

Optimizing Forest and Bioeconomy Growth: Insights from Finland

The Team Finland network is organizing a Forestry Business Delegation visit to Nova Scotia and New Brunswick on February 5th to Feb 8th to share learnings, and innovation within forestry and bioeconomy.

Background and Objectives

The Finnish forestry industry is a global leader, renowned for its sustainable practices and high-quality timber resources. With two-thirds of the country covered in forests, Finland excels in responsible forestry management, education, preserving biodiversity, and the utilization of state-of-the-art technology, equipment, and innovation throughout the value chain. Embracing digital solutions and smart forestry practices enhances efficiency, productivity, and profitability while reducing its environmental impact. Moreover, pioneering research, education, and innovation initiatives foster continuous advancements in bioeconomy, that strengthens the country's commitment to a circular and sustainable forestry industry.

The forestry industry in Nova Scotia and New Brunswick are characterized by sustainable practices, economic significance to the provinces, and responsible resource management. Interest and adoption of technology and continual innovation have contributed to a sustainable yield management and value-added processing of wood products. Moreover, bioeconomy potential is continually being explored through research, and investments in biomass utilization, bioenergy, and innovative forest-based products.

The overall objective of the visit program is to share learnings and engage with and foster collaboration with the Finnish and Atlantic Canada industry players through mutually beneficial opportunities that will help propel the industry further within sustainability, growth and efficiency.

The delegation will be in Nova Scotia (Halifax, and Liverpool area) on February 5th and 6th, and New Brunswick (Fredericton) on Feb 7th and 8th.

For program details, please reach out to:

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Finnish Company Profiles

Arbonaut

Mikko Saarimaa, Head of Forestry Operations Management & Vesa Leppanen, CTO

With 25 years' experience, Arbonaut is the leading global provider of accurate digital/spatial information on forests to assist in operational and cost saving decisions. In addition, they promote responsible forestry by creating digital twins of forest ecosystems.

Arbonaut turns data into knowledge and understanding:

- Forest Ecosystem Inventories
- Forestry Operations Management
- Ecological Risk Assessment and Carbon
- Forest Information Systems

Goals: Learn about forest management and logging operations, find potential customers/partners.

Organizations/companies to meet with: forest owners, forest associations/government, forest management companies, and LiDAR collection companies

Indufor Group

Anna Luz, Corporate Sustainability Consultant

Indufor Group has over 40 years of experience providing high-quality consulting to the forest products industry and public sector. With staff in Canada, they encompass all aspects of sustainable development—economic, social, environmental, and cultural.

Key focus areas:

- Forest bioeconomy industry
- Sustainable sourcing, due diligence, and certifications
- Business strategies, industrial development, and investment analysis
- Climate change mitigation and adaptation
- Land tenure, local community, and Indigenous Peoples' land rights
- Resource mapping and monitoring systems
- Land use change analysis and participatory land use planning
- Forest valuation and investment.

Goals: Continue to grow our presence in the Canadian market with a focus on sustainable bioeconomy in Nova Scotia and New Brunswick

Organizations/companies to meet with: forest product companies, associations, provincial ministries, forest investors, consultants open to collaborative work.

[JAK-Metalli Oy](#)

Heikki Savikko, Sales Manager

JAK-Metalli Oy, with sales in over 30 countries, designs, manufactures and sells excavator and forestry machinery accessories - tree shears for several machinery platforms, such as excavators, forestry machines and tractors, wheel loaders and telehandlers, etc. Their versatile (plug-in) approach decreases the investment need for extra machinery, and their products are built to last in extreme conditions thus lowering maintenance costs.

Goals: Market insight, identification of sales, distribution and representation channels, and meetings with potential partners who can assist in entering the market.

Organizations/companies to meet with: Companies and organizations working in the areas of forestry machinery and tractors, excavators (specially attachment equipment) wheel loaders and telehandler equipment. Companies involved in wood biomass collection supply chains.

[Kelluu](#)

Jiri Jormakka, COO

Kelluu designs, manufactures and operates intelligent hydrogen-safe airships for persistent aerial monitoring. Their technology is used for understanding environmental changes (single tree detection, forest fires), building infrastructure resilience, and increasing security. They are the only company in the world capable of providing a sustainable, long-term solution for aerial monitoring and accurate, high-quality data gathering on a national scale. Kelluu collects high-quality data and processes it in real-time, sending it to customers via our cloud service. Technologies like AR, VR, AI, deep learning and machine vision rely heavily on vast volumes of data. Kelluu bridges the current data gap by removing data and cost barriers while being the most eco-friendly solution on the market.

Goals: Expand operations into Canada. The trip aims to deepen market expertise and identify potential customers and partners.

Organizations/companies to meet with: Regulatory authorities in unmanned aviation to understand the regulations in the unmanned aviation industry in Canada. We also would like to connect with local companies and public entities benefiting from forest data.

[Ponsse Plc](#)

Eero Lukkarinen Area Director, Canada

Ponsse Plc is one of the world's leading manufacturers of forest equipment including their environmentally friendly cut-to-length forest machines allowing for trees to be cut into various log assortments before they leave the forest. Their product range covers all size categories of forest machines, from first thinning and the harvesting of forest energy to heavy-duty regeneration felling, as well as all logging sites, from soft soil to steep slopes. The company continually listens to the industry in developing products that meet the needs of the customer. Moreover, authentic customer relationships are at the foundation of Ponsse's mission.

In Nova Scotia and New Brunswick, Ponsse products and services are provided by A.L.P.A. Equipment Ltd. at one of its five branch locations.

Goals: Deepen knowledge of goals & strategies for forestry especially in NS. Meet people & get connected.

Organizations/companies to meet with: Provincial level decision makers & organisations, potential customers loggers, logging contractors, sawmills, and forest industry players.

[ProSilva Oyj](#)

Norbert Schalkx, CEO & Director of Sales

ProSilva Oyj develops, and manufactures, durable and environmentally friendly cut-to-length forest machines. The company is driven by a genuine interest in its customers and their business operations.

ProSilva is looking for professional distributors that have an interest in promoting sustainable timber harvesting, a customer centric mindset with a long-term focus on forest machine business, a proactive and 24/7 attitude towards after-sales service and support, a passion for ProSilva products and the willingness to invest together in developing its business.

Goals: To get an understanding of the region's forest resources & wood supply, forest machine market, customer profiles, and demand for wheeled CTL thinning harvesters and forwarders. To get an understanding of equipment distribution in the region and possible meet potential distributors, interested in marketing, selling & servicing our equipment.

Organizations/companies to meet with: Forest companies (ie. JD Irving Woodlands), private forest owners, forest machine and/or heavy equipment distributors, forest harvesting contractors.

[Teknologian Tutkimuskeskus VTT Oy](#)

Hannu Lepomaki, Senior Advisor

VTT is one of Europe's leading research institutions. Owned by the Finnish state, VTT advances the utilization and commercialization of research and technology, and helps turn large global challenges into sustainable growth for businesses and society.

Goals: Network with the forest-based industry representatives and stakeholders in Canada. Deepen understanding of the local business environment, search for new business opportunities within the context of sustainable forestry, pulp and paper industry, and advanced utilization of bio-based feedstocks.

Organizations/companies to meet with: Pulp and Paper companies, technology suppliers for P&P and other bio-based industries, research institutes and university representatives working with bio-based resources.

[Teknosavo Oy](#)

Hannu Hämäläinen, Managing Director

Teknosavo Oy specializes in measurement and optimization systems for pulp and paper industry. R&D is a big part of Teknosavo's activities, especially in the field of camera and laser technologies as well as software development. The products include round wood quality and quantity measurements, mill woodyard management, debarking optimization and chip quality monitoring. Utilizing Teknosavo's solutions allow for savings on raw materials, energy consumption, and chemicals – and an adherence to sustainability. Teknosavo's solutions have been delivered to 66 mills in 20 countries.

Goals: To promote and gain feedback on Teknosavo's solutions and identify potential customers.

Organizations/companies to meet with: Wood processing companies handling round wood and wood chips.

[The North Karelia Municipal Education and Training Consortium, Riveria](#)

Pasi Kuuluvainen, Education Director

Riveria is one of the largest vocational education and training providers in Finland. With 700 staff, Riveria can organize tailor-made educational camps including special training programs and workshops within forestry logistics and forest machinery.

Goals: Gain market knowledge of the forestry industry in NS and NB including industry players, supply chain structure, operations and training. Interested to know what kind of work tasks and possible training needs exist along the entire value chain. Requirements of employees and supervisors and whether labour is available. Potentially offer our own training expertise, especially when it comes to harvesting and transporting wood (equipment/machine training)

Organizations/companies to meet with: Training organizers and especially in the training needs of forest machine drivers. Industry players to understand their training needs.

[Valmet Inc.](#)

David Pelletier, Director Biomass Conversion Technology Unit – North America

Valmet is primarily known as a Pulp, Paper and Energy company with extensive experience in designing, manufacturing and delivering process technologies worldwide. In recent years Valmet has taken that experience and applied it to other areas and industries including the use of biomass, both wood based and agro based, to manufacture value added products. Among these products are steam exploded black pellets, biochemicals, and liquid biofuels such as cellulosic ethanol and SAF. Valmet has the capabilities to put a project together to meet customer requirements.

Goals: Discuss opportunities for use of biomass, from various sources, to manufacture value added products such as black pellets, bioethanol and other biochemicals.

Organizations/companies to meet with: Parties interested or considering or looking for information regarding installing new manufacturing plants for biomass products or converting existing plants.