

**BUSINESS  
FINLAND**

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**Business Finlandin Ohjelmat 21.10.2020**

**Smart Life FINLAND**

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# SMART LIFE FINLAND

**ACTIVE: 2019-2022 | FUNDING TARGET: 80-100 MEUR**

## • Mission

- To proactively help create high potential business ecosystems in Finland, innovate, network, and go international with digital wellbeing & healthcare solutions
- To leverage the digital revolution in health, from hospital to home and the daily living environment

## • Focus

- Digital health & wellbeing solutions utilizing the latest technologies e.g. mobile applications, big data, Artificial Intelligence, virtual & augmented reality, wearables, sensing

## • Customers

- In Finland: digital health and wellbeing companies, research organizations and healthcare providers
- Internationally: potential partners to Finnish companies. Investors and corporations with interest in investing in Finland

## • Ecosystems

- Drive the generation of new innovation ecosystems comprised of companies of different sizes, research organizations, and healthcare providers

## • Services

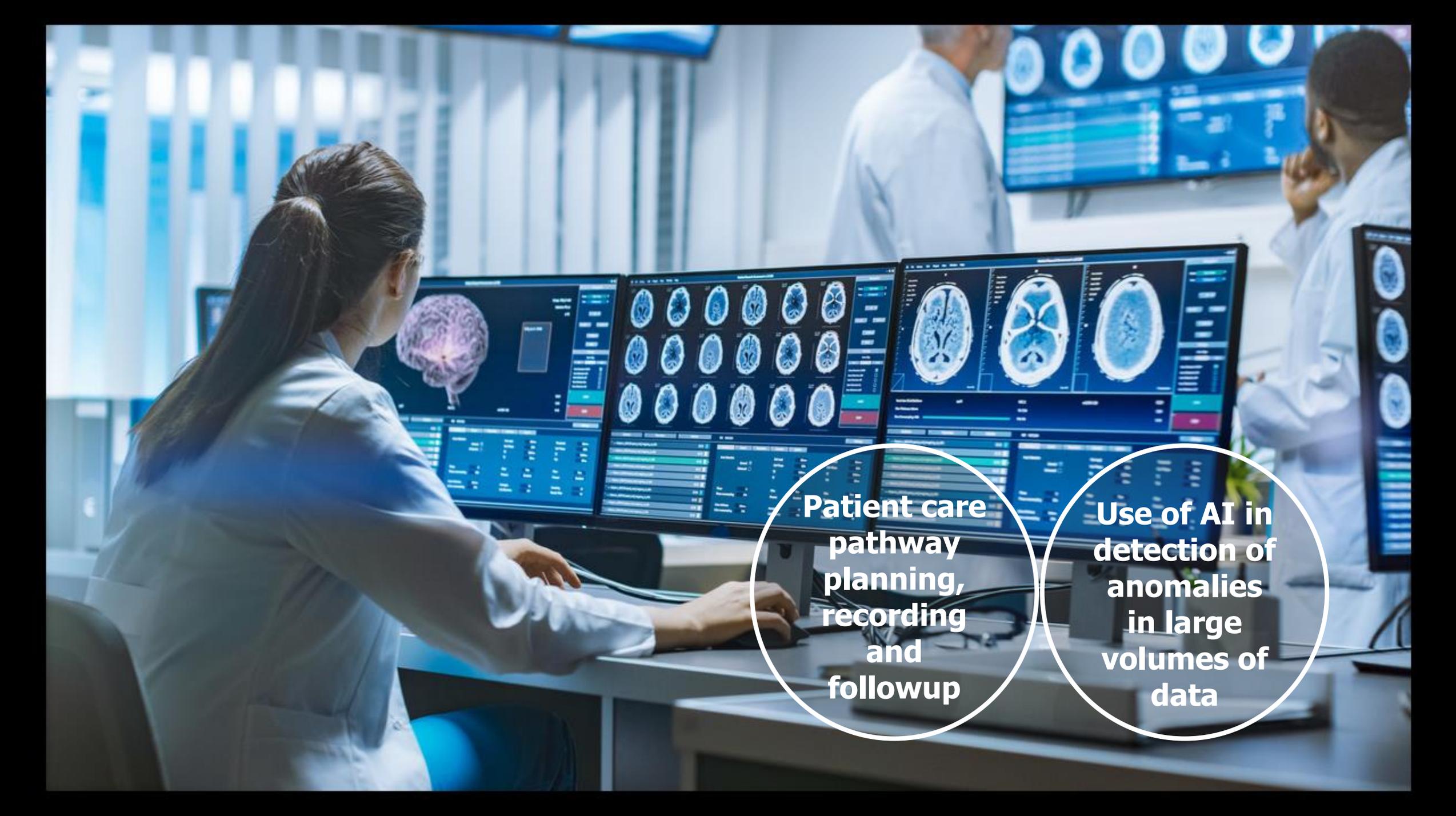
- Internationalization, innovation funding, ecosystem development, training, networking, promotion of investing opportunities in Finland

