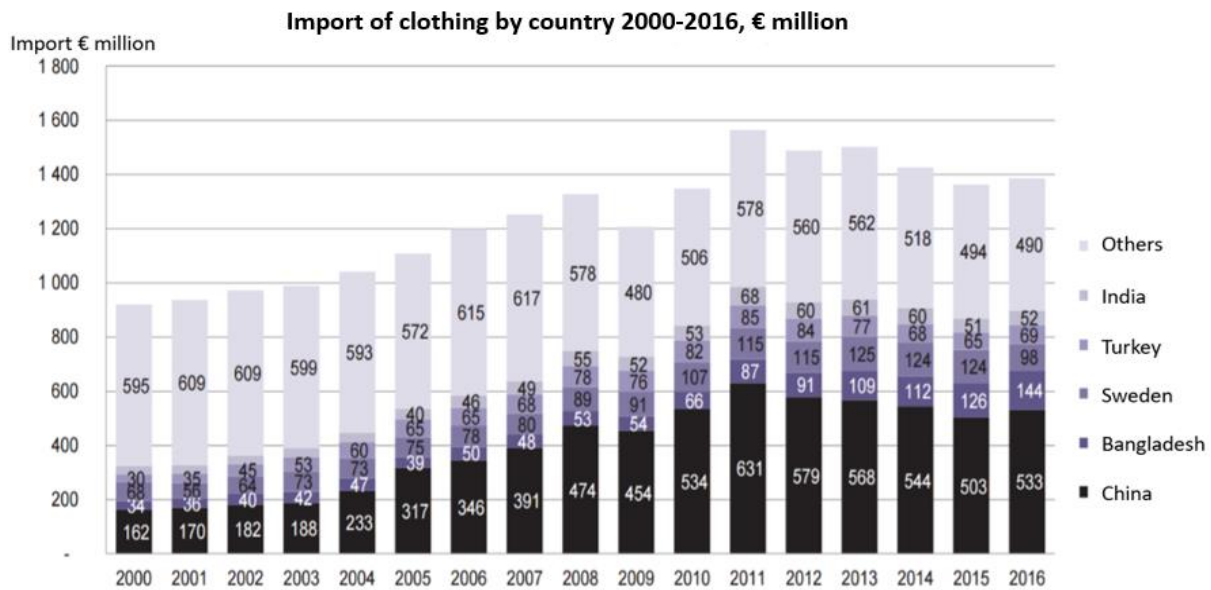
Statistics: Finnish Textile & Fashion Association *modified

Clothing and textile imports

Due to the limited local production, most of the clothing and textiles on the Finnish market is imported. Clothing imports rose steadily from the late 1980's to 2009 when the financial crisis caused a drop in the import. During 2011-2015 clothing import fell with 12%, but in 2016 it began to grow again. In 2016, the value of clothing imports to Finland was € 1.39 billion.



Statistics: Finnish Textile & Fashion Association *modified



Statistics: Finnish Textile & Fashion Association *modified

One-third of all imported clothing is women's clothing, a quarter is men's clothing and 20% is knitted garments. Clothing is mostly imported from following countries: China (36%), Bangladesh (10%), Sweden (7%), Turkey (5%) and India (4%). Asian countries' share of clothing import has grown a lot since 2000. New significant importing countries among others are Bangladesh, Vietnam, Cambodia and Pakistan.

