

# Helsinki 2020

- Repositioning operation and  
ensuring future growth

Helsinki

# Supporting locals

# Actions during the crisis.

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# Local support

International PR

Domestic Marketing

Digitalization

Virtual Helsinki 2.0

International PR

Influencer Marketing

International PR

International PR

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**New opportunities  
and adapting.**

**Helsinki**

# New opportunities

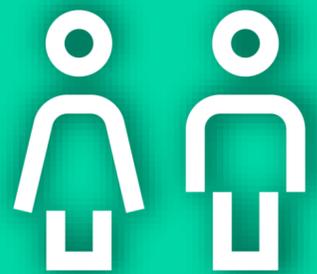
International PR

Domestic Marketing

Digitalization

Virtual Helsinki

Influencer Marketing



# Adapting to change

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# Future Growth

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# Future growth

Financial instruments

Ongoing Sales

Digitalization

Product Development

Market Analysis

International PR

Helsinki Method

Sustainability

Future Scenarios

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# Thank you.

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