## • Target markets

- EMEA: Nordics, UK, Germany, Gulf states
- Asia: Singapore, Japan, Australia
- Americas: USA

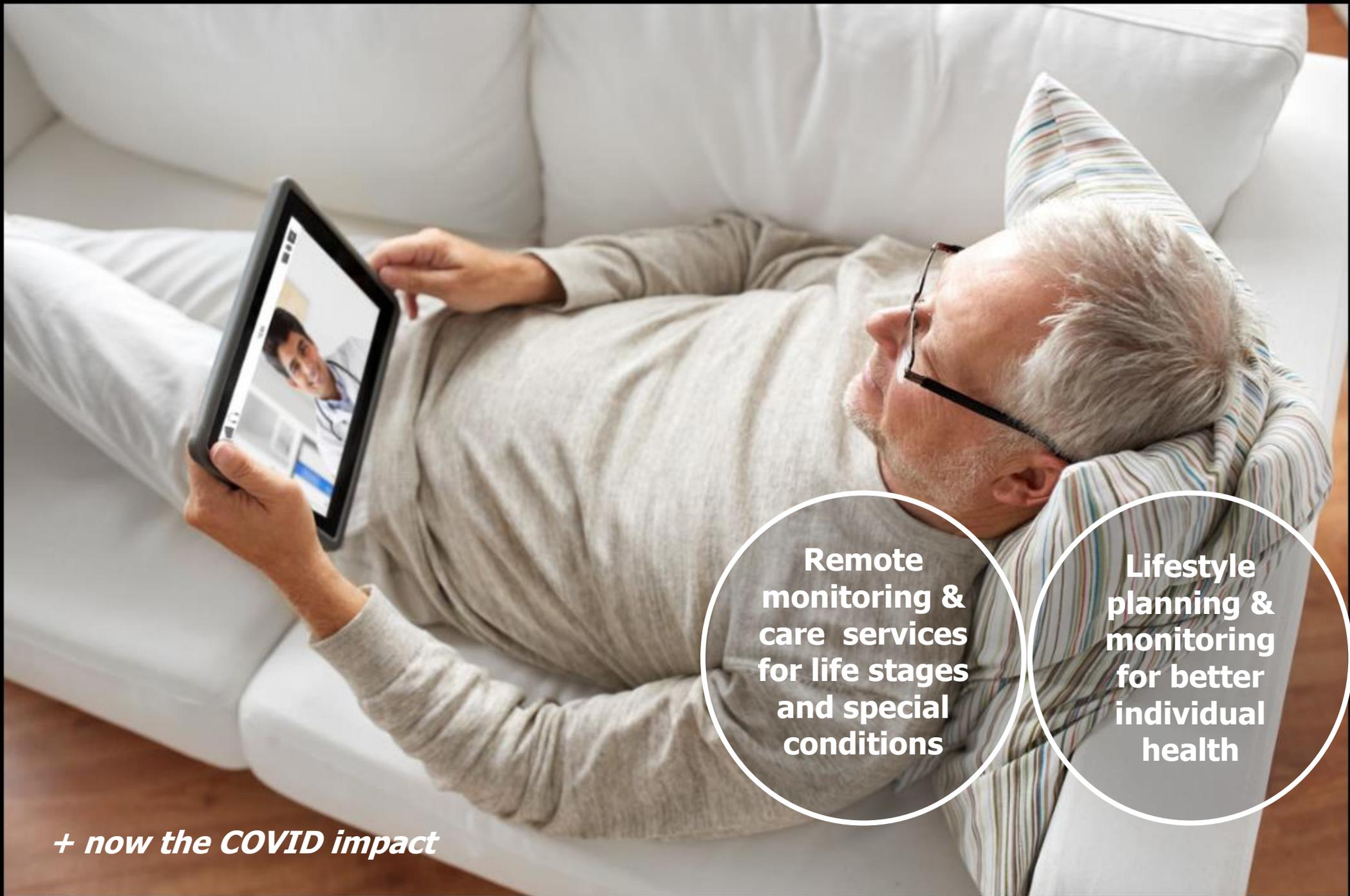
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**WEB:** [businessfinland.fi/en/for-finnish-customers/services/programs/smart-life-finland/](https://businessfinland.fi/en/for-finnish-customers/services/programs/smart-life-finland/)