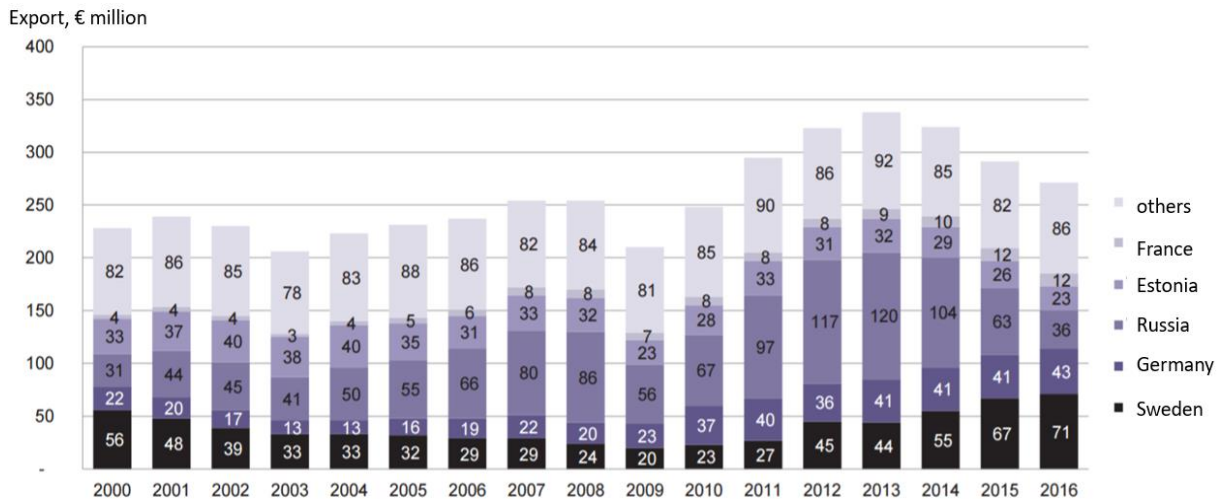
Clothing and textile exports

The Finnish clothing is often known for its high quality and most of the produced clothing is exported. In 2016, the value of Finnish fashion exports was € 272 million. Clothing export has remained at the same level between 1990 and 2000, around € 200-250 million a year. In 2009-2013 clothing export grew and amounted up to € 340 million at the most. From 2013 on, clothing export has declined about 20%, which can be explained by the rapid fall of value of Russian exports. In the past, Russia has been a significant clothing export country of Finland. But during the last few years the Russian clothing market has fallen 40% while also the Finnish retailers have reduced their operations in Russia.

Half of the exported clothing are women's clothing and over a quarter of men's.

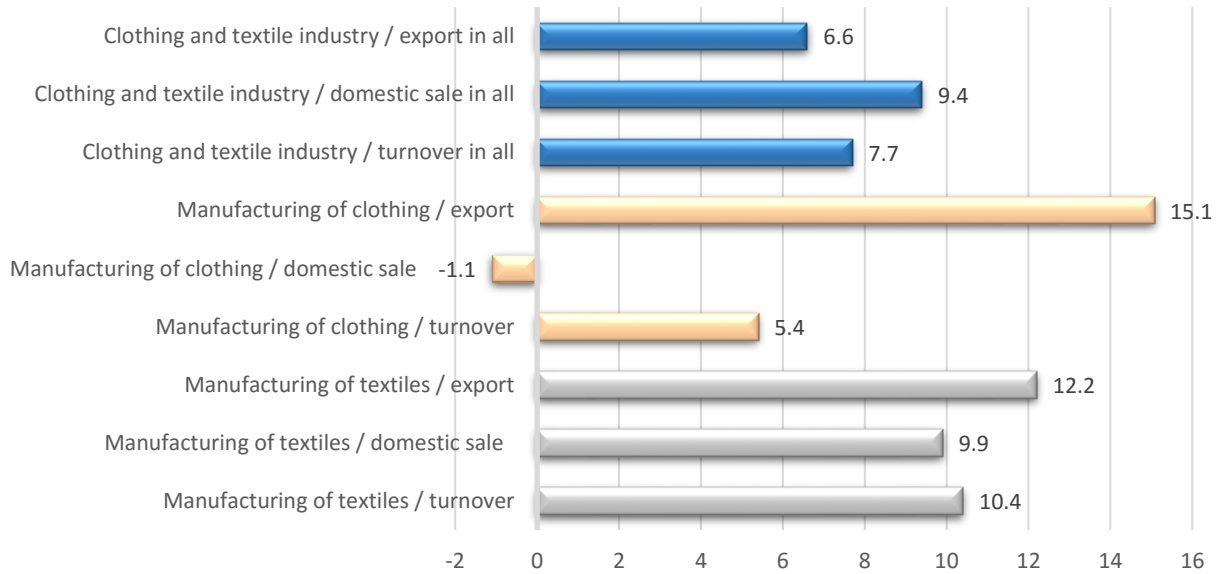
The largest export countries are Sweden (26%), Germany (16%), Russia (13%), Estonia 8 (%) and France (5%).

