

Concept-based regional cooperation between  
the Oulu’s healthcare ecosystem for “OuluHealth” &  
the Kanagawa’s Healthcare New Frontier for “ME-BYO”

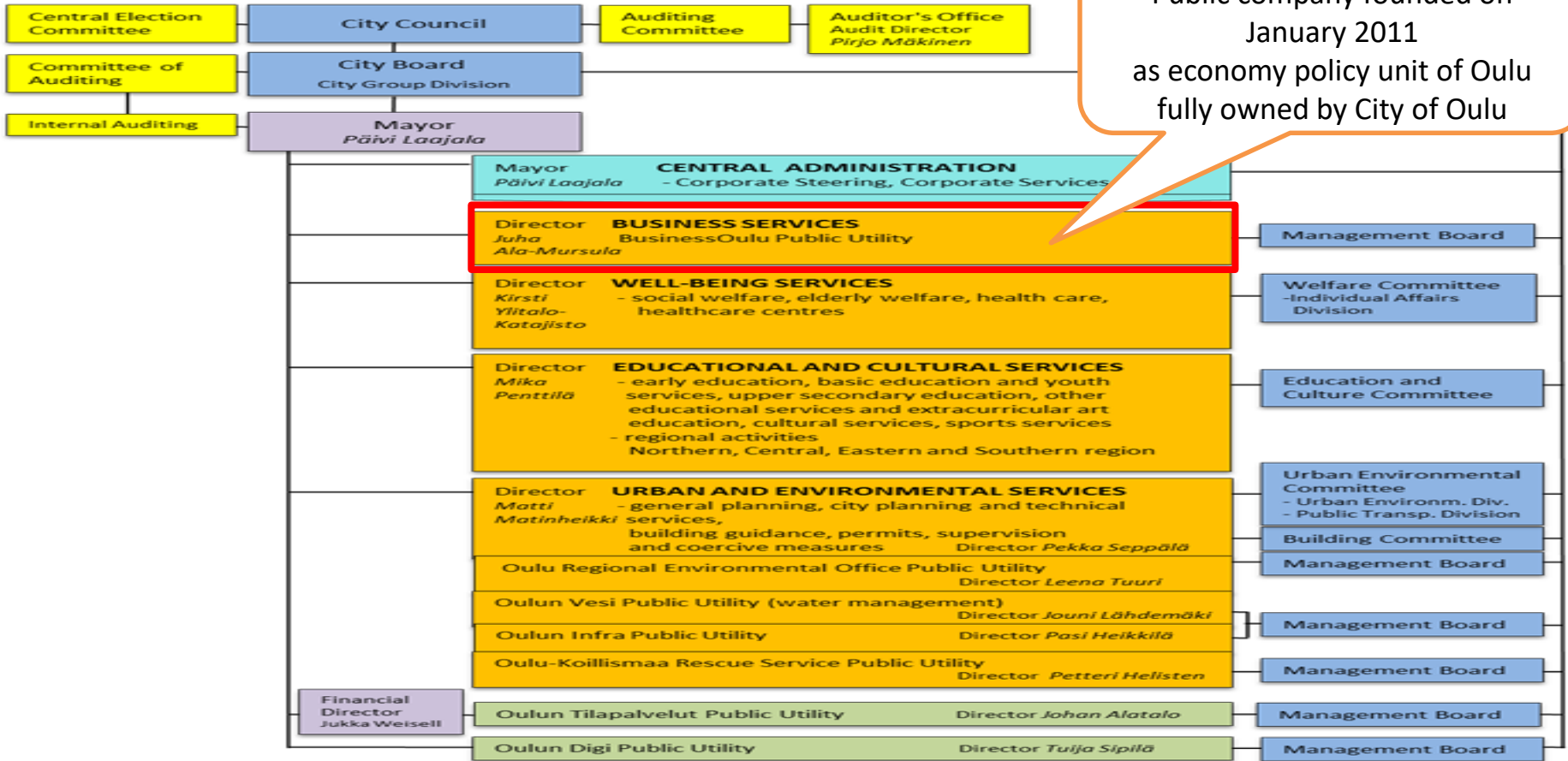
**OULU, Finland**

25 March 2021

Takako UCHIDA (内田貴子)

Senior Advisor, International Affairs, Japan  
BusinessOulu

# City of Oulu Administrative Organisation 1.1.2019





**BusinessOulu**  
Regional business & Employment  
service provider in Oulu, Finland

**OULU** | BusinessOulu



BUSINESS MODEL GENERATION



STARTING A BUSINESS



COMPANY FINANCING (PUBLIC & PRIVATE)



EXPORT, SALES AND FINNISH BUSINESS HUBS



SETTING UP IN OULU



INNOVATION AND NETWORKING SERVICES



COMPANY OWNERSHIP CHANGES



TAILORED BUSINESS COACHING



EMPLOYER SERVICES



COMMUNICATION AND MEDIA SERVICES



CONGRESS EXPERT SERVICES

**Oulu is;**

## **World Capital of Wireless Technology**

- ICT technology R&D center in Finland having high technical capabilities and cutting-edge ICT technologies in the world.

