

# FINAVIA HELSINKI AIRPORT - NORDIC INNOVATION

A man in a blue suit is sitting on a colorful striped bench, talking on a mobile phone. He is wearing a watch and has a brown bag next to him. The background is dark.

IAR China-Europe Aviation Summit  
Beijing 26 June 2017

Petri Vuori  
Vice President, Finavia

**FINAVIA**  
for smooth travelling

# SHORTEST ROUTE FROM ASIA TO EUROPE



目的地  
环球之旅：  
DESTINATIONS  
AROUND THE WORLD:  
140



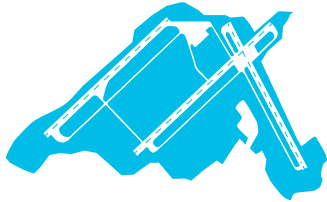
亚洲目的地：  
DESTINATIONS IN ASIA:  
17

北京-赫尔辛基：  
PEK-HEL:  
7H 30 MIN

最少转机时间：  
MINIMUM  
TRANSFER TIME:  
35 MIN

**FINAVIA**  
for smooth travelling

# HELSINKI AIRPORT IS BUILT FOR TRANSFERS



3 runways &  
Terminals under  
one roof



>18 million  
passengers,  
1/3 international  
transfer pax



450 takeoffs and  
landings per day  
by about 50  
airlines



35min Minimum  
Connection Time



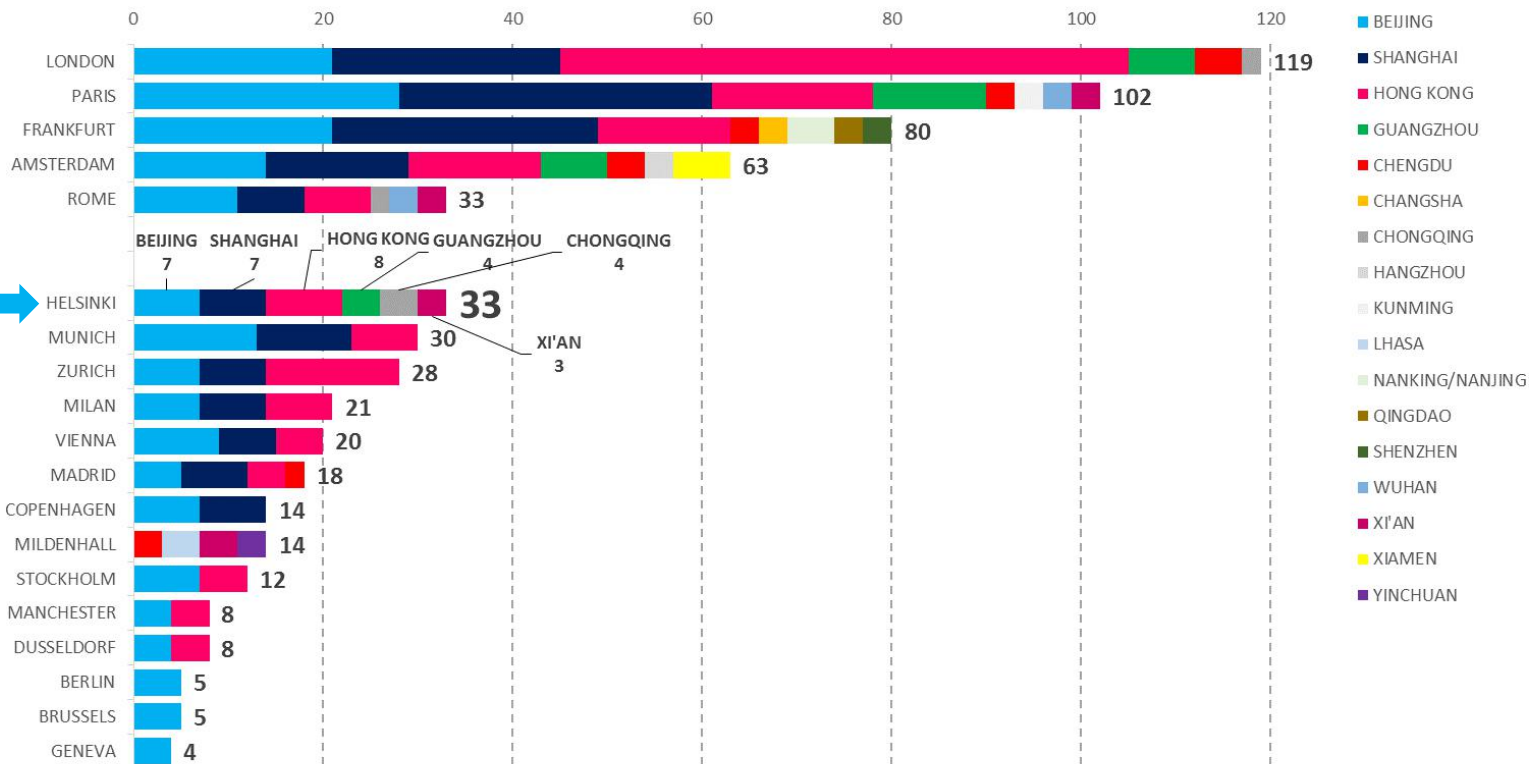
140 cities served  
in 60 countries

# WE OFFER GREAT CONNECTIONS TO CHINA

Europe - China, departures during the 1st week of June 2017

Source: Sabre

Data retrieved: 19.10.2016



**1. CREATE  
SMOOTH  
CUSTOMER  
EXPERIENCE TO  
TRANSFER PAX**

Chinese-speaking  
service guides

Chinese-speaking  
customer service  
& shop personnel

Cultural training  
for airport staff

AliPay &  
China UnionPay

Free unlimited  
WiFi,  
WiFi landing  
page in Chinese

Website & Signs  
in Chinese

