

Co-organized by
BusinessOulu & Kanagawa Prefecture

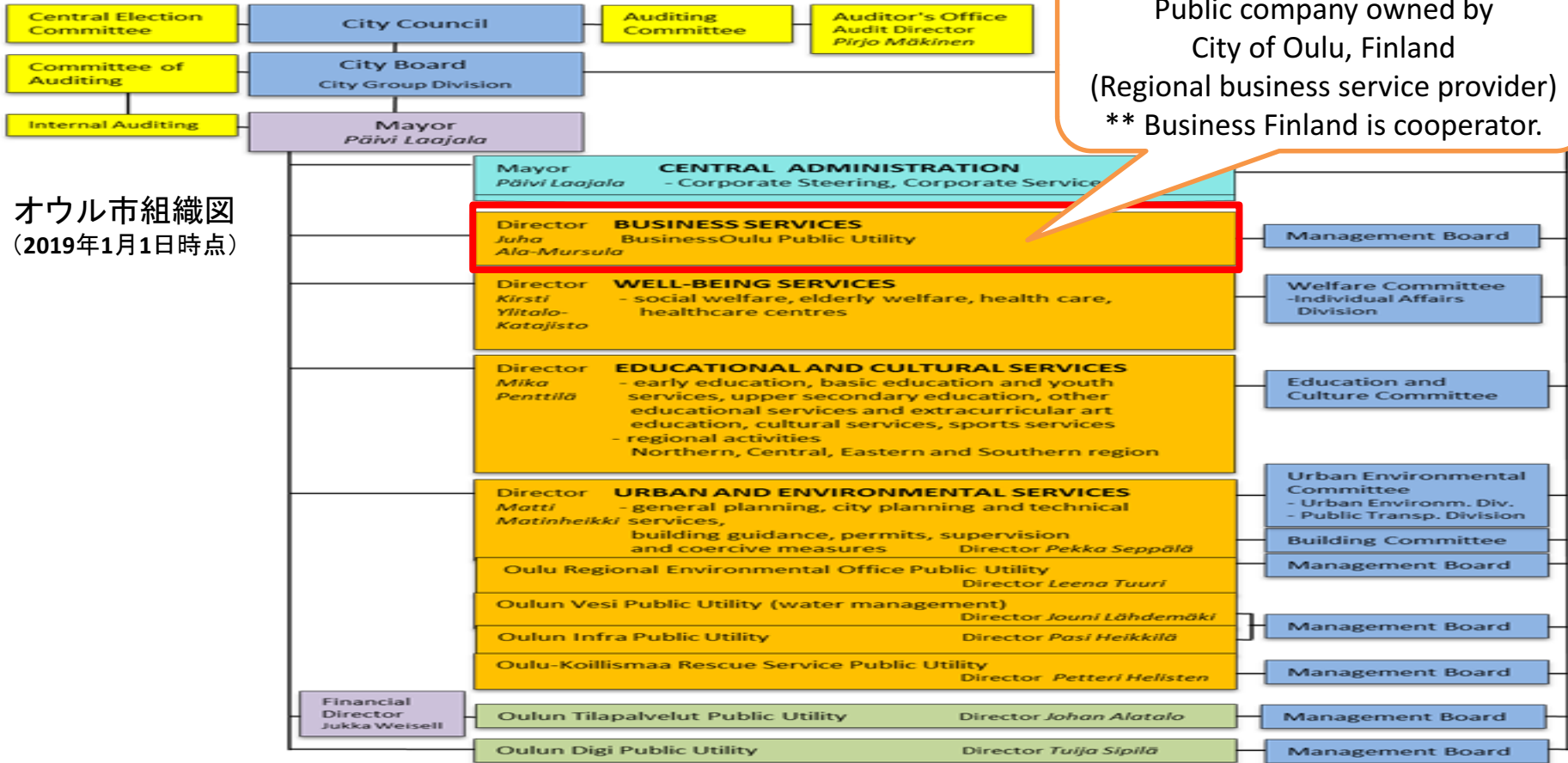
OuluHealth Labs Webinar – Unique test and development environment

“As a gateway for market entry to Europe for your healthcare
business”

8 Oct 2020

Takako Uchida
Coordinator, International Affairs, Japan
BusinessOulu

City of Oulu Administrative Organisation 1.1.2019



Founded on 1 Jan 2011
 Public company owned by
 City of Oulu, Finland
 (Regional business service provider)
 ** Business Finland is cooperator.