## **Silicon Valley of Northern Europe**

- Startup ecosystem & Living Lab. Entrepreneurship culture similar to US Silicon Valley. Rich amount of high-tech talents.

## **Excellent Industry-Academia-**

## **Government collaboration**

- Oulu Innovation Alliance (Cooperation beyond organizations) -> Bringing agile commercialization & business development



65°01'N, 25°28'E

# OULU

Oulu Capital  
of Northern  
Scandinavia

Center of economy, industry, education, academic research, culture and logistics  
in Northern Nordics

- Population: about 200 000 (5<sup>th</sup> biggest in Finland)
- 3 universities: University of Oulu, Oulu University of Applied Science, Oulu Diaconia University of Applied Science (about 25000 students)
- Average age: 38 (one of the youngest in EU) with 120 nationalities
- Compact city surrounded by nature
- Quality of life No1 (2015 by EU commission)



Sweden

Finland

600km

Helsinki

OULU  
HEALTH

OULU | BusinessOulu



**INNOVATING  
OUT OF THE BOX!**

**POLAR BEAR  
PITCHING**

Every March since 2014



**AIR GUITAR  
WORLD CHAMPIONSHIPS**

Every August since 1996

# Oulu, the forerunner of its time



1600

**TAR**



1800

**SAILING SHIPS**



2000

**ICT**



TODAY

**DIGITAL HEALTH**

# OULU'S TRACK RECORD IN WIRELESS WORLD

50-year-history in R&D in wireless communication technology (electronics)

**1981**  
FIRST NMT  
NETWORK



**1982**  
EUROPE'S  
LARGEST  
TECHNOLOGY  
PARK

**1991**  
FIRST GSM PHONE  
CALL; FIRST  
REMOTE PAYMENT  
SYSTEM FOR  
PUBLIC  
TRANSPORT



**1992**  
WORLD'S FIRST  
GSM BASE STATION

**1993**  
NEW  
MENU-DRIVEN  
USER INTERFACE  
FOR MOBILE PHONE

**1996**  
FIRST WCDMA  
TELEPHONE CALL

**2001**  
FIRST SECURITY  
PRODUCTS FOR  
MOBILE PHONES



**2002**  
FIRST SECURITY  
OTA SERVICES  
FOR MOBILE  
PHONES

**2003**  
FIRST FREE URBAN  
AREA WLAN  
NETWORK

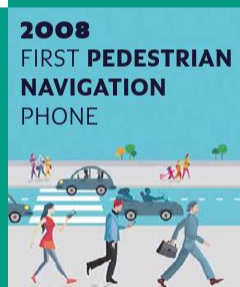


**2005**  
FIRST PUBLIC  
NFC USER



**2007**  
LAUNCH OF  
MOBILE WIMAX  
TEST NETWORK

**2008**  
FIRST PEDESTRIAN  
NAVIGATION  
PHONE



**2009**  
FIRST CLOUD  
BASED MOBILE  
SECURITY SERVICES

**2010**  
LINUX PHONE  
LAUNCH; WORLD  
FIRST COGNITIVE  
RADIO NETWORK  
PHONE CALL

**2011**  
WIFIUS – HIGH  
CAPACITY  
NEXTGEN  
COGNITIVE  
RADIO  
SOLUTION

**2012**  
WORLD'S FIRST  
IN PRINTED  
INTELLIGENCE



**2013**  
THE FIRST  
UBIQUITOUS  
INDOOR  
POSITIONING  
SOLUTION

**2014**  
FULL  
IMPLEMENTATION  
OF LI-FI; THE FIRST  
TWO-FRONT  
SMART PHONE  
WITH INBUILT  
ELECTRONIC  
PAPER DISPLAY