MOU agreement  
with CAH,  
Sister airports &  
staff exchange  
with BCIA

Weibo  
&  
Youku

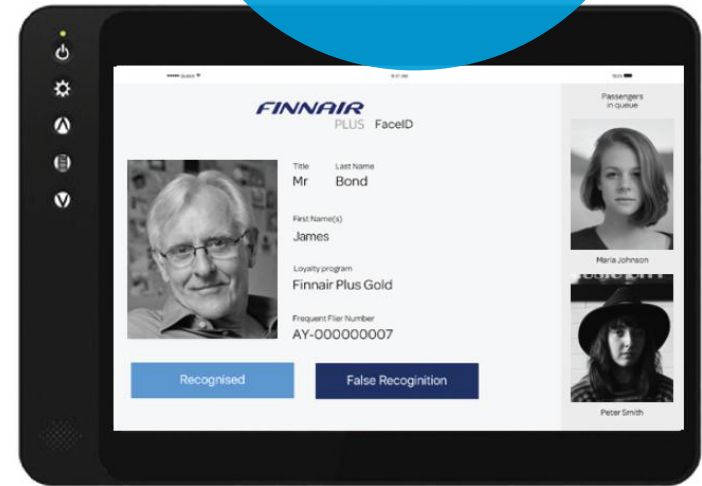
**HELLO** 您好  
**我帮您**



# FACE RECOGNITION PILOT PROJECT

- Finavia Helsinki Airport and Finnair are testing face recognition application at Finnair's priority check-in.
- With one registration (done by taking selfies), the customer could process with check-in at HEL by face recognition.
- Can be adopted to any access point (parking, check-in/bag drop, lounge, gate)
- Everyone wins in faster process times (no pocket digging for misplaced documents)

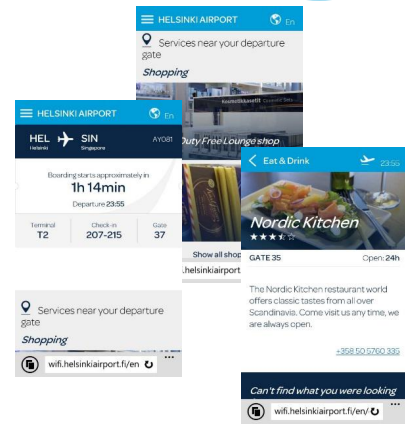
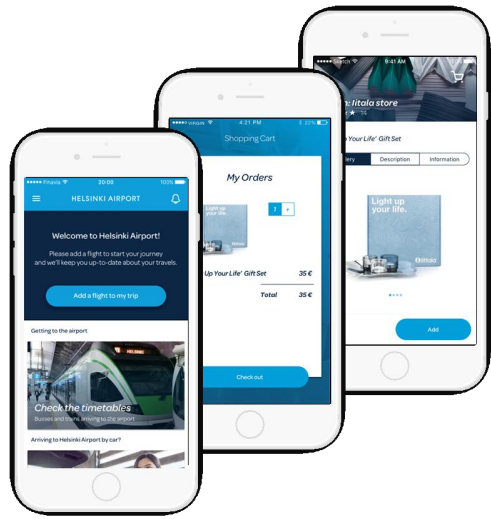
## 3. AUTOMATION TO INCREASE EFFICIENCY







# 4. DIGITAL SEAMLESS COMMUNICATION





5. FRESH  
MARKETING



# MATCH MADE IN HEL THE RUNWAY

FINNAIR | FINAVIA HELSINKI AIRPORT

A line of yellow snowplows is clearing a runway at an airport in winter. The snowplows are moving from left to right, leaving tracks in the snow. The sky is overcast and the ground is covered in snow. The snowplows have their headlights on, and some have their snowblowers raised. The background shows a line of trees and a building.

# WORLD CLASS SNOWHOW

THE LAST TIME HELSINKI  
AIRPORT WAS FORCED TO  
CLOSE BECAUSE OF THE  
WEATHER: IN 2003 FOR A  
HALF AN HOUR

11 MINUTES TO CLEAR  
ONE OF 3 RUNWAYS:  
ONE RUNWAY IS BEING  
CLEARED OF SNOW, WHILE  
TWO OTHERS ARE IN USE