オウル市組織図
 (2019年1月1日時点)

OULU BusinessOulu

BUSINESSOULU'S
**SERVICES FOR
COMPANIES**

ビジネスオウル
企業向けサービス



ビジネスモデル作り支援



ビジネスの始め方支援



企業向け資金援助紹介(公的&民間)



海外展開、販売、フィンランドビジネスハブ



オウルでの企業立地



イノベーション&ネットワークサービス



企業所有者変更



個々の事情に応じたコーチング



雇用主向けサービス



コミュニケーション&メディアサービス



大規模会議コーディネートサービス

Oulu – Capital of Northern Scandinavia -

*Oulu region has 250 000 residents,
Oulu 200 000 residents (5th largest in Finland)
The largest center of the Northern Scandinavia*

*Educational and Culture center / Trade and Finance Center
Experience center / Logistics center*

65°01'N, 25°28'E

Oulu

Oulu Capital
of Northern
Scandinavia 

- **The fastest growing city in Finland, Northern Scandinavia**
- **World top class ICT industry and education**
- **Silicon Valley in Europe**
- **One of the leading health technology hubs**
- **Living Lab in compact town of Oulu (everywhere within 12min)**
- 600km up-north and 1 hour flight (>10 per day) from Helsinki, 12 hours from Japan to Oulu
- 2nd busiest airport and railway station in Finland
- 120 nationalities, Average age: 38.2 (one of the youngest towns in Europe)
- 25000 university students (University of Oulu and Oulu University of Applied Science)



Finland



Oulu-Kanagawa MoU

(for Life science since 2014)

Oulu-Sendai Co-incubation Agreement

(for all industries since 2005)

In Nov 2019, the signing ceremony for extensions (2020-25) in the both municipalities in Japan

38 Mortal

**INNOVATING
OUT OF THE BOX!**



**POLAR BEAR
PITCHING**

Every Mar



2014 & 2018年
エアギター世界チャンピオン

AIR GUITAR
WORLD CHAMPIONSHIPS

Every August

ICT Trackrecord

1982

EUROPE'S
LARGEST
TECHNOLOGY
PARK

1981
FIRST NMT
NETWORK

1992

WORLD'S FIRST
GSM BASE STATION



1991
FIRST GSM
PHONE CALL

1996
FIRST WCDMA
TELEPHONE
CALL

2005

FIRST PUBLIC
NFC USER

2002

FIRST
SECURITY
OTA SERVICES
FOR MOBILE
PHONES

2015

PLANNING AND
IMPLEMENTATION
OF TWO 5G TEST
NETWORKS

2012

WORLD'S FIRST
IN PRINTED
INTELLIGENCE

2009
FIRST CLOUD
BASED MOBILE
SECURITY
SERVICES



2018

6G FLAGSHIP
251 M€ FUNDING
FOR 2018–2026



2019
6.6 M€ FUNDING FOR
DIGIHEALTH HUB

2017
INTEGRATION PLATFORM
IN OULU UNIVERSITY
HOSPITAL

2016
OYS TESTLAB
5G TEST
NETWORKS





5G

IT'S NOT ONLY ABOUT THE
TECHNOLOGY

- Basic R&D in University of Oulu with other partners
- 5G base station (proto & mass) manufactured by Nokia Oulu
- Finland first 5G Testbed available for companies in University of Oulu and VTT Oulu
- 5G piloting tests in Oulu (NOKIA Oulu factory, Oulu port, Oulu University Hospital etc.)



Oulu 6G Research KickOff

Video on Finland 6G Vision 2030

- Finland Flagship Project 2018-2026, 251M€
- University of Oulu (main player) with cooperators VTT Oulu, Nokia Oulu, BusinessOulu, Oulu University of Applied Science, Aalto University etc.
- 6G Summit since 2018

