

Oulu - urban city with an exotic arctic setting

Olli Löytynoja: Head of Key Account and Investments Unit
Heidi Tikanmäki: Key Account Director of Life Science
Petri Karinen: Head of International Affairs

Oulu, City region of 250 000 people

- **#1** in R&D investment per capita in Finland, among the top in the EU
- Fastest growing city in Northern Europe
- Hi-tech hotbed
 - **450** ICT companies and **640** Health and Life Science companies
 - **18 500** high-tech jobs, **+8000** R&D experts
 - **>500** new startup companies during the last 3 years
- Youngest in Europe - **37.9** average age
- **35%** with university degree
- 40 000 students (Universities and vocational schools)
- **#2** in Finnish airport traffic, with 100 flights a week
- Oulu Deep Sea Port

OULU

65°01'N, 25°28'E



No1
IN QUALITY
OF LIFE

** European commission,
Quality of Life in European
Cities 2015.*



**IT'S NOT ABOUT TECHNOLOGY
It's how people use it to improve
the place called home**

BusinessOulu – A Partner and Enabler of Growth

▶ Investments
& new jobs

▶ Fostering
entrepreneurship

▶ New businesses

▶ Oulu marketing

▶ Company
growth services





Vision and values

The Light of the North

Courage

Fairness

Responsibility



NATURE
ALWAYS NEARBY



Strong basic industry



Paper

kemira

Chemistry

OUTO
KUMPU

Stainless
steel



Forestry

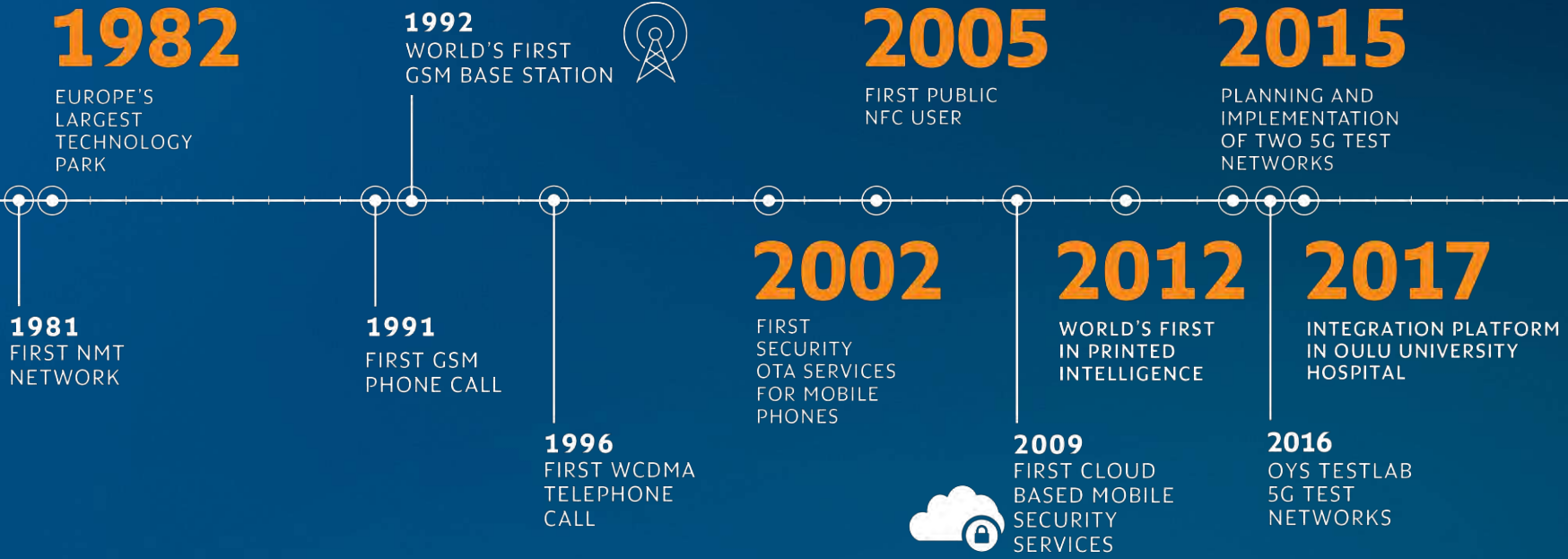
SSAB

Steel

FENNOVOIMA

Energy

OULU'S TRACK RECORD IN WIRELESS WORLD



PC
MAGAZINE

**Oulu Finland:
5G LIVES HERE**

Oulu Capital
of Northern
Scandinavia

How a small city in Finland Turned Into a 5G Pioneer

*PCMag's Sascha Segan
visited Oulu in June 2017.*

Now PCMag September digital edition's
cover features Oulu as the city of 5G.

