Finland cannot be renewed without enterprise
FINLAND NEEDS TO BE RENEWED. ENTREPRENEURSHIP IS A SOLUTION TO MANY PROBLEMS.
Jobs are created in SMEs.

Source: Statistics Finland. Change in number of employees in companies of different sizes 2001–2017. Employee numbers converted to full-time equivalents, excl. agriculture, forestry and fisheries.
Companies should be equal
There are 90,000 employer businesses in Finland. The vast majority have not joined employers’ associations.

**NORMALLY BINDING FIELD**
* Approx. 20,000 companies
* Members of employers’ organizations
* Can influence content of collective bargaining agreements
* Use flexibilities offered by collective bargaining agreements
* Have 50 employees, on average

**GENERALLY BINDING FIELD**
* Approx. 50,000 companies
* Not members of employers’ organizations
* Cannot influence content of collective bargaining agreements
* Do not use flexibilities offered by collective bargaining agreements
* Have 5 employees, on average

**FREE FIELD**
* Approx. 20,000 companies
* Have 8 employees, on average
Company structure in Finland 2017

- **0.2%** Large companies (>250 employees) 615
- **1.0%** Medium companies (50–249 employees) 2,883
- **5.6%** Small companies (10–49 employees) 15,989
- **93.2%** Micro companies (1–9 employees) 267,447

In total **286,934** companies, excl. agriculture, forestry and fisheries.

Source: Statistics Finland 2017
Companies’ staff in companies of different sizes in 2017

- Micro companies (1–9 employees): 264,519
- Small enterprises 22.3% (10–49 employees): 312,979
- Medium companies 19.8% (50–249 employees): 278,438
- Large companies 34.6% (>250 employees): 473,012

Total 1,404,158 people

Source: Statistics Finland 2017
Companies’ turnover in companies of different sizes in 2017

- Micro companies: 17.1% (1–9 employees) | €70 bn
- Small enterprises: 19.3% (10–49 employees) | €79 bn
- Medium companies: 22.3% (50–249 employees) | €91 bn
- Large companies: 41.3% (>250 employees) | €169 bn

Total: €409 bn

Source: Statistics Finland 2017
CHANGES TO ENTREPRENEURSHIP
There is passion for entrepreneurship!

Source: GEM 2003–2016. Share of respondents who thought they would start a business in the next three years.
Changes to entrepreneurship

- More single-person enterprises
- Ageing entrepreneurs
- Accelerated urbanization
- Emphasis on start-up entrepreneurship
- Employer enterprises getting smaller
- Widespread labour shortage

- More SMEs expanding internationally
- Blurring of the boundary between entrepreneur and employee
- Young people significantly more excited about entrepreneurship
- More immigrant entrepreneurs
FINLAND’S LARGEST AND MOST INFLUENTIAL BUSINESS ORGANIZATION.
Entrepreneurs’ own organization

Local societies: 383
Regional associations: 20
Sectoral associations: 60
Holders of positions of trust: over 4,000
Entrepreneurs who are municipal/city councillors: 2,100

Member businesses: 115,000
Jobs: 660,000 (incl. entrepreneurs themselves)
VISION:
The ideal society for entrepreneurship

STRATEGY:
Influence, network and support
We want to make Finland the best country in the world for entrepreneurs.

We want to build Suomen Yrittäjät into Finland’s most influential business organization.
A unique entrepreneurial movement

- Local level
- Regional level
- National level
- International level

Strong interaction between the parts!

People’s movement

Business association
Suomen Yrittäjät as an influencer

- A unique people’s movement, entrepreneurial movement and business organization.
- A growing, satisfied and engaged membership

Strong interaction between the different levels:

- Activities at the local and grassroots level
- Regional and sector-specific activities
- National activities throughout Finland
- International operations at the EU level
TASK AREAS: WHAT DO WE DO?
What do we do?

- WE STRENGTHEN
- WE INFLUENCE
- WE NETWORK
Why should you join us?

