

Maantieteen päivät 2017: WELCOME TO FINLAND?

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ECONOMIC MOBILITIES

Session chair Päivi Oinas

Session on Thursday 26. October 2017 at 16:15 – 17:45

Vesa Väättänen: **Welcome to Finland? Exploring the spatio-political implications of the facilitation of 'Arctic flows'**

Erja Kettunen: **Mobilities and obstacles: Southeast Asian firms encountering informal trade barriers in China, the EU and USA**

Niko H. Humalisto: **Mapping the Economies of Attention Online: the case of promoting nutrient recycling in Finland**

Johanna Hautala: **Kansainväliset projektit ja paikalliset tiedon jalostamisen prosessit: voiko tietoa ankkuroida paikoilleen?**

Jarmo Nikander: **Finland to Japan: enter the startup scene: An institutional field formative to a new age entrepreneurial ecosystem**

Lucía Gómez and Päivi Oinas: **Catching up by reaching down and out: The local developmental ecosystem and the emergence of Medellín's innovation district**

Welcome to Finland? Exploring the spatio-political implications of the facilitation of 'Arctic flows'

Vesa Väättänen, Geography Research Unit, University of Oulu

Much of the academic discussion regarding the (spatial) re-structuring of the state under neoliberal capitalism has focused and been based on an imaginary of flows. In this regard the attention has increasingly been placed on city-regions which have become imagined as nodes able to anchor the flows of capital, people, information and goods to generate economic growth. While such a perspective has come to define state policies also in Finland, this presentation addresses the implications the imaginary of flows may have in spatio-political terms beyond the much emphasized city-region(s). By looking at how the Arctic is being envisioned in Finnish policy discourse, this presentation discusses how both Finnish state space and the Arctic region are being re-configured to facilitate 'Arctic flows'. The precondition of this is argued to be the re-framing of the Arctic as a space of flows which is often seen to entail an economic opportunity for Finland. To realize this opportunity, it is suggested that Finnish state actors rely on the following measures: (1) the re-configuration of the state territory to channel these flows through it, to 'capture' them and to become a source of them; (2) the mobilization of international

cooperative structures, such as the Arctic Council to 'secure' the wider Arctic region geopolitically for the flows; (3) the initiation of cross-border collaboration that complements the first two measures. These issues are illuminated through the example of infrastructure development within and transcending Finland which is deemed to be indicative of how the connectivity of Finland to the 'Arctic flows' is promoted. This has implications for core-periphery relations within the state and plays down the relevance of state borders through cross-border collaboration, but also affects the positioning of Finland on the international stage.

Mobilities and obstacles: Southeast Asian firms encountering informal trade barriers in China, the EU and USA

Erja Kettunen, Turku School of Economics, University of Turku

Globalization has resulted in increased economic interactions manifested in, e.g., foreign trade, as well as state-led efforts at trade liberalization. However, it appears that the achievements in trade liberalization – mostly by reductions in tariff levels – are undermined by the increase in non-tariff measures (NTMs) that have emerged as growing obstacles for firms in exports and imports. These include lack of information on trade regulations, changing and obscure requirements, extra fees for required documents, unlawful enforcement of regulations, and discriminatory behaviour of officials. Being costly, non-transparent and often unexpected for the firms, NTMs can be regarded as informal forms of trade policy, in contrast to the formal ones, such as customs tariffs. They particularly concern firms in developing countries that face procedural obstacles and inadequate institutional support in the home market.

Whereas formal trade barriers have been explained by a government's need to care for national socio-economic welfare by collecting tariff revenue or protecting domestic industries from foreign competition, informal trade barriers (such as red tape or corruption) cannot be explained similarly. Rather, informal trade barriers are a result of a more complex set of a society's social and cultural norms and codes of conduct. Their impact on foreign trade is less easily discernible, which raises a need for analyzing them more closely. This paper draws from the institutional approach to business studies and discusses 'mismatched globalization' by exploring NTMs encountered by firms from Southeast Asia. Empirically, the paper draws on the International Trade Centre's company surveys from Cambodia, Indonesia, the Philippines and Thailand, and focuses on their trade with China, the European Union, and the United States.

Mapping the Economies of Attention Online: the case of promoting nutrient recycling in Finland

Ph.D. Niko H. Humalisto, University of Eastern Finland, Department of geographical and historic sciences

I investigate the competition for seeking attention in promoting the recycling of nutrients in Finland. This alternative to linear wasting of nutrient potential can be enacted through manifold technical and material arrangements. A large variety of private and public actors are drawing attention to their solutions how to turn the linear flows of matter into circular. Attention is performative. It can result in public funding, accumulate new clients or associate the recycling of nutrients to certain materialities and technologies.

Increasingly, attention is drawn in and through online environments. In my exploration to the World Wide Web, I make use of online mapping tools: the hyperlink analysis of Hyphe and content analysis of GoogleScraper. With those instruments, I am able to map the relationships between the heterogeneous actors who have made efforts

to take a role in this policy program and scrutinize into what kinds of techno-material arrangements the online attention associates the recycling of nutrients with.