Export of clothing by destination country 2000-2016, € million



Statistics: Finnish Textile & Fashion Association *modified

Change of turnover, domestic sales and export in the clothing and textile industry 11/2016-01/2017, % compared to the same period previous year



Statistics: Finnish Textile & Fashion Association *modified

The biggest companies and retailers

The biggest Finnish clothing companies are: Luhta Sportswear Company (*Luhta, Ril's, Rukka, Icepeak, James, Torstai, O.i.s, Sinisalo, Skila, Story, Big-L, Beavers, Your Face*), Marimekko, Nanso Group, Reima, Texmoda Fashion Group (Moda, Jim&Jill), Veljekset Halonen and Seppälä.

Many of the most popular clothing retail chains in Finland are from other Nordic countries: e.g. H&M, GinaTricot, Dressmann, Jack & Jones, Carlings, Cubus, BikBok and Vero Moda. The share of foreign chains in clothing sales has been increasing steadily.

In addition to the companies mentioned before, Finns buy a lot of clothes from hypermarkets and department stores, of which the biggest names are S-Group (Sokos Department store and Prisma hypermarket), Kesko (K-Citymarket hypermarket) and Stockmann department stores. These chains all have their own private labels, and their importance is high to the chains' operations, although Finland has been behind the other European countries in the use of private labels. The situation has become more favourable for private labels in the past years. Currently Finns buy twice as much private label products than 10 years ago.

Marimekko and Finlayson are the biggest producers and sellers of home and interior textiles. The fabric sector is dominated by Eurokangas, which has stores across Finland and imports fabrics.

All the major chains have strict store concepts and carry their own brands alongside the purchased collections. Foreign chains usually invest in cheap price level, and the ones offering high quality and brand products are smaller shops. In general, Finnish people are less brand conscious though, compared to people in Central Europe.

Ecommerce has grown notably and is a significant part of clothing trade; clothes and accessories is the second most online purchased product category in Finland (43% of all online purchases are clothes/accessories) after hotel bookings (44%). According to TMA ry – Association of the Textile and Fashion Sector in Finland, the ecommerce for fashion sales rose 24% and sports sales for about 27% in 2016.

Future perspectives of the industry & products with best potential

Rapid technological development is typical for the industry. Machinery is getting more complex and automatism more common. Textile and clothing employees' job description has changed, and mass production as well as other productional assignments have changed to process supervision. Technology is also utilized in clothing designing, and machinery is producing pieces of clothing ready for retailers to sell and so sewing is no longer required.

In Finland, the developing possibilities in the clothing and textile industry lie in the, already existing areas, such as: clothing physiology, especially deeper knowledge of cold weather conditions, paper machine clothing, bindings of knitted fabrics, textile enzymes, information technology and control of static electricity.

Environmental issues are also becoming a more significant part of consumers' buying criteria. Finnish consumers are starting to take the ethical and social issues into consideration especially regarding the production as part of international subcontracting. And policies and manufacture conditions of textile and clothing businesses are monitored.

The importance of environmental questions in production is increasing, and emissions to air, water and soil are regulated by stricter legislation. Clothing and textile businesses need to develop continually their processes and production tools. And environmental issues need to be considered in the design of the product. Recycling and reuse are developing as raw material resources decline.

Smart clothing

Technology also changes clothing and textile products. Smart clothing, combining functional materials and electronics into clothing, and materials developed by biotechnology exploration, are new research subjects in the field. Different dirt-repellent applications for textiles and clothing are getting popular, also body function measuring smart clothing has great growth prospects especially in sports and healthcare. It is just a matter of time before innovations are maturing into mass products.

Winter clothing

Due to Finland's geographical location the weather conditions vary notably. There are four clearly different seasons and the temperatures may range from -30 degrees Celsius in the winter, to +30 degrees Celsius in the summer, which has an effect to the clothing and textile industry. There is a great demand especially for winter outerwear due to the cold weather, which is an advantage for exporters of winter and warm textile and clothing products (around 39% of sold textile products are outdoor clothing).