1. We influence decision-making
   We work for the interests of single-person, small and medium enterprises

2. A ready network
   Co-operation and shared activities with other entrepreneurs

3. Free telephone advice service for members
   Help with business problems

4. Varied membership benefits
   See the benefit in your finances instantly
Free advice on weekdays from 08:00–20:00

Call 09 229 222

Say your member number and you will be connected to an expert.

On topics such as

- company law
- contract law
- taxation
- social security
- employment law
- insolvency
- education
- changes in ownership
- environmental matters
- market and competition law
WHAT WE HAVE ACHIEVED
In unemployment protection, the position of a non-owning family member has been changed from entrepreneur to employee. This means that he or she will not face unfair losses of rights due to being insured in the wrong unemployment fund, nor by ending his or her employment in a family business which keeps operating.

“The unemployment fund rejected my application, because according to the unemployment office I primarily employed myself as an entrepreneur. At the same time, I’m no longer being paid adjusted unemployment benefit, so I have no more benefits. I absolutely do not consider myself an entrepreneur.”

Tiina Starcke

>> This is how we made an impact in 2018
The waiting period for entrepreneurs to receive sick pay was reduced from four days to one. Suomen Yrittäjät lobbied for this change for a long time and submitted an initiative on the matter to the Ministry of Health and Social care in 2015.

“I have been off work sick for single days and even then I have done office work at home. Your flu gets longer and worse when you don’t have the time or opportunity to get sick.”

Sanni Kaikkonen

>> This is how we made an impact in 2018
Key election aims

1. An incentivizing tax system
2. Brave structural reforms
3. Support for entrepreneurs’ well-being
4. Less red tape on business
5. More international expansion
6. Skilled labour
7. A new opportunity for entrepreneurs
8. Climate change must be halted
9. Help for immigrant entrepreneurs
ENTREPRENEURSHIP CREATES HOPE AND OPPORTUNITIES
This is how you become an entrepreneur

Come up with an idea

Register or buy a business

Put ideas into practice with passion

Continue with passion

SUOMEN YRITTÄJÄT HELPS AT ALL THE STAGES OF RUNNING A BUSINESS.
INFORMATION ABOUT OUR MEMBERS
Member businesses’ gender distribution 2019

- Male: 73%
- Female: 27%

Source: Suomen Yrittäjät member register 2019
Member businesses’ owners’ age 2019

- over 60: 20%
- 51-60: 33%
- 41-50: 27%
- 31-40: 16%
- under 30: 4%

Source: Suomen Yrittäjät member register 2019
Member businesses’ company size 2019

- 2-3: 20.0%
- 4-5: 8.1%
- 6-7: 4.3%
- 8-9: 2.5%
- 10-19: 4.5%
- 20-49: 2.3%
- 50-99: 0.4%
- 100+: 0.2%

Source: Suomen Yrittäjät member register 2019
Member businesses’ sectors 2018

- Services: 51.3%
- Building: 17.7%
- Trade: 16.9%
- Industry: 9.4%
- Other: 4.7%

Source: Suomen Yrittäjät member register 2019
Member businesses’ company types 2019

Limited liability company: 59.2%
Sole trader: 29.9%
Joint partnership: 6.9%
Partnership: 2.6%
Other: 1.5%

Source: Suomen Yrittäjät member register 2019
Member businesses’ owners’ educational background 2019

- Vocational degree: 30.7%
- Institution-level degree: 26.3%
- Master’s degree: 15.6%
- University of Applied Sciences degree: 13.1%
- Primary school: 7.7%
- Secondary school: 4.2%
- Upper University of Applied Sciences degree: 1.4%
- Licenciate: 0.5%
- Doctoral degree: 0.5%

Source: Suomen Yrittäjät member register 2019
WE SHOULD ASK WHAT ENTERPRISES CAN DO FOR US.
PROMOTING
ENTREPRENEURSHIP