My results show that the strongest nodes in the online network are public actors and their administrative instruments. Such arrangements create a sense that much is going on already. Namely, attention is drawn to successful innovation, piloting and business opportunities. Despite the ethos of promoting nutrient recycling as a win-win-win alternative to the linear wasting of nutrients, I discovered that the program is drawn in distinctive directions. Not only is the online attention differentiated into thematically grouped webpages but, furthermore, those groups are pulling nutrient recycling into specific techno-material arrangements that are not compatible with each other.

Kansainväliset projektit ja paikalliset tiedon jalostamisen prosessit: voiko tietoa ankkuroida paikoilleen?

Tohtoritutkija Johanna Hautala, Maantieteen ja geologian laitos, Turun yliopisto

Tieteessä kansainväliset projektit ovat keino sitoa yhteen kansainvälinen ja paikallinen tietoa jalostava yhteisö. Usein projektien taustapyrkimyksenä on ankkuroida uutta, kansainvälistä huipputietoa paikallisesti. Hyvä esimerkki tästä on Suomen Akatemian rahoittama Finland Distinguished Professor (FiDiPro) -ohjelma, jonka puitteissa tuodaan kansainvälisiä huippuprofessoreita suomalaisiin yliopistoihin johtamaan 4-5-vuotisia projekteja. Asetelmassa on kuitenkin kaksi keskeistä haastetta. Ensinnäkin, projektit loppuvat. Useinkaan projektin aika - muutama vuosi - ei riitä saavuttamaan tieteellisiä läpimurtoja tai ankkuroimaan uusia aihepiirejä ja tiedon jalostamisen käytäntöjä uuteen yliopistoon ja kaupunkiin. Toiseksi, kansainvälisesti liikkuvien huippututkijoiden johtamat projektit eivät välttämättä helposti ankkuroidu paikallisesti. Projektin jälkeen huippututkija jatkaa matkaansa toiseen yliopistoon ja maahan. Tapaustutkimus sisältää neljä FiDiPro-tutkimusryhmää, joiden tiedon jalostamisen prosesseja olen seurannut seitsemän vuoden ajan: projektien ensimmäisistä päivistä projektien loppuun saakka, sekä noin vuoden projektin loppumisen jälkeen. Vastaavia tutkimusasetelmia on toteutettu vain vähän. Kysyn, miten tiedon jalostamisen prosessit jatkuvat projektin loppumisen jälkeen, ja miten projektit ankkuroituvat paikallisiin suomalaisiin yliopistoihin? Alustavien tulosten mukaan tiedon jalostaminen jatkuu projektien jälkeen ryhmissä, jotka kykenivät muodostamaan vahvan kognitiivisen lokuksen toiminnalleen. Projektien ”kotilaitokset” edustavat erityyppisiä ankkureita. Projektit, jotka jatkuvat, ja projektit, jotka yhdistyvät laajemmin paikallisiin tiedon jalostamisen prosesseihin, voivat ankkuroida tietoa paikoilleen – toistaiseksi.

Finland to Japan: enter the startup scene

An institutional field formative to a new age entrepreneurial ecosystem

Jarmo Nikander

This case study observes the Finnish style student startup scene formation in a wholly different institutional and spatial context of Japan. This is done via an ethnographic participatory observation and key informant interviews in Japan at the case organization of Slush Asia, a sister organization of Slush in Helsinki, the crown jewel of the Finnish scene. Slush is a student volunteer based non-profit responsible for the flashy English language annual startup conferences in Helsinki, Tokyo and now also Shanghai and Singapore. In Japan the organization aims to make entrepreneurship a legitimate and desirable career choice thus steering Japan's strict traditional

institutions toward a more entrepreneurship-friendly society. The findings include the transferability of the basic ethos of the Finnish scene, its operative logic of volunteer based cooperation and its ability to surpass, circumvent and even change strong institutions. The students' attention is caught with the stylized visuals, party atmosphere of the event(s), the internationality and opportunity for empowerment. Inclusivity is the key; the volunteer movement needs traction and mass in order to make an impact. The study provides a framework by which the student movement and the grassroots activism fundamental to the Finnish style startup scene is kick started. This study suggests the Finnish style student volunteer movement for startup entrepreneurship can be packaged, shipped and dropped in different institutional and spatial contexts thus contributing in the knowledge on the formative processes to a startup ecosystem.

Catching up by reaching down and out: The local developmental ecosystem and the emergence of Medellín's innovation district

Lucía Gómez & Päivi Oinas, TSE, University of Turku

With the advancement in technological readiness in developing countries, and the surge of technology-driven investments, the paradigm of economic development in some developing countries is becoming increasingly innovation-based. Cities are centrally involved in stimulating the renewal of industrial processes and facilitating technological catch-up. They harness *inter alia* urban spaces suited to attracting firms and talent. "Innovation districts" (ID) are a recent trend that have not yet been extensively studied academically. Building on recent contributions in urban planning in terms of "traveling planning concepts" and the literature on knowledge-based development, a qualitative case study is presented on the process of building an innovation district in the rapidly transforming and internationalizing city of Medellín, Colombia. It is partly planned to attract technological foreign direct investment (TFDI). Based on interview and secondary data, it is shown that urban development concepts such as innovation districts may be imported and successfully adapted to local circumstances through the concerted efforts of local stakeholder networks. We dub such an apparently cohesive local platform discussing and setting the broader goals for the city the local *developmental ecosystem* (DES), and analyse its role in the planning and emergence of the Medellín ID.