



***Straightway***  
*Finland*

## Straightway – Easy Access to Russian market

MD Tommi Laaksonen, Centos Central Logistics Oy

Vice Chairman of Straightway Finland ry.

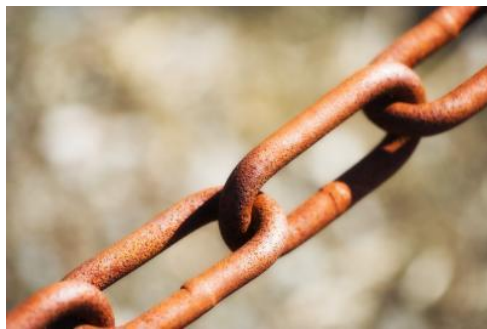
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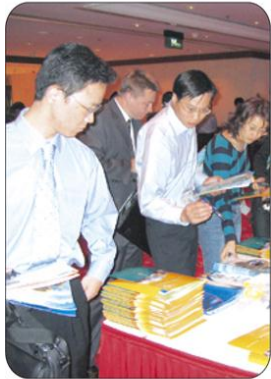
***The Shortest Way***®

## Straightway Finland ry:



- We are a logistics companies and ports marketing network of over 50 companies.
- We promote the transit route and logistics services via Finland to/from Russia and CIS
- Our aim is to network customers in need of a reliable logistic partner.
  
- Basic information:
  - SW was founded in 1996 in the Kymenlaakso Chambre of Commerce
  - Non-profit organisation -> Free advise for customers
  - Equal to it's members

Our role is to increase awareness and knowledge about Finnish transit route and services



**ADVISES**



**REPRESENTS**



**PROMOTES**

- Trade fair participations and visits
- Trade missions and contact forums
- Member meetings and seminars
- Hostings for potential transit customers
- Company visits, information about development projects
- Advertising, network marketing



Nurminen Logistics ▶▶



Stringray Cargo Oy

VTT



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## Co-operatives / members in associations



Finnish Russian Chamber of Commerce  
Finland Hong Kong Trade Association



American Chamber of Commerce Finland  
China Global Lines

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## The main strenghts of the Finnish corridor:



- Daily liner connections to/from European ports
- Finnish export, balance in containers
- Geographical location next to Russia
- Same rail gauge as in Russia – no re-loading
- 30 Years knowledge and experience in logistics and Russian trade
- Safe transit corridor and storage facilities
- Fast; 8 hours to St. Petersburg and 48 h to Moscow
- From Finland to central Europe 2,5 days



## Finland comparing competing routes (Baltic states, St. Petersburg)



- › Fast; 250 km to St. Petersburg and 850 km to Moscow
- › Lower handling costs and especially warehousing costs
- › Free time in ports 7 days (only 1 day in St. Petersburg)
- › Due to Finnish paper industry, we have export cargo for transit containers
- › SAFETY! Highest western standard; cargo release check – up
- › Customs bonded warehouses