

BUSINESS FINLAND VISION

FINLAND DEFINING THE FUTURE

Together, we make Finland the most attractive
and competitive innovation environment,
where world class success stories are created

We are the most wanted partner for our customers
to innovate and grow globally



INTERNATIONAL GROWTH

OUR MISSION IS GROWTH, RENEWAL AND SUCCESS

Promotion of **innovations**

Promotion of **exports**

Attracting **tourists** and **investments**

Tools include

- research and innovation funding
- advice and sparring
- networking and contacts
- domestic and international expertise and view of networks
- theme selections and programmes



THE WORLD'S BEST ECOSYSTEMS

Business Finland Objectives by 2025

- 1 | Double the R&D investments and exports of SMEs
- 2 | Create new, world-class business ecosystems worth 20 billion euros in total
- 3 | Become the most attractive destination for FDI in Northern Europe
- 4 | Become the most desired travel destination in the Nordics

ALIGNMENTS GUIDING OUR EXECUTION

We select themes

We focus on selected customers

We include the international aspect in all our actions

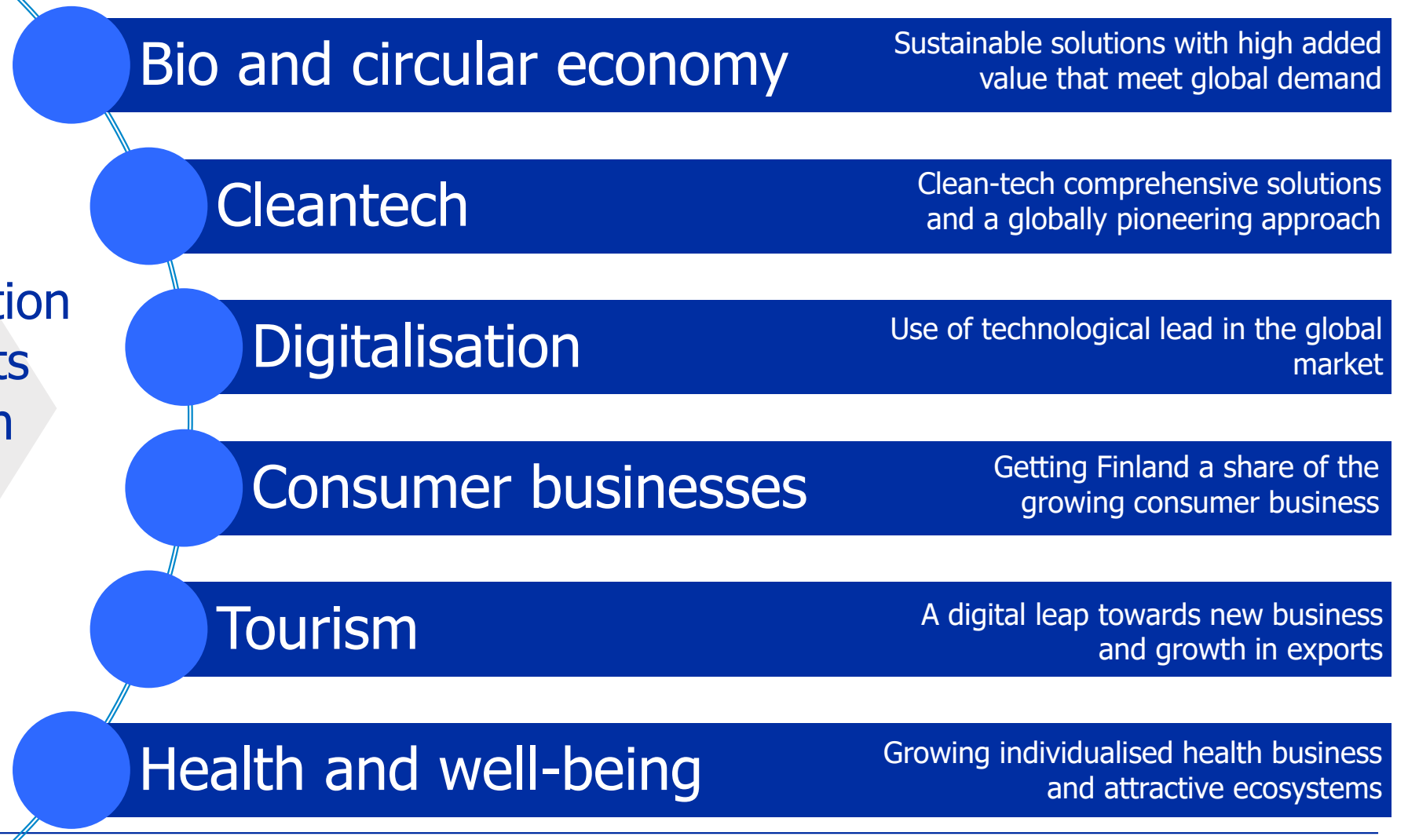
We design our services with customer value in mind

