



Building an Isagenix Business in
FINLAND



Finland OVERVIEW

- Finland is 9 hours ahead of Isagenix HQ and is on Central European Time (UTC+02:00).
- The Isagenix European Office is located in London (UK).
- In 2020 Finnish purchasing power stands at €42,467 (\$47,975) per capita.
- Trade and manufacturing is important in Finland, particularly in the wood, metals, engineering, telecommunications, and electronics industries.
- Finland currently has a population of 5.4 million with approximately 62% between the ages of 15 and 64 years old.
- Finland has a well developed transport infrastructure with an extensive road network spanning the entire country.
- Finland is continuously ranked as the happiest country in the World.
- Finland has also brought us the Linux OS, ice skates, Angry Birds, the Molotov cocktail, the SMS and, of course, their most famous export, the sauna.

Finland is located in Northern Europe and shares its borders with three other Countries.



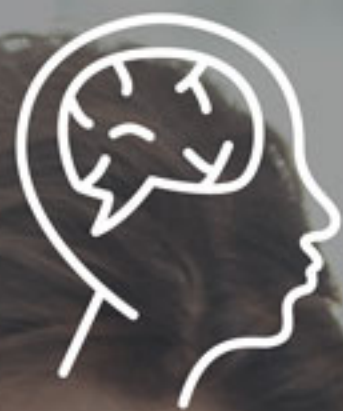
Finland

GETTING TO KNOW THE PEOPLE



BUSINESS ETIQUETTE

- Be punctual, or better still, slightly early. Being punctual is a sign of respect and efficiency.
- When meeting, Finns shake hands and make eye contact.
- Expect a bare minimum of small talk, if any, before getting into the business discussion.



LOCAL MENTALITY

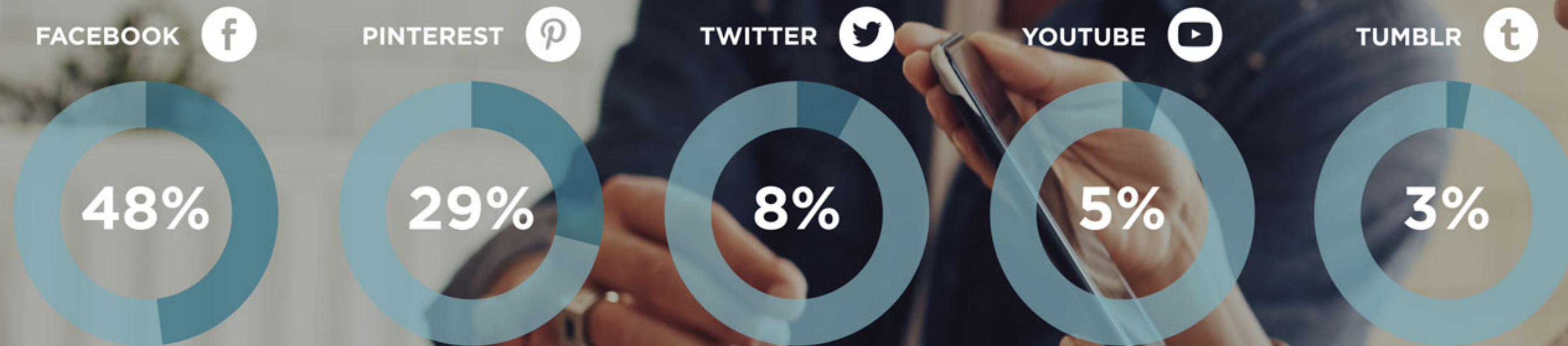
- Finland is ranked #1 as the happiest country in the world.
- Finns have a strong sense of national identity. They would be happy if visitors knew something about the achievements of well-known Finns in sports and culture.
- Finns drink coffee anywhere and everywhere. More coffee per person is drunk in Finland than anywhere else in the world!

Finland CONSUMER CONCERNS



Finland COMMUNICATION

CONSUMER SOCIAL MEDIA



LANGUAGE BASICS

Kyllä | Yes

Ei | No

Hei | Hello

Näkemiin | Goodbye

Hyvää iltapäivää | Good afternoon

hyvää iltaa | Good evening

Ole kiltti | Please

Kiitos | Thank you

Anteeksi | Excuse Me

En ymmärrä | I don't understand