OULU | BusinessOulu

Oulu Leads 5G Development

Over 500 companies making wireless core products

3-4B€ worth of exports per year



"I think Oulu is the world's best place, second to none, for radio access engineering"

Rajeep Suri, CEO, NOKIA



2.6 billion people use wireless technologies developed in Oulu

Maintain leadership via renewal

"Remarkable part of world's wireless communication is based on technology developed in Oulu" (translated)



Juha Sipilä, Prime Minister, Finland

Oulu hosts national ecosystem of over 1000 ICT companies





Oulu 6G Research KickOff



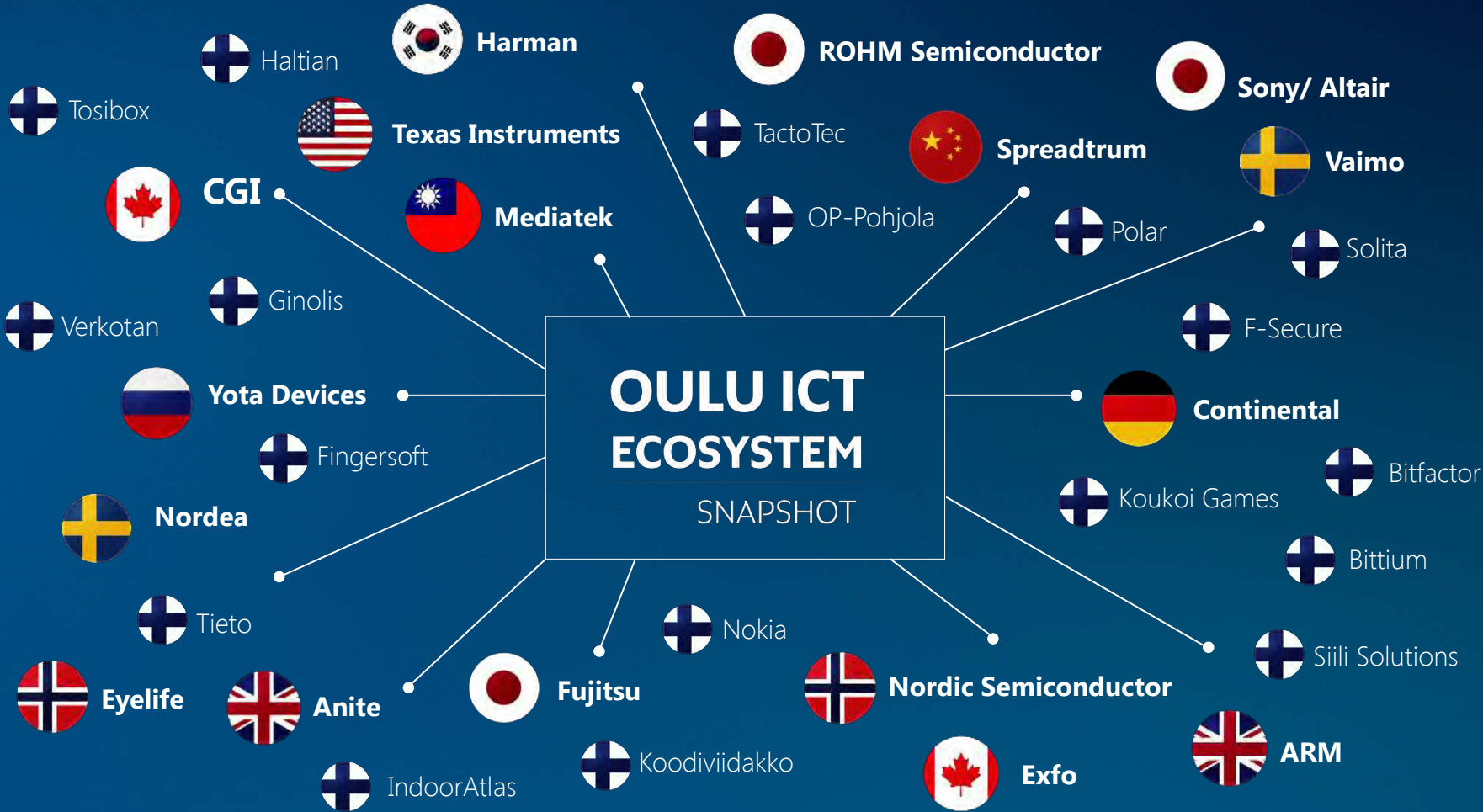
“Our research will combine several challenging research areas including reliable near-instant unlimited wireless connectivity, distributed computing and intelligence, as well as materials and antennas at very high frequencies to be utilized in future for circuits and devices.

These will enable drastically new types of services and applications pushing wireless networks to ultimate limits.”

**Academy Professor
Matti Latva-aho**



University of Oulu to begin groundbreaking 6G research as part of Academy of Finland’s flagship programme. Professor Matti Latva-aho is the director for the ambitious eight year research.



"By opening our new office in Oulu, we hope to be an attractive employer to some of the most seasoned engineers and the brightest graduating engineers from local universities."

JS Pan
Deputy General Manager
MediaTek



MEDIA TEK



"I think Oulu is the
world's best place,
second to none, for
radio access
engineering."

Rajeev Suri
CEO, Nokia



photo: www.nokia.com



Polar
Heart Rate
Monitors



Bittium
Tough Phone
Secure and
Strong LTE
Smartphone



AavaMobile
Rugged Tablets
for Verticals



**Hill Climb
Racing**
by Fingersoft



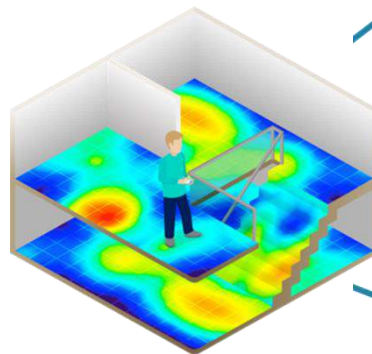
TactoTek
Smart
Molded
Structures



KNL Networks
Keeping You
Online.
Always.



UROS
Bringing the
IoT to
worldwide



IndoorAtlas
Making
Indoor
Worlds
Discoverable

Oulu is
**one of the youngest
cities in Europe**

**An atmosphere that
encourages innovation**

High education level –
every third person in Oulu has
a university degree.