**Patient care  
pathway  
planning,  
recording  
and  
followup**

**Use of AI in  
detection of  
anomalies  
in large  
volumes of  
data**



**Remote  
monitoring &  
care services  
for life stages  
and special  
conditions**

**Lifestyle  
planning &  
monitoring  
for better  
individual  
health**

***+ now the COVID impact***

# Why Ecosystems

**A whole that  
is greater  
than the sum  
of its parts**

**Combine the  
best of breed  
from private and  
public sector**

**Economics of  
scale to take  
on challenges  
that can move  
the needle**



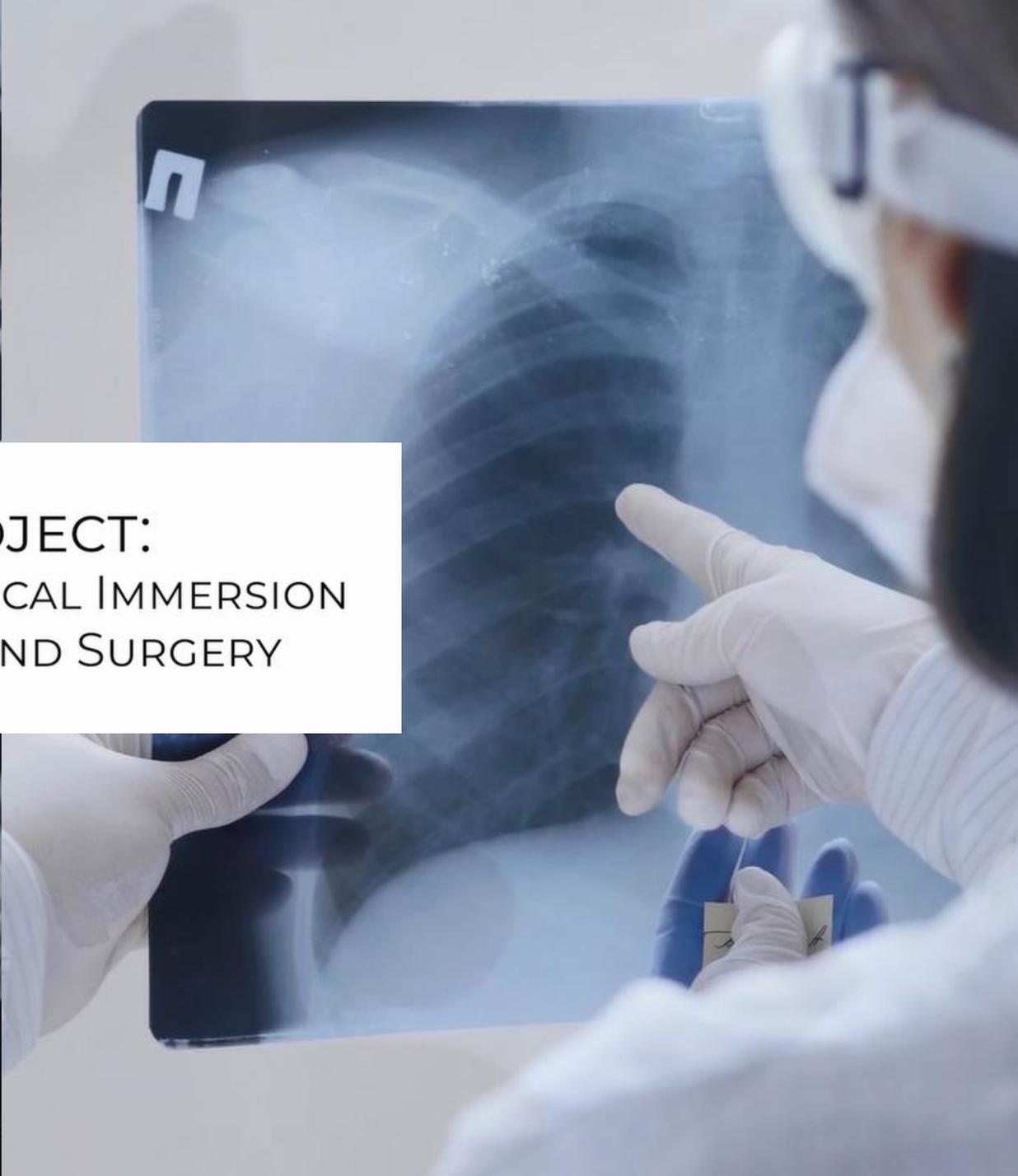
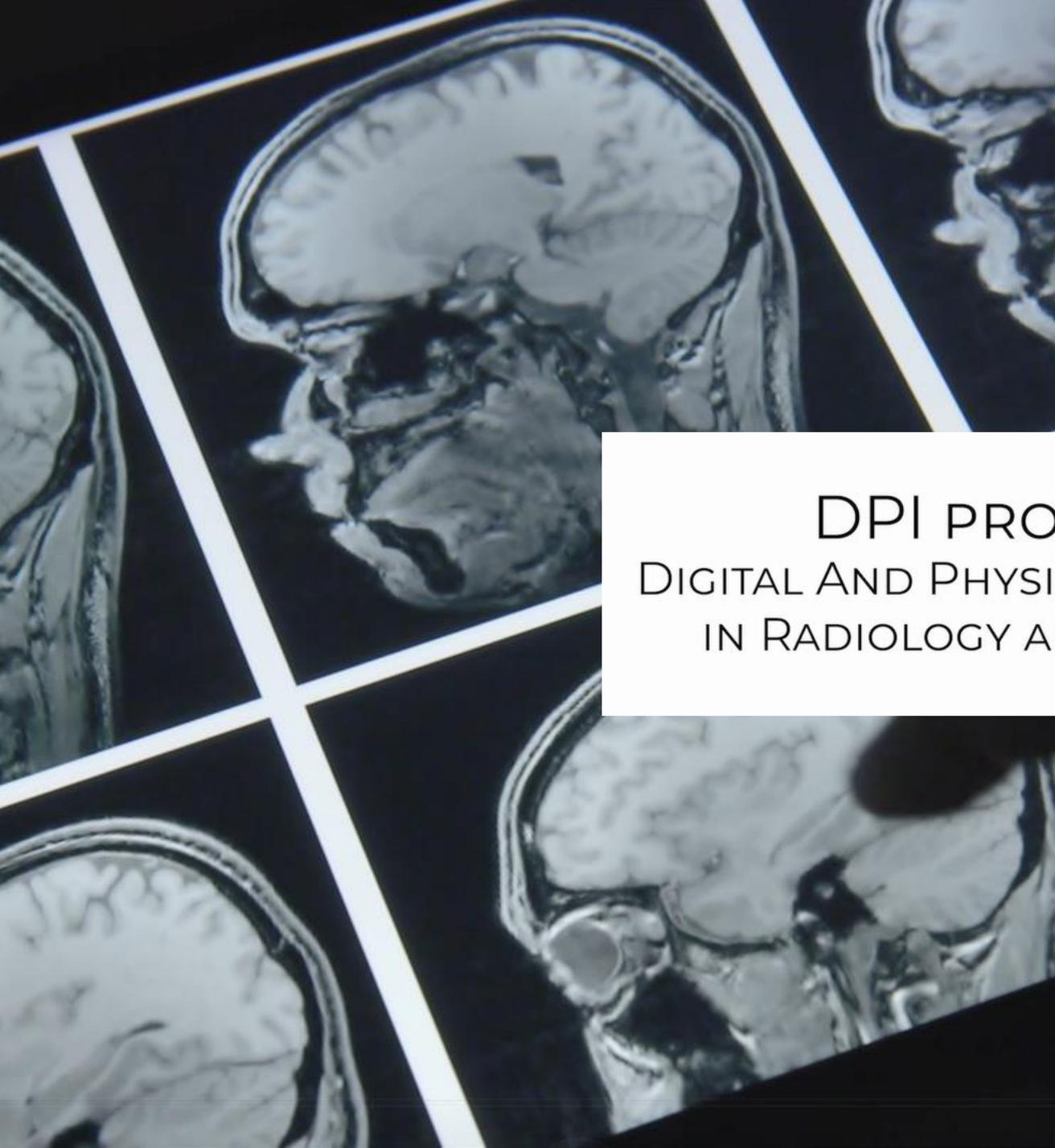
**Multi  
disciplinary,  
reaching across  
industry  
verticals**