NOTE: Producers aiming to get their winter products to the Finnish market must note that winter wear has to meet the requirements of the long and cold Finnish winter: they should be able to keep the body heat in -20 degrees Celsius weather and withstand the cold winds and snowfall (dense fabric, hoods, long sleeves etc.).

Entering the Finnish market

As the biggest clothing and textile chains stick to their own brand and concept and have huge order quantities, the smaller Finnish shops give a better chance for new suppliers. When starting a cooperation with the smaller Finnish stores, it is best to have many presentable and interesting alternatives from every product category, so that the stores have variety and can pick those companies that fit them most, since they likely purchase just a few pieces from a collection.

Possible ways of entering the Finnish market for companies, producing home textiles (sheets, towels, blankets etc.), could be by contacting the Finnish department stores or the Finnish low cost stores. The latter currently being more successful than the department stores. Contrary to their name, the low-cost stores, don't sell just cheap and short-lived products, but also items of good quality and well-known brands.

Fabric producers can find business partners from the members of the Finnish Foreign Trade Agents Federation (<http://agenttiliitto.fi/>). This federation also organizes yearly the textile fair "PolarStoff". The Finnish Textile and Fashion Association (Suomen Tekstiili & Muoti Ry, www.stjm.fi/en/finnish-textile-and-fashion/) can also be of help and connect some Finnish businesses to international companies.

In addition to European and national legislation a potential exporter should consider special Finnish characteristics such as: quality standards, standardization and the demographic trend. The average age in Finland is around 40 years, which means that the majority of the potential customers are middle-aged people that value quality. The biggest and still growing sub-sector of textiles is women's fashion. There's also an ongoing boom of interior decoration, therefore there is a higher demand on home textiles. Ecommerce is also getting more significant within the sector.

The more research and planning that is done in advance, the better the results will be.

Flanders Investment & Trade's office in Helsinki gladly helps Flemish companies with detailed business partner information (helsinki@flanderstrade.com).
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Clothing and textile fairs and associations

Associations

TMA RY–Textile and Fashion Suppliers and Retailers Finland www.textile.fi/fi

TMA is an association of fashion and sports importers, suppliers, wholesalers, retailers, chains and stores. Its main focus is to promote its members' interests.

STMJ – The Finnish Textile and Fashion Association www.stjm.fi/en/finnish-textile-and-fashion/

Finnish Textile and Fashion Association is the central organization for textile, clothing and fashion companies in Finland. It promotes the sector and its member companies, globally.

FINATEX – The Federation of Finnish Textiles and Clothing Industries www.finatex.fi

The Federation of Finnish Textiles and Clothing Industries is a lobby, training and service organisation. Its primary mission is to enhance the business potential of members operating in the highly-competitive Finnish and international markets by furthering their business and labour-market interests. The federation has around 150 members together employing a labour force of nearly 8,000 persons, i.e. well over 90% of the total for the sector. Finatex is a member of the Confederation of Finnish Industries and Employers (EK).

The Finnish Association of Fashion Retailers www.muotikaupanliitto.fi

The association keeps a listing of its members online. The website is in Finnish.

Nimettömät - Association for Lingerie Distributors and Importers www.nimettomat.net

Members: www.nimettomat.net/jasenyritykset

Finnish Foreign Trade Agents' Federation www.agenttiliitto.fi

An association of commercial agents, distributors and importers. The Federation was established in 1945. The commercial agents of this Federation have gained their membership after a thorough examination. They are a valuable marketing force on the Finnish market in raw materials, semi-manufactured goods and investment goods to the industry as well as consumer goods to wholesalers and retailers. The great majority of the member companies are small, owner led businesses.

Ornamo www.ornamo.fi/en/

Ornamo's members are professionals in industrial design, fashion, textile and furniture design, interior architecture, craft art and textile art as well as researchers of design. Ornamo maintains a member register. The contact information of the companies of members can be obtained from the Ornamo office. Industrial designers and interior architects have their own office registers.

Fairs

PolarStoff

There are no big professional textile fairs in Finland, most Finnish buyers and companies travel to the big fairs in Europe. The only one organized in Finland is PolarStoff.