THEMES AND GOALS

Towards joint innovation, invest-in and export-promoting service packages *

Cross-cutting

- Digital transformation
- Developing markets
- New value creation
- Arctic dimension



BUSINESS FINLAND'S GLOBAL NETWORK

40 offices around
the world, and
16 in Finland



BUSINESS FINLAND'S SERVICE PORTFOLIO FOR FINNISH ORGANISATIONS



1. Identify opportunities



2. Develop and reinvent



3. Go to Market



4. Scale to your business



Funding



Networks



Funding

We finance innovation activities and the development of competencies through grants and loans. We help you to find the right kind of funding, which helps your company or organization in your international growth

Funding for

- Startups
- SMEs and Midcaps
- Large companies
- Research organizations
- Public organizations

Production incentive for the audiovisual industry +
Other growth funding
(e.g. Laivan rakennuksen innovaatiotuki, energiatuki)

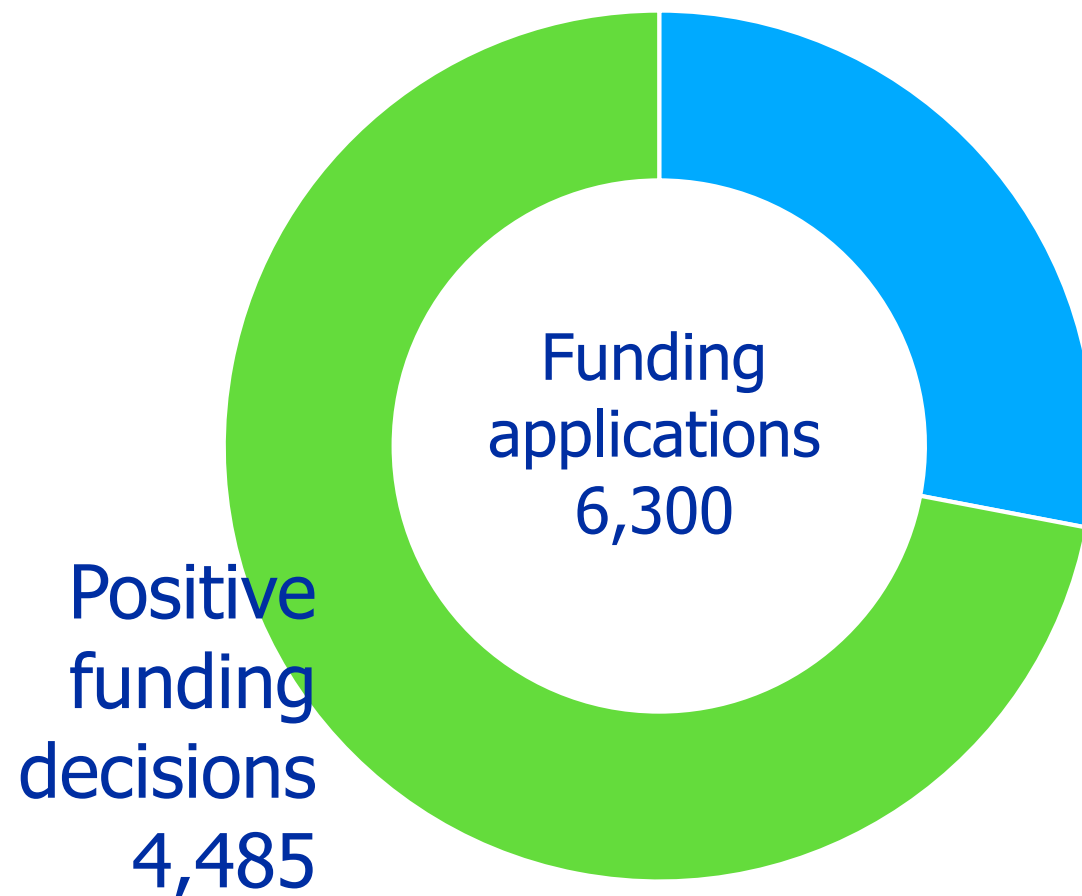
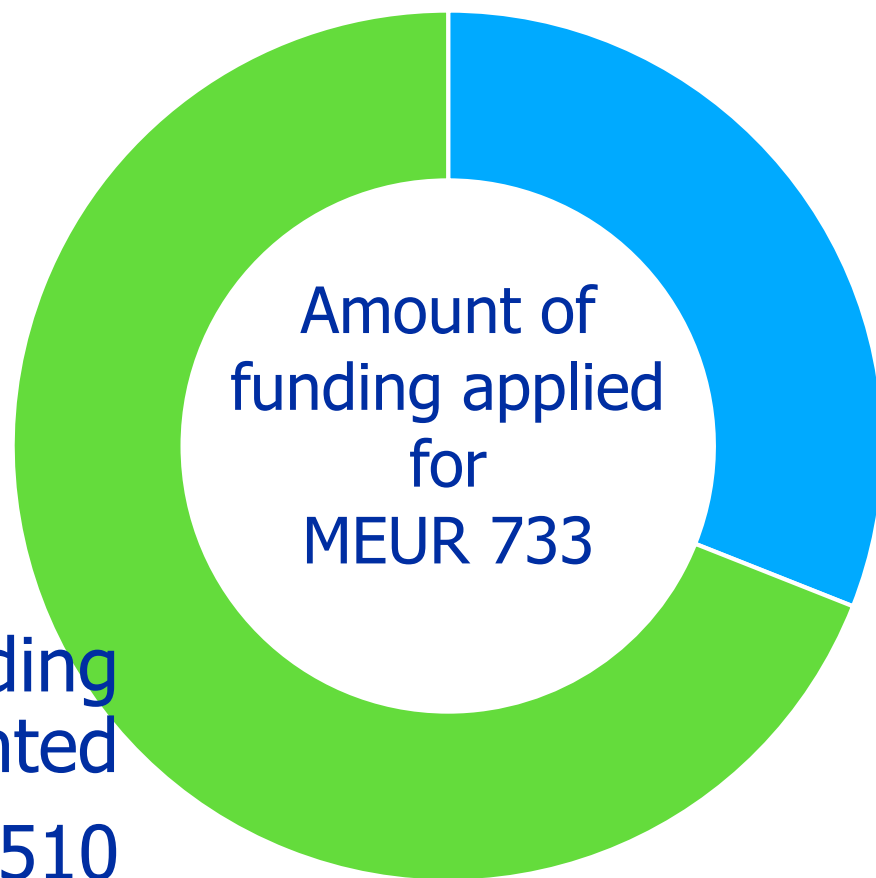
Advice and coaching