OULU

Oulu Capital of Northern Scandinavia



 Haltian

 Harman

 ROHM Semiconductor

 Sony Semiconductor Israel

 Texas Instruments

 TactoTec

 Spreadtrum

 Vaimo

 CGI

 Mediatek

 OP-Pohjola

 Polar

 Solita

 Gintel

 F-Secure


 Yota Devices

 Continental

 Fingersoft

 Bitfactor

 Nordea

 Koukoi Games

 Tieto

 Bittium

 Anite

 Fujitsu

 Nokia

 Nordic Semiconductor

 Siili Solutions

 Verkotan

 IndoorAtlas

 Koodiviidakko

 Exfo

 ARM

 Eyelife

LEADING GLOBAL ICT BRANDS IN OULU

2014–2016
MORE THAN
500
NEW STARTUPS

640
HEALTH & LS
COMPANIES
450
ICT COMPANIES

18 500
HIGH-TECH JOBS

CONNECTING
HEALTH
TECHNOLOGY
& BUSINESS

DIGITALIZING
THE
WORLD

OULU, FINLAND
GMT +02:00

Oulu Innovation Alliance 2016-2020: Develop 5 ecosystems in Oulu



“
The most innovative solutions for a good life are born here
– ICT & Digitalization
ICT&デジタル化



“
I am well and stay healthy here
– OuluHealth
オウルヘルス



“
I want to live, study and work here
– Northern City with Attractive Opportunities
魅力的な北の街作り



“
The solutions for green business are born here
– Industry 2026
インダストリー2026



“
Business grows and jobs are born here
– Agile Commercialization
効率よい事業化 (スタートアップ)

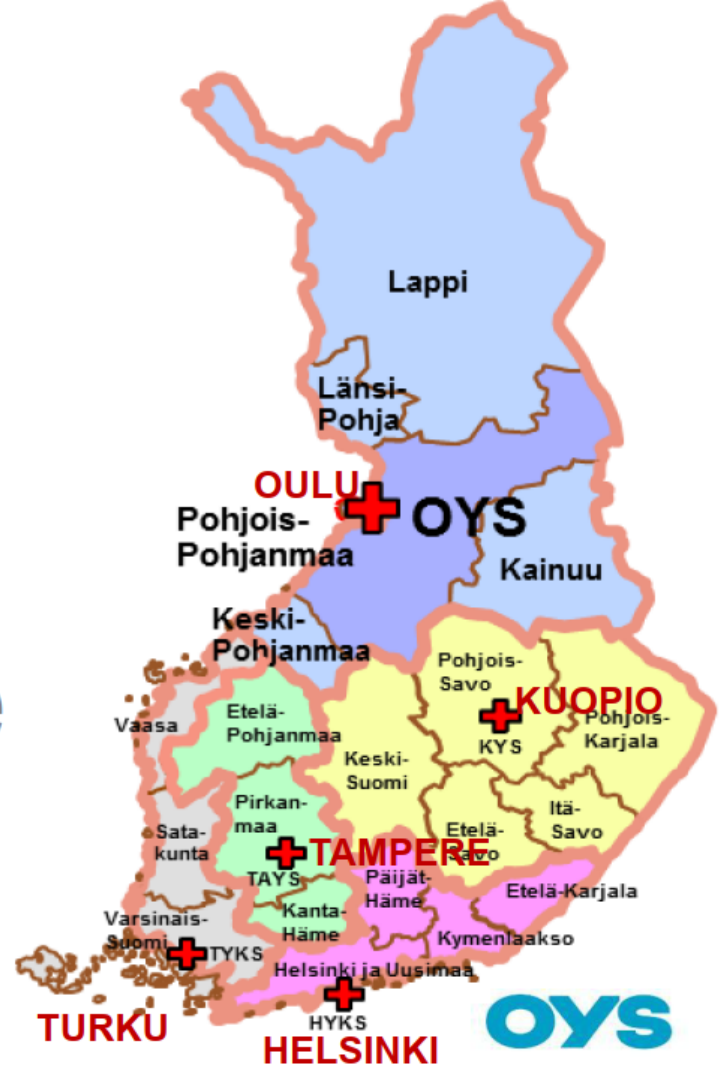


International Oulu is Finland's fastest growing city region and top notch location for new business ventures and growth.