The Federation of Finnish Textiles and Clothing Industries and the Finnish Foreign Trade Agents' Federation organise sales exhibitions under the name of PolarStoff usually twice a year, in spring and in autumn. These exhibitions are devoted to clothing textiles, accessories and household textiles and are a traditional forum for manufacturers of raw materials to display their products.

Habitare Fair <http://habitare.messukeskus.com/?lang=en>



Habitare, the largest annual furniture, design and interior decoration event in Finland, is held at Messukeskus in Helsinki. Habitare offers experiences and ideas on interior decoration, and on the functioning and look of homes and other spaces. The events: Antiikki (antique event), HighEnd Helsinki (hifi show), Showroom, and Forma Autumn for professionals, are held concurrently with Habitare. Though Habitare Fair is the best occasion to meet Finnish furniture and design business.

ID Helsinki www.idhelsinki.fi/



ID Helsinki is a leading professional event for project interior design: more than 60 exhibitors, a high-quality seminar program and an Afternoon Party. In a commercial, relaxed atmosphere, suppliers and service providers, designers and clients of interior design projects can meet and network.

Address list

Please note that the following contact list only includes examples and mainly covers just the biggest and most known Finnish companies operating in the clothing and textile sector. **Should you want to have a more comprehensive list of the Finnish companies, please contact Flanders Investment & Trade Helsinki Office (helsinki@flanderstrade.com)**. Also, many of these listed example companies are overlapping when it comes to the more specific operations, i.e. some import, produce as well as resell, and do not fit purely to one category.

Fabric importers & wholesalers

Fabricol - www.fabricol.fi/

Address: Ratatöyräntie 3, 05810 HYVINKÄÄ

T +358 50 303 2623

Email: tukkumyynti@kangastukku.com

Importer and wholesaler of fabrics and sewing supplies and offers sewing services.

Kangastukku - www.kangastukku.com (Owned by Fabricol)

Address: Ratatöyräntie 3, 05810 HYVINKÄÄ

T +358 40 710 4440 / +358 40 55 111 33

Email: asiakaspalvelu@kangastukku.com

Large wholesaler and ecommerce of fabrics, sewing equipment and accessories.

Maricken Oy - www.maricken.fi/etusivu_oy

Address: Pernontie 4, 21260 RAISIO

T +358 2 436 8200

Email: sales@maricken.fi

An importer and wholesaler of high-quality fabrics and wallpapers.

Tekstiilipalvelu - www.tekstiilipalvelu.com/

Address: Vilpolantie 1, 37800 AKAA

T +358 207 739 580

Email: info@tekstiilipalvelu.com

Finland's largest importer and wholesaler of fabrics. In addition to Finland, sells also to Russia, Sweden and Estonia.

Suveka - www.suveka.com/

Address: Korvenrannatie 10, 04300 TUUSULA

T +358 9 881 1844

Email: info@suveka.fi

Founded in 1902, Suveka is an importer and wholesaler of fabrics. Company serves schools especially and has hundreds of Finnish schools as clients.

Eurokangas Oy - www.eurokangas.fi

Address: Tiilentie 2, 16320 PENNALA

T +358 3 879 20 00

Email: eurokangas@eurokangas.fi

Eurokangas is a company founded in Lahti in 1945 concentrating on retail and import of textiles. It is Finland's market leader in the sale and import of fabrics and related services. The company imports fabrics directly from the world's leading fabric plants. Its businesses also include comprehensive design, measurement, sewing and installation services of home textiles.

SNT Group/Suomen Nauhatehdas - <http://snt-group.fi/>

Address: Suonsivunkatu 14 33420 TAMPERE

Email: snt-group@snt-group.fi

T +358 3 252 5511

Contact person: Mr. Juha Koskimäki, Director

Email: juha.koskimaki@snt-group.fi

T +358 3 252 5512 / +358 500 804 666

Imports linings from other countries and other fabrics from Be (Elasta NV, Techma Coatings), but mainly produces and distributes sewing and fabric products and accessories to clothing, textile and furniture industries.

Sparus - www.sparus.fi/shop/

Address: Kalliokatu 12, 37200 SIURO

T +358 50 518 8020

Email: teija@sparus.fi

Wholesaler and distributor of good quality fabrics and knitting. Also has an ecommerce.