**University of Oulu and University of Applied Sciences:
about 25,000 students**



**A great foundation
for building the future!**

Future
visions

Housing Fair 2025

Raatti
Maritime setting

Kiikeli
An oasis for local residents

Linnanmaa Innovation Campus

Hupisaaret
A meeting place for local residents



Collaboration

**Public
sector**



Businesses



**Educational *and*
research institutions**

CENTER OF NORTHERN ARCHITECTURE

115 ARCHITECT OFFICES

#1 IN FINLAND IN SCHOOL AND HOSPITAL DESIGN

NOVEL USER DRIVEN METHODS IN 3D ENVIRONMENTS

DEVELOPMENT OF BIM-TOOLS

www.alt-architects.com

GAME CAMPUS OULU

A CENTRAL CITY BLOCK DEVOTED TO GAMING INDUSTRY
BUSINESS MEETS EDUCATION IN A UNIQUE DEVELOPMENT HUB





**OULU
2026**

**Towards
the European
Capital of Culture 2026**

OULU

Oulu Capital
of Northern
Scandinavia 

CONNECTING HEALTH



Global
Connector

© Oulu Connected Health Alliance



2014–2016
MORE THAN

500

NEW STARTUPS

18 500

HIGH-TECH JOBS

640

HEALTH & LS
COMPANIES

450

ICT COMPANIES

DIGITALIZING
THE
WORLD

OULU, FINLAND
GMT +02:00

OuluHealth ecosystem - stakeholders

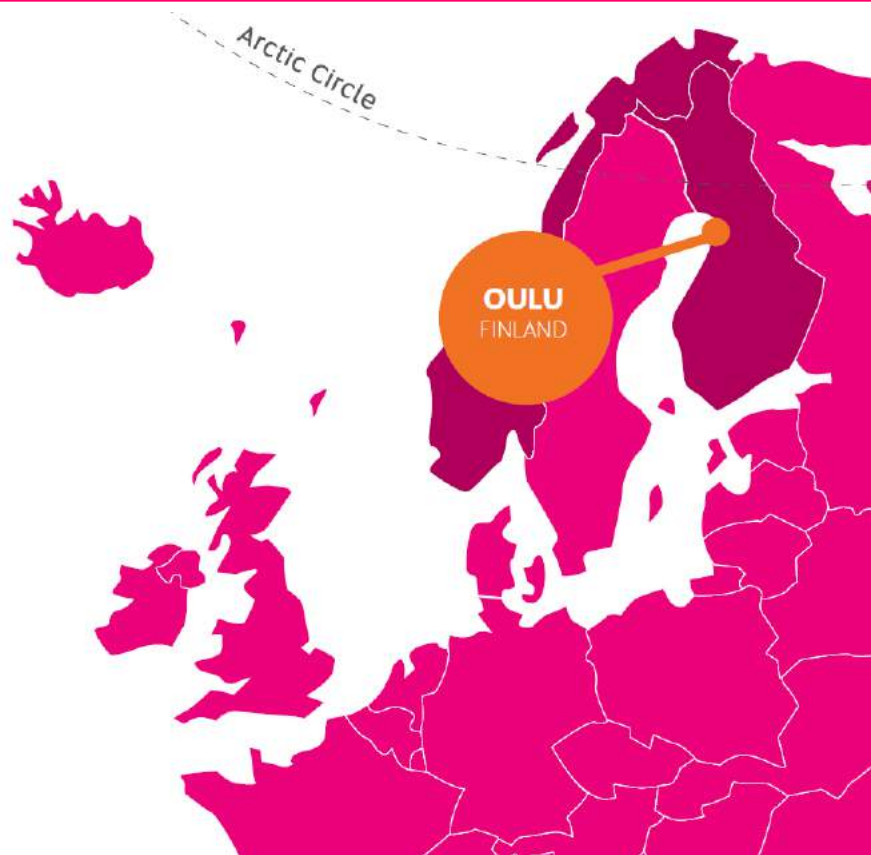
600+
**Health
Businesses**

University of
Oulu &
Polytechnic,
VTT

University
Hospital

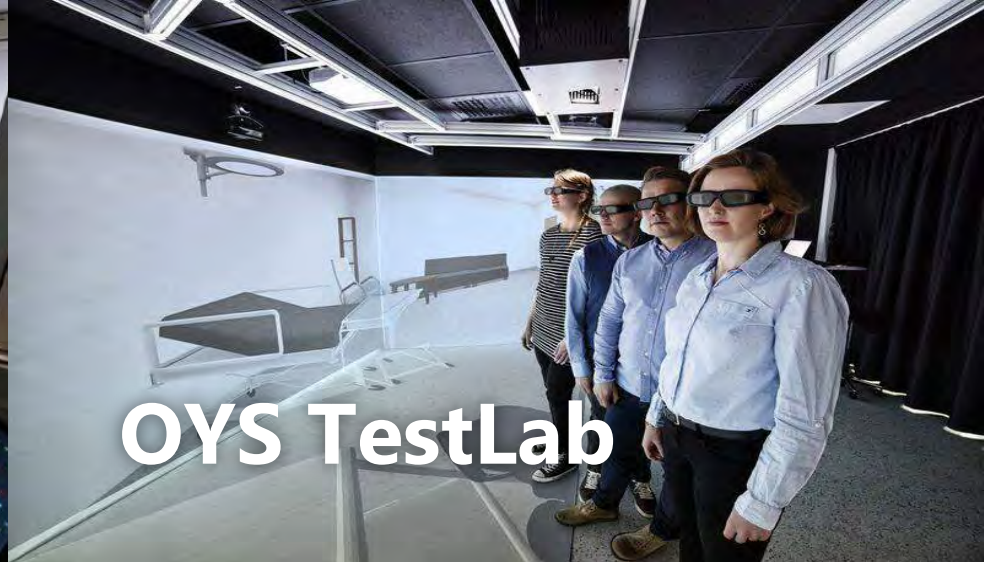
City of Oulu:
Health & Social
Care,
Economic
Development

200 000
inhabitants





Oamk SimLab



OYS TestLab



**OULU
HEALTH
LABS**



**Oulu
WelfareLab**

OULUHEALTH – OFFERING (services for companies)



Company cooperation

New products and services are introduced:

- faster
- more cost-efficiently
- with the use of the latest technologies

**Company's growth,
competitiveness and
pioneering potential**

DESIGNED & DEVELOPED IN OULU



➤ **PREVENTION OF
DISEASE**

➤ **HOSPITALS &
HOMECARE**

➤ **PERSONALIZED
HEALTHCARE**

5G

**IT'S NOT ONLY
ABOUT THE
TECHNOLOGY**

DigiHealth HUB in Oulu

EU connectivity

EU mHealth Hub (WHO & ITU)

