

Helsinki 2020

- Repositioning operation and
ensuring future growth

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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.**

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New opportunities

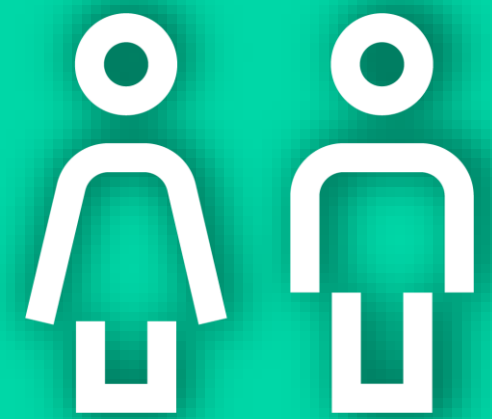
International
PR

Domestic
Marketing

Digitalization

Virtual Helsinki

Influencer
Marketing



Adapti ng 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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