Home and interior textile producers, importers & wholesalers

Orient-Occident Oy - www.orientoccident.fi/english

Address: Ruukinkuja 2, 02330 ESPOO

T +358 9 260 660

Email: info@orientoccident.fi

Contact person: Ms. Nina Petersén, Product Manager (Textiles)

Email: nina.petersen@orientoccident.fi

An importer and wholesaler of interior textiles and floor coverings and among the market leaders in Finland. The company was founded early 1919 and is a well-known, family owned Finnish company. They are marketing high class products for contract interior professionals.

Marimekko Oyj - www.marimekko.fi

Address: Puusepäntätkatu 4, 00881 Helsinki, Finland

T+358 9 75 871

Email: info@marimekko.fi

Marimekko is the most successful and internationally known Finnish design company renowned for its original prints and colours. The company's product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware. Marimekko products are sold in about 40 countries. Roughly 160 Marimekko stores serve customers around the globe.

Finlayson & Co Oy - www.finlaysonshop.com/

Address: Heikkiläntie 7, 00211 HELSINKI

T +358 20 721 3500

Email: home@finlayson.fi

The company was established in Finland about 200 years ago. The company is known for its high quality household textiles. The company manufactures 4 million meters of fabric yearly and is the biggest industrial company in the Nordic. Company's archives contain more than 100,000 patterns, offering a unique perspective on the history of Scandinavian textile design.

Maricken Oy - www.maricken.fi/etusivu_oy

T +358 2 436 8200

Email: sales@maricken.fi

An importer and wholesaler of high-quality wallpapers and fabrics.

Oy Naccanil Ab - www.naccanil.fi

Address: Speranskintie 3, 00150 HELSINKI

T +358 9 682 20 20

Email: info@naccanil.fi

Imports interior fabrics; upholstery fabrics, other fabrics for furniture. Customers include interior designers, furniture manufacturers and high-end interior design stores. Also, exports yarns for the textile industry.

Oy Vallila Interior Ab - www.vallilastore.com

Address: Nilsiäkatu 15, 00510 HELSINKI

T +358 20 776 7700

Email: vallila@vallilainterior.fi

A company specialised in design and wholesale of decoration textiles and products, as well as doing interior design projects. Vallila Interior also has sheets and curtains.

Agents

Locating agents randomly in Finland is close to impossible as agents often do not have websites nor are listed in phone directories. It is thus best to use the database of the Finnish Foreign Trade Agents Federation. There aren't big differences between the agent culture in Finland and Central-Europe, but the costs of an agent in the beginning might come as a surprise. Because Finland being 11 times larger in size than Belgium, a lot of driving around is usually required, which is costly due to mileage allowance (up to 10 000 euros per month in the phase of building the network). Also, it should be noted that the agent usually does not give all information (to its principals) like contacts since those are the "capital" of an agent.

Full list of agents (members of the Finnish Foreign Trade Agents Federation):