**2015**  
PLANNING AND  
IMPLEMENTATION  
OF TWO 5G TEST  
NETWORKS



**2016**  
TRANSFORMING  
HEALTH CARE  
WITH 5G

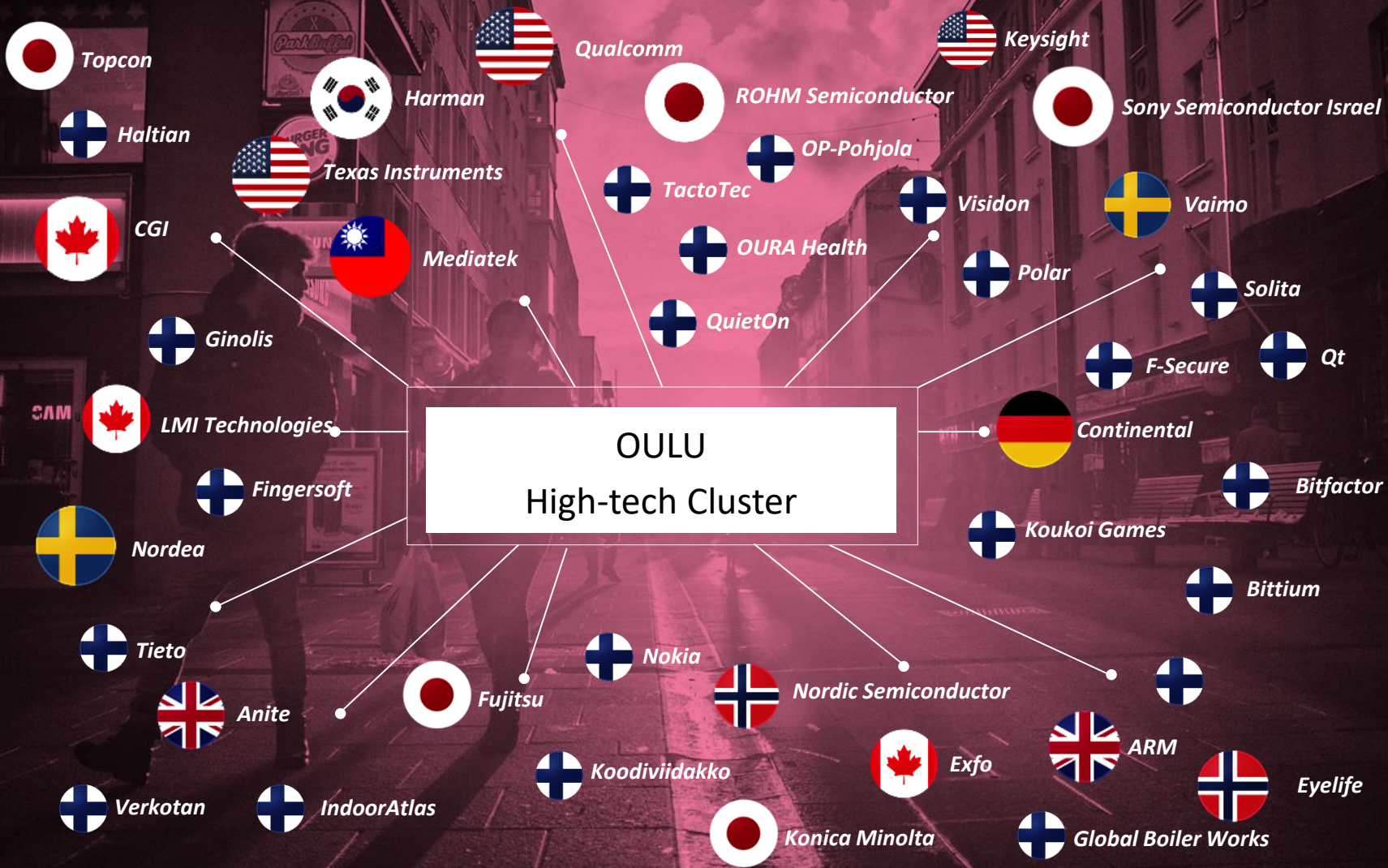
**2018**  
6G FLAGSHIP  
251 M€ FUNDING  
FOR 2018-2026

**2019**  
ESTABLISHED  
AUTOMOTIVE  
CLUSTER



**2020**  
6G  
FLAGSHIP  
UNIVERSITY  
OF OULU





LEADING GLOBAL ICT BRANDS IN OULU



## Oulu-Kanagawa MoU

For Life Science, Since 2014

## Oulu-Sendai Co-Incubation Agreement

For all industries, Since 2005

Key regional collaborators in Japan



# MoU between Oulu and Kanagawa

## <Purpose>

- ✓ Reinforce cooperation between Oulu and Kanagawa in the fields of eHealth and biomedical, to strengthen scientific and technological ground of the areas through business transactions and/or technology transfer
- ✓ Further friendship

## <Activities for achievement>

- ✓ Identify a new opportunity for the collaboration in science, technology and innovation
- ✓ Collaborations in scientific and technological development and business activities between public and private institutions, universities, research centers, NGOs and citizens in Oulu and Kanagawa

**"Based upon "ME-BYO" in Kanagawa and "OULUHEALTH" in Oulu concepts"**

RESEARCH & INNOVATION  
ORGANIZATIONS

HEALTH & SOCIAL CARE  
PROVIDERS

Key Ecosystem  
**OULUHEALTH**  
OULU HEALTH  
**ECOSYSTEM**

ICT x Health Expertise

Oulu Health Lab

Future Hospital 2030

HEALTH & LIFE SCIENCE COMPANIