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Abstract

Finnish environmental know-how could be exported more efficiently since in the past few years, the environmental technology markets have been developing rapidly. Defining environmental technology is somewhat complicated but the market for environmental technologies is basically created by the need for environmental protection.

The main objective of the study is to examine the internationalisation of Finnish environmental technology to Poland. The research aims to answer to the following sub questions: 1) *How to market environmental technology* and 2) *How to enter environmental public projects in Poland*. Poland was chosen a target market for the research since secondary data indicated that the demand for environmental technologies in the country is high. Furthermore, the Polish environmental sector has been considered a niche market where Finnish companies might be successful.

The theoretical frame mainly focuses on internationalisation through project development and three themes are examined in more detail these being: the marketing approach, bid process and project implementation.

The study has been carried out as a qualitative research and more precisely an exploratory single case study was conducted. The case company was chosen from among those Finnish environmental technology companies active on the Polish water and wastewater market. Semi-structured theme interviews were completed in-person with the export manager and the marketing manager of the case company in Finland whereas an email questionnaire was sent to the Polish representative.

During the case it became evident that a local partner is essential in accessing the Polish environmental market. Furthermore, the empirical findings point out that marketing is important not only during the initial strategy phase but throughout the project development. Public environmental projects in Poland are best accessed through local designers and contractors and thus networking with these parties is of utmost importance. Foreign suppliers can be successful as long as own technology is not considered superior, long-term commitment is made and reliable local representative is found. The completed case study advocates that internationalisation to Poland can be profitable and the country should be considered an attractive target market for the Finnish environmental technology.

Key words	environmental technology, internationalisation, Poland
Further information	