www.agenttiliitto.fi/osto_opas.html

Agency Ari Ahlberg

Address: Nummerotie 21 21210 RAISIO

T +358 40 900 5999

Email: ari.ahlberg@postipoika.com

Atem Oy - <http://atem-oy.tekee.fi/>

Address: Topeliuksenkatu 17 A 5, 00250 HELSINKI

Ms. Eeva Pakkanen

Email: eeva.pakkanen@atem.fi

T +358 400 552 315

Dominella Trade

Address: Kauppakatu 2 Lh B7 31900 PUNKALAUDUN

Email: dominella.trade@gmail.com - riitta.maki-pelkola@elisanet.fi

T +358 400 620 516

Europort Oy - www.europort.fi/

Address: Vilhonkatu 4 B 18, 00100 HELSINKI

Email: markku@europort.fi

T +358 9 682 9060

Falck Textile Oy - <http://falck-textile-oy.tekee.fi/>

Address: Yrjönkatu 12 A 1 00100 HELSINKI

Email: tuuli@falcktextile.fi

T +358 40 900 4838

Leros Oy Suvi Siivi - www.leros.fi/

Address: Tuomiokirkonkatu 12 A 2 33100 TAMPERE

Email: leros@leros.fi

T +358 50 593 7330

Imports linings from Italy

Malmström Willy TMI

Address: Oksasenkatu 6 A 00100 HELSINKI

Mr. Willy Malmström

Email: willy.malmstrom@kolumbus.fi

T +358 9 442 761, fax + 358 9 449 100, mobile: +358 40 50 50479

Imports linings from Netherlands

Mauno Vuorela Oy

Address: Putousrinne 1 E, 01600 VANTAA

T +358 9 53 5065

Email: info@maunovuorela.fi

Niinnon Oy - www.niinnon.fi/

Address: Ilmarinkatu 9 E, 33500 TAMPERE

Mr. Antti Hoisko

Email: antti.hoisko@niinnon.fi

T +358 10 439 7333, fax +358 10 439 7330

Imports JDC linings from Be

Most known clothing producers & retailers

Nanso Group Oy - www.nansogroup.com

Address: Tanhuantie 2, 37100 NOKIA

T: +358 20 125 800

Email: info@nanso.com

Clothing for men, women and children. The second largest company within the Finnish clothing industry. Produces mainly various tricot textiles. The production is concentrated in Tallinn, Estonia.

Luhta Sportswear Company - www.luhtasportswearcompany.fi/en/

Address: Tiilimäenkatu 9, 15680 LAHTI

T +358 3 822 111

Email: feedback.luhta@luhta.fi

One of the largest companies in the Nordic Countries, offers clothing for men, women and children. Produces day-to-day wear and sportswear (also motor sports), both known for their quality.

Texmoda Fashiongroup - www.moda.fi/copy-of-moda-pa-svenska

Address: Työpajankatu 10 A, 00580 HELSINKI

T +358 9 777 1200

Email: info@texmoda.fi

Clothing for men and women. Texmoda Fashion Group is one of the largest operators in the clothing industry in Finland. The youth clothing chain Jim & Jill is also part of the Texmoda chain. The company has 33 stores around Finland.

Halonen - www.halonen.net

Address: Pohjoisesplanadi 37 A, 00100 HELSINKI

T +358 9 341 75 50

Clothing for men and women. Has department stores around Finland. Offers quality in a good price for everyone: fashion and timeless pieces, also for children.

Kesko Oyj - www.kesko.fi/en/company/kesko-in-brief/

Address: Satamakatu 3, 00160 HELSINKI

T +358 10 53 11

Kesko is one of the largest trade sector companies in Finland (the other one is S Group). Its main business areas are: grocery, construction and building technology trade and motor trade, but its hypermarkets also carry middle priced clothing from local and international brands for men, women and children. The company has department stores around Finland.

S Group - www.s-kanava.fi/web/s/en/s-ryhma-lyhyesti

Fleminginkatu 34, 00088 HELSINKI

T +358 10 768011

S Group offers services in the supermarket trade, the department store and speciality store trade, service station store and fuel sales, the travel industry and hospitality business and the hardware trade. In addition, some regional cooperatives have automotive and agricultural outlets, and S Bank provides all co-op members with comprehensive banking services. The group sells clothing in Sokos Department stores and Prisma hypermarkets.

Stockmann Oy - www.stockmanngroup.com/en/en

Address: Aleksanterinkatu 52, 00100 HELSINKI

T +358 9 1211

Email: info@stockmann.com

General buyers email: bpo@stockmann.com (since 2014 Stockmann does not give out staff emails any more, all contact must go through this email)

Stockmann is a Finnish listed company engaged in the retail trade. It has almost 60,000 shareholders and about 15,000 employees. Stockmann's two divisions are the Department Store Division (Stockmann department Stores, Hobby Hall, Academic Bookstore, Stockmann Beauty and the Nevsky Centre shopping centre in St Petersburg) and the Fashion Chain Division (Lindex). The divisions operate in 16 countries.

Turo - www.turoshop.com/

Address: Citycenter, Keskuskatu 6, 00100 HELSINKI (Turo Flagship Store)

Citycenter, Keskuskatu 6, 00100 HELSINKI

T +358 50 529 6281

Email: turo@turo.fi

Turo is an international Finnish timeless, high-quality, and easy to wear suit brand.

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