Ecosystem bid to host
European mHealth Hub

European Connected Health Alliance

Founding Partner



Digital Health Revolution

National coordination of seven
universities collaboration in digital
health

5G/6G

Wireless communication
flagship

OuluHealth Labs

Innovation platforms



INKA

National
coordination of
future health

Enabling expertise

Wireless communication

Biomedical and clinical research

Machine learning (AI)

Population health research

Medical imaging

(NFBC)

WELCOME TO OULU

- Forerunner in digital health
- Most advanced patient data integration system

N°1 in

- One of the leading health technology hubs in the world
- First 5G hospital
- First 6G research center





We create
the future in
**GLOBAL
HEALTH CARE**



European Union
European Regional
Development Fund

Leverage from
the EU
2014–2020



**OULU
HEALTH**

@OuluHealth

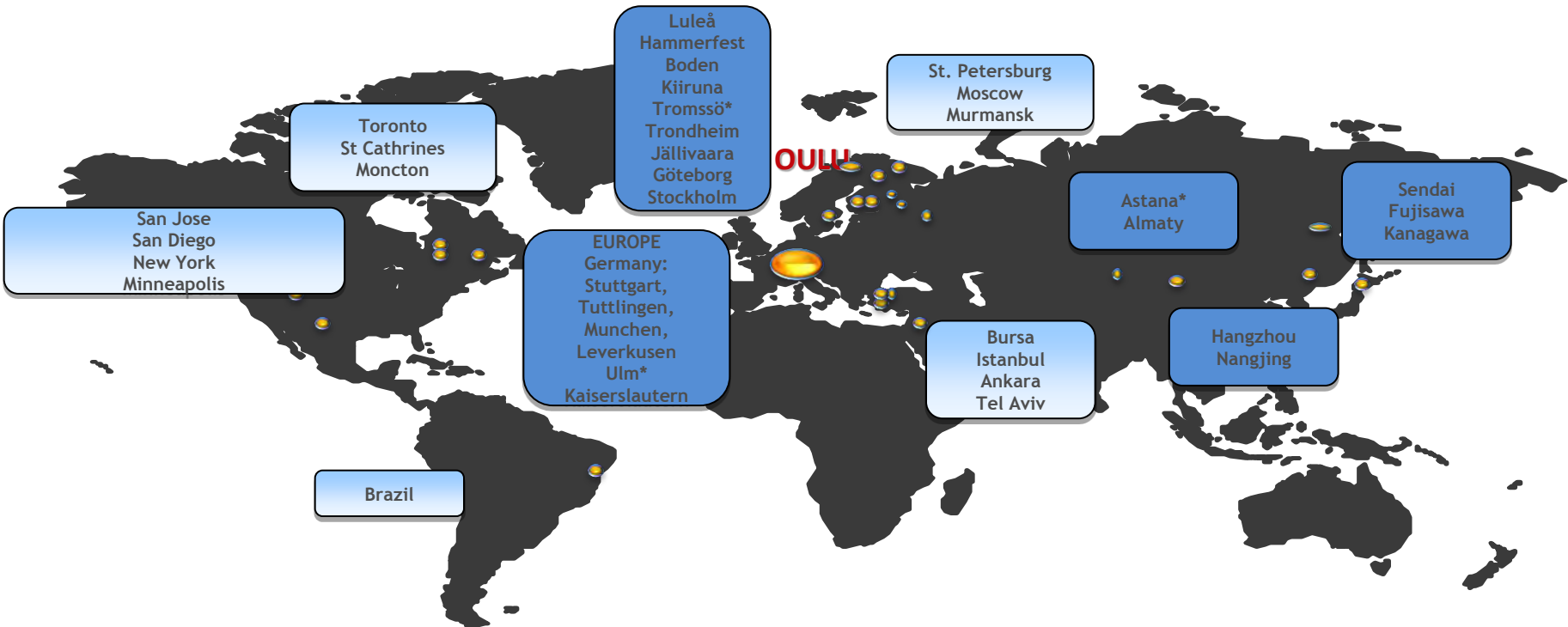


BUSINESSOULU INTERNATIONALIZATION SERVICES

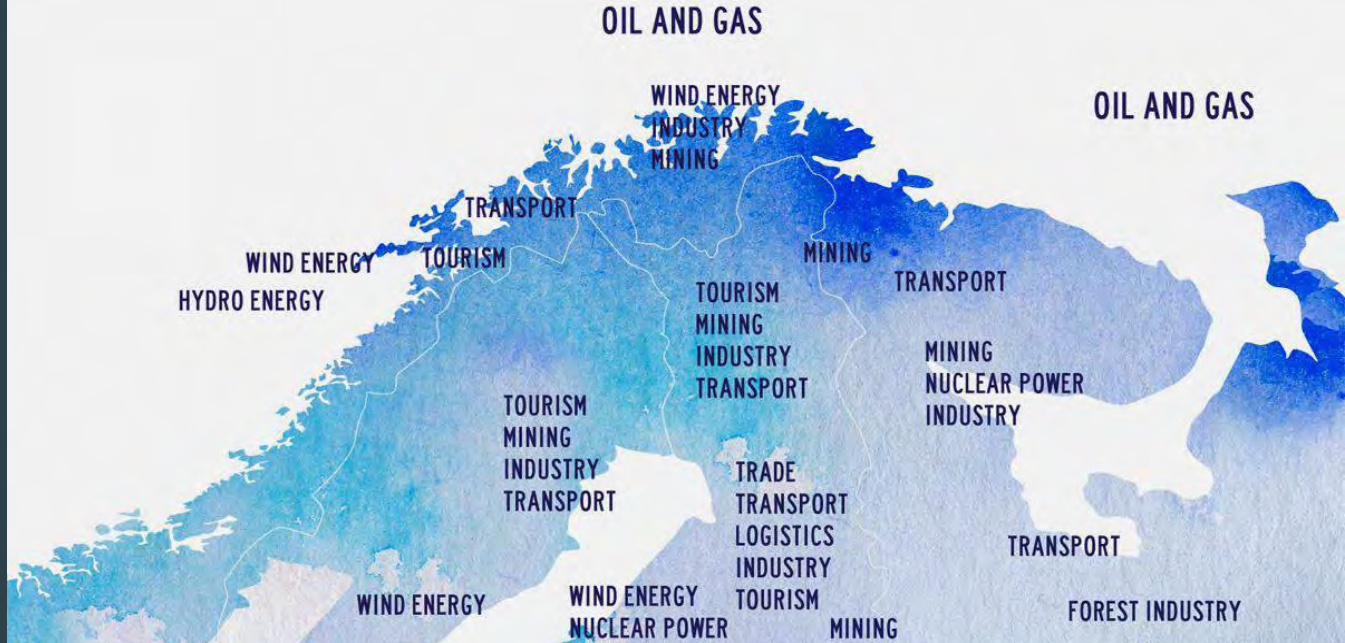
BusinessOulu-Internationalization services

- Participating and organizing business delegations on exhibitions, conferences, seminars, B2B meetings, matchmaking events with the Companies