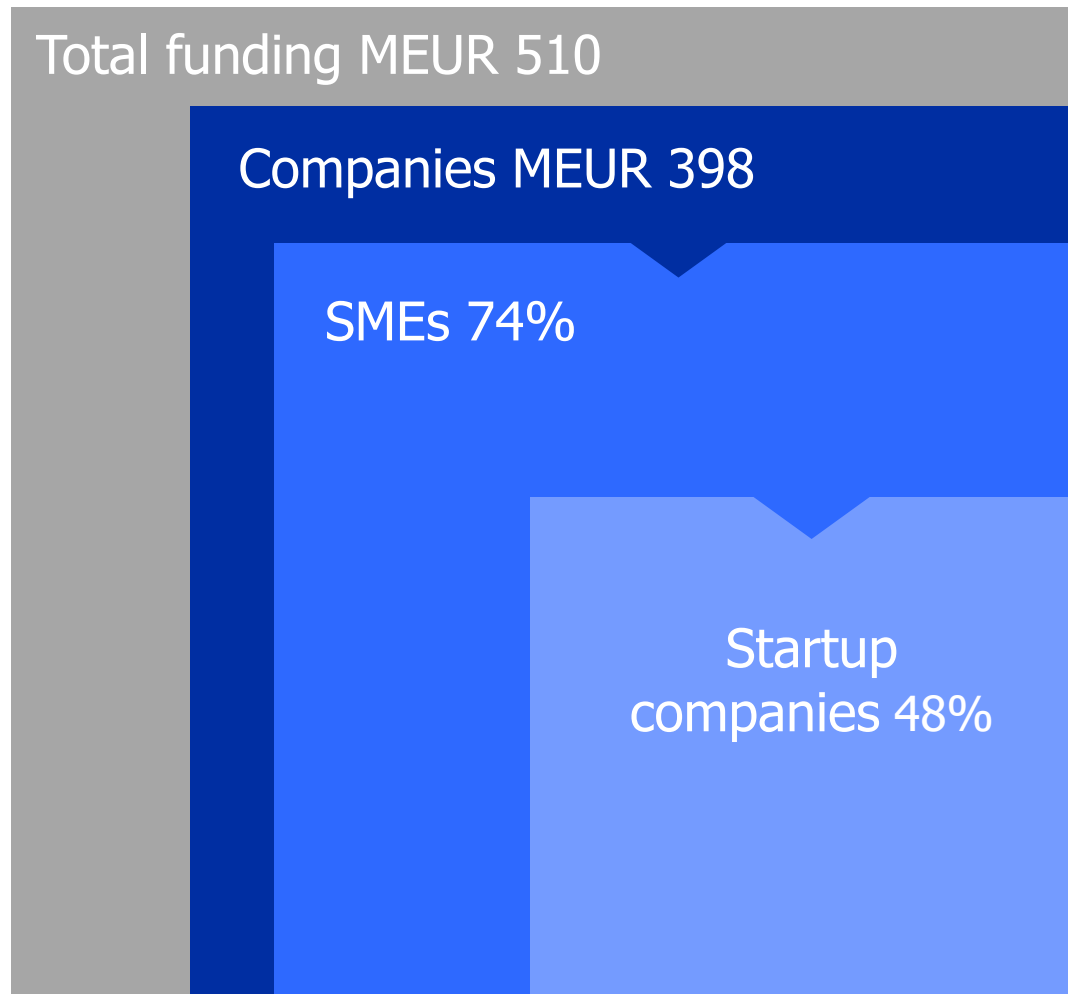
- on business development and funding
- on EU R&I funding
- Growth funding advice for startups and SMEs (more than just own and EU funding)

Growth Capital

Connect with global VC funds and investors

VOLUME OF INNOVATION FUNDING IN 2017





MOST FUNDING GRANTED FOR SMES IN 2017

- Total funding granted MEUR 510
- Funding for companies MEUR 398 and for research MEUR 112
- Business R&D funding for SMES MEUR 292
- Funding for startup companies MEUR 142
- 2,304 new business R&D funding customers, of which 763 are new innovation funding customers

BUSINESS FINLAND – RESEARCH FUNDING 2018



International and other special calls for applications based on specific criteria, for example, ESA, ERDF, Eureka

Politiikka
**Tutkimukseen yllättävän suuri lisärahoitus:
Sadan miljoonan pottia jaetaan
korkeakouluille ja yrityksille**

Suurin osa potista eli liki 70 miljoonaa euroa on menossa Tekesin eli nykyisen Business Finlandin valtuuksiin myöntää avustuksia korkeakouluille ja yrityksille. Myös Suomen Akatemian pysyvä rahoitus kasvaisi 25 miljoonaa euroa.