**More substantial funding opportunities  
beyond individual players**



Embassy of Finland  
Singapore

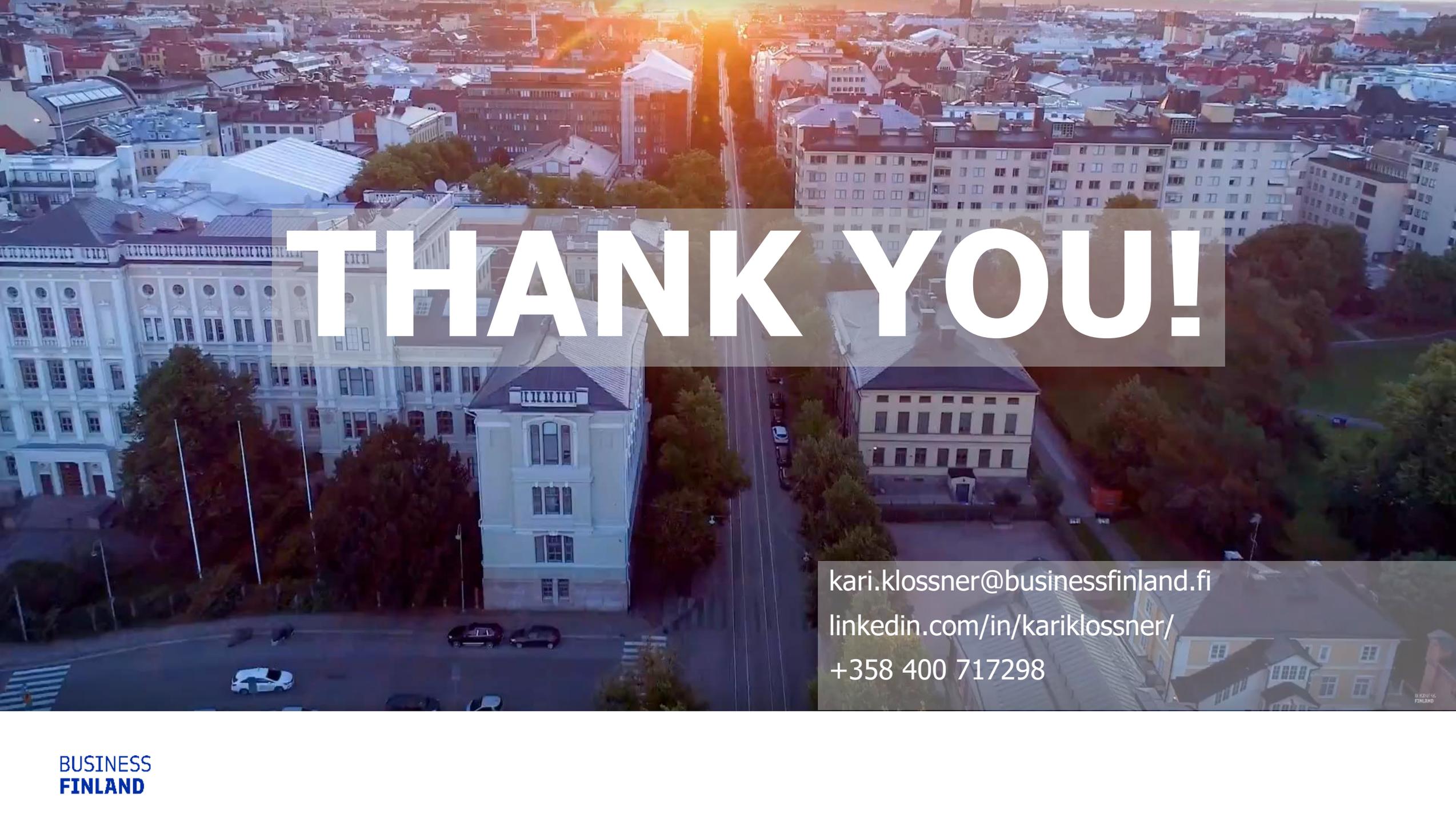




DPI PROJECT:  
DIGITAL AND PHYSICAL IMMERSION  
IN RADIOLOGY AND SURGERY

# Upcoming Business Finland Health Events

			Contact (@businessfinland.fi)
<b>Ministerial level</b> health delegation to <b>Germany</b>	29.10.	Virtual delegation	Kirsi Armanto Elina Iso-Oja
<b>Ageing Asia</b> Senior Care digital solutions hybrid festival	3.11.	Webinar	Meria Heikelä
Digitalization of health & elderly care in <b>Japan</b>	17.11.	Webinar	Meria Heikelä
National health <b>roadshow</b> – BF joined by regional development centers	4.12.	Webinar	Riikka.Paasikivi@spinverse.com
What's new in <b>MDR</b> ? Training for medical devices companies	17.12.	Webinar	Pekka Ollikainen Kari Klossner



# THANK YOU!

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