- Monitoring of the purchasing/tender plans and assisting in preparation of the offers and bids together with the Companies
- Identifying the partners for the companies
- Facilitate business, technical and other types of collaborations;
- Pre-market researches by request of companies
- Finnish Business Hub services (Sweden, Norway, Russian and Kazakhstan)

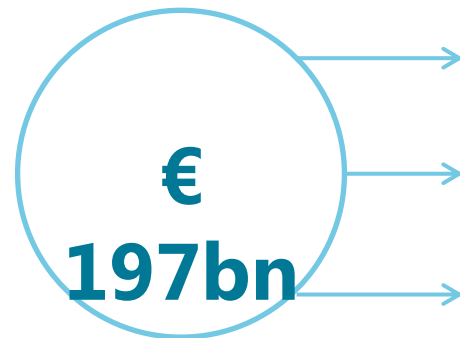
Global Network



OULU HAS A KEY ROLE *in investments and economic growth in the North*



By the end
of 2025:
Investments
totalling



in Northern
Scandinavia
and
the Barents
Region

Arctic Europe is...

- **Co-operation network** that consists of cities, regions, business, innovation and research actors from the regions of Northern Norway, Northern Sweden and Northern Finland.
- **Conversation forum** within the region of Arctic Europe
- **Joint operations** are launched case by case and based on a clear need
- **Co-working platform** which is built on synergies and based on values of trust, respect and openness
- **Brand** for the Arctic region
- **A strong voice** within the Arctic policy

*All work is based on existing organisations,
partnerships and collaborations*

Welcome to Oulu!

FIND US



@businessoulu_
@businessoulucom

www.oulu.com

businessoulu.com