HS 29.8.2018



Discover Opportunities

Identify business opportunities and customer needs. Evaluate your readiness for international markets. Generate ideas, develop business case and plan internationalization operations

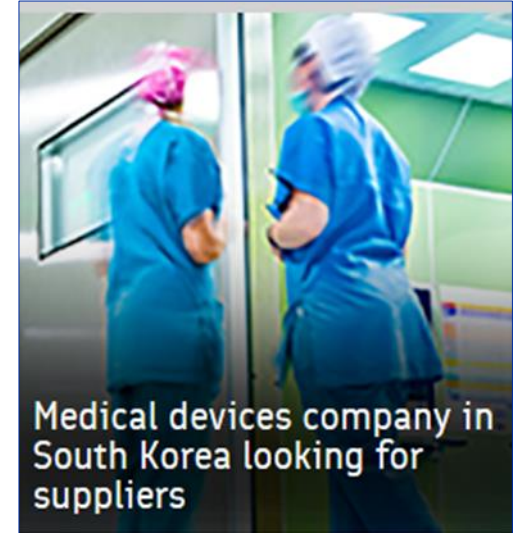
www.marketopportunities.fi:

- [Sales leads](#)
- [Business opportunities](#)
- [Future Watch](#)
- [Country outlooks](#)



Trends of healthcare robots in Japan

Asia and Oceania
Health and wellbeing



Medical devices company in South Korea looking for suppliers

Asia and Oceania
South Korea
Health and wellbeing
Sales lead



Guidelines for registration of medical equipment in Serbia

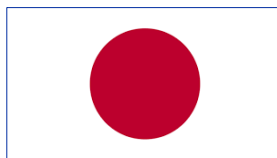
Europe
Serbia
Health and wellbeing
Country outlook



Health and wellbeing megatrends 2018

Global
Health and wellbeing, ICT and digitalization
Future watch

TEAM FINLAND VISIT TO JAPAN 9-12 OCTOBER



Sign up by 31 August 2018!

[READ MORE AND REGISTER HERE](#)

FOR MORE INFORMATION, PLEASE CONTACT

Ms. Meria Heikelä
Director, Business Finland UK
+44 7787 153014 📞 (-2h)

Mr. Masahiro Kimura
Senior Advisor, Business Finland Japan
+81 3 6432 5270 📞 (+6h)

**BUSINESS
FINLAND**



BUSINESS OPPORTUNITIES FOR FINNISH COMPANIES IN PERSONALIZED HEALTH AND WELL AGEING SOCIETY

Looking for new business opportunities in Japan? Join the Team Finland visit to Japan (Tokyo and Yokohama) with **Ms. Annika Saarikko**, Minister of Family Affairs and Social Services and discover new business opportunities.

Focus topics of the visit are in related technologies; **Biotech and Digital Health**, **Personalized Health** as well as **Well ageing society** (elderly care and support, preventive healthcare).

The Ministry of Economy, Trade and Industry of Japan are proposing Finnish involvement at the **Well Ageing Society Summit** and its co-events BioJapan (Kanagawa) & HCR (Tokyo) coinciding with the Team Finland visit in October.

Mega drivers 2018 –Wellbeing and Health

Development of science and technology::

AI, 3D printing, robotics, virtuality, augmented reality, real-time

Intelligent environment, digitalization

(IoMT): IoMT Hospital, IoMT care solutions, wearable solutions, personalized treatments and services, remote caret solutions

Data change: Explosive increase of data, intelligent algorithms, MyData, genomics, body security

Socio-Cultural Changes:

Consumerization of health and well-being, loneliness changes, new kind of communality, the new professions in wellbeing and health, changing media, transhumanism

Globalisaation: climate change, economic growth, population growth, service market change

Urbanization and aging:

People live on average longer and healthier, 60+ markets, local services, mobility and housing changes

Wellbeing and health: predictive and preventive health and wellbeing, digital and virtual care, precision treatments, nanomedicine, stem cell technology, bio imaging

Ethical and ecological changes:

AI becoming human-like, nursing/ care robots, virtual assistants and the presence as holograms

Finland is internationally successful forerunner in health sector research, innovation activities, investments and business