国際的なオウルとは、フィンランドで成長が一番早い地域であり、新たなビジネスベンチャーや成長における一流の場であること。

5 UNIVERSITY HOSPITALS

In Finland most advanced and highly specialised medical care is provided by university hospitals

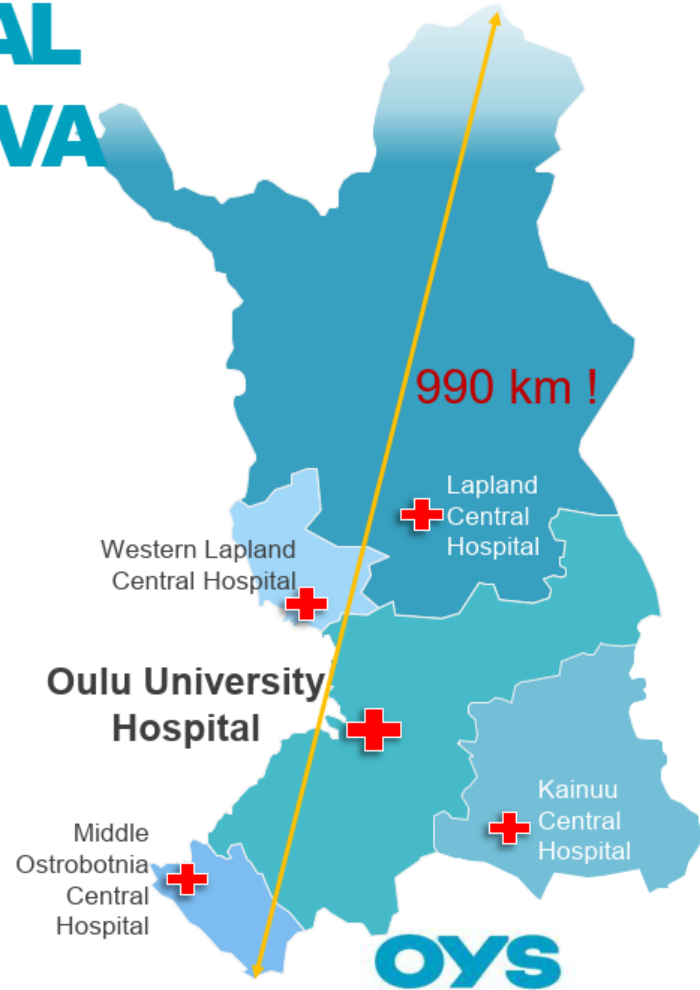
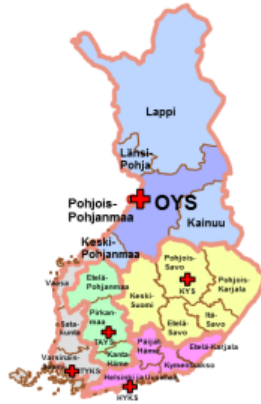


OULU UNIVERSITY HOSPITAL RESPONSIBILITY AREA - ERVA

Over **50%** of Finland and
740 000 inhabitants, **4 inh. / km²**

Oulu University Hospital offers advanced
care for all medical specialities

- Cardiac surgery
- Neurosurgery
- Radiation therapy
- Demanding intensive care
- Neonatal intensive care (NICU)
for very preterm (< 32 weeks)



Video on Oulu
The Light of the North

LINKS

BusinessOulu : <https://www.businessoulu.com/en/>

BusinessAsema(only Fin): <https://businessasema.com/>

VisitOulu(JPN): <https://visitoulu.fi/ja/>

- **Invest in Oulu** : https://issuu.com/businessoulu/docs/invest_in_oulu
- **Oulu Commercial Investment Guide 2020**:
https://issuu.com/businessoulu/docs/ocig_02_2020_issuu
- **Oulu Technical and Educational Visits Program (JPN)** :
<https://www.businessoulu.com/media/2019/pdf/edutv-japan.pdf>
- **Oulu Innovation Alliance**: <https://www.businessoulu.com/en/frontpage-old/en/company-networks-2/oulu-innovation-alliance.html>
- **OuluHealth**: <https://ouluhealth.fi/>
- **PrintoCent**: <https://www.printocent.net/>
- **SUPERIOT**: <https://www.superiot.fi/>
- **5GTNF**: <https://5gtnf.fi/>
- **6G Flagship**: <https://www.oulu.fi/6gflagship/>
- **World Air Guitar Championship**: <https://airguitarworldchampionships.com/en/home/>
- **Polar Bear Pitching**: <https://polarbearpitching.com/>



CHAT

businessoulu.com | oulu.com

Takako Uchida

BusinessOulu

Coordinator,

International Affairs, Japan

takako.uchida@businessoulu.com

Thank you & 有難うございました & Kiitos