Government backing the growth of the health sector

**Founding of the
Finnish Biobank
Cooperative
FINBB**

**eHealth and eSocial
Strategy and
Legislation on the
Secondary of Use of
Health and Social data**

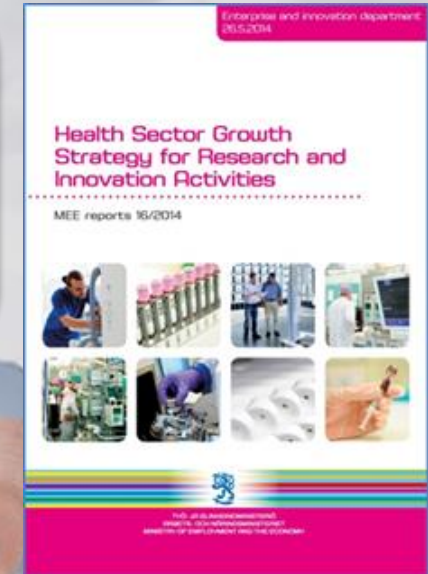
**Developing of the
research and
innovation ecosystems
around university
hospitals**

**Legislation and
operating principles
for the digital health
data service operator**

**Preparing the founding of the
National Genome Centre, the
Comprehensive Cancer Centre
Finland, Neurocentre Finland and
Drug Development Centre**

**Preparation of the Genome Law and
updating the Biobank Law**

**Developing of the
MyKanta service
and its ecosystem**





Programs a tool for proactive work

BITS OF HEALTH

THE BITS OF HEALTH OFFERS CHANNELS AND FINANCING FOR DEVELOPING HEALTHCARE NEED-DRIVEN SOLUTIONS, AND FOR COOPERATION BETWEEN COMPANIES AND HOSPITALS.

PERSONALIZED HEALTH

TRANSFORMING HOSPITAL AND REMOTE CARE SOLUTIONS

SENIOR CARE, REHABILITATION AND PREVENTION

HEALTH TOURISM

FINLAND HAS GOOD PREREQUISITES TO MEET THE GROWING DEMAND OF HEALTH SERVICES. BUSINESS FINLAND INCREASES INTERNATIONAL AWARENESS OF FINNISH COMPANIES AS PROVIDERS OF QUALITY CARE AND BRINGS YOU IN CONTACT WITH POTENTIAL PARTNERS.

PERSONALISED HEALTH PROGRAM

VISION 2025

Finland is a global forerunner in personalized health.
Digital databases, bio banks and advanced analytics are used in R&D, health services and business operations.

GOALS

The goal is to create new international business and innovations based on personalized health platforms.
The program develops an ecosystem that promotes exports and brings investments into Finland.

SCOPE

2018-2022

Innovation funding: 50-80 Million €



Recognise
opportunities



Develop and
evolve



Go to Market



Scale your
business



Funding



Networks

Activities and focus countries

Started 1.5.2018
Duration: 4 years

Kick off 8.5.2018
Health Tuesday

Innovation funding
50-80 M €

Launch
5-6.9.2018
HealthBIO Turku

PerMed
funding call
Deadline 4.9.2018

Funding campaign
06-09/2018 for
businesses and
research institutes

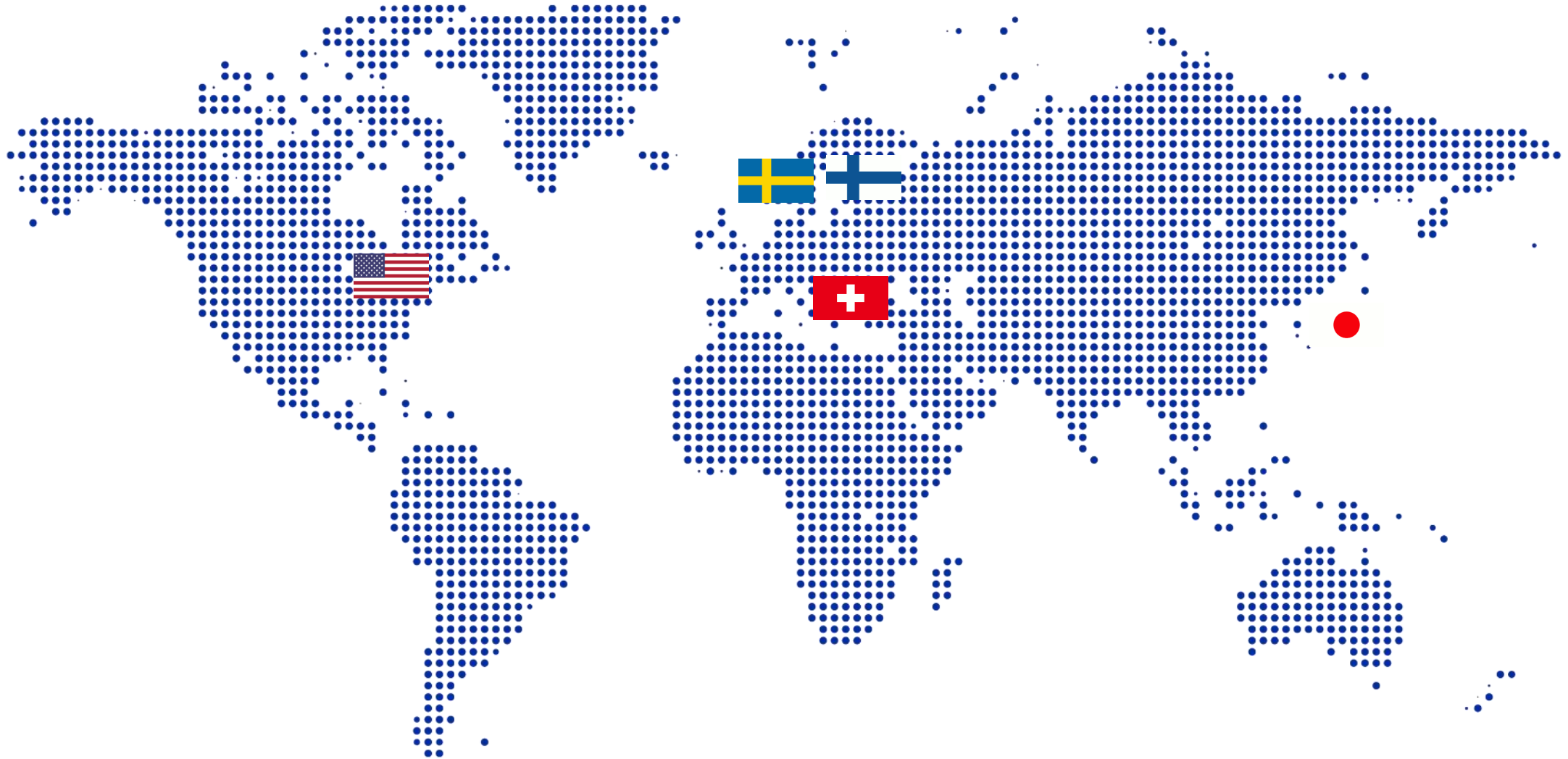
Workshops
for
companies

European Healthtech
Investment Forum
12.-13.3.2019

Networking to focus
markets



UPCOMING HEALTH EVENTS AND DELEGATIONS



How to participate in health activities

- Order our health newsletter **NOW:** businessfinland.fi/uutiskirje
- Events calendar: businessfinland.fi/suomalaisille-asiakkaille/ajankohtaista/
- Program website: businessfinland.fi/yksilolistettyterveys

SAVE THE DATE 11–13 JUNE 2019

Helsinki, Finland

HIMSS & HEALTH 2.0 EUROPE CONFERENCE



BUSINESS
FINLAND

Minna Hendolin
Senior Director, Health and Wellbeing
Business Finland
minna.hendolin@businessfinland.fi
+358 50 5577665
@HendolinMinna

Sampo Sammalisto
Program Manager, Personalized Health
Business Finland
sampo.sammalisto@businessfinland.fi
+358 50 5841100

Janne Kari
Project Manager, HIMMS/Health2.0
Business Finland
janne.kari@businessfinland.fi
+358 40 5410580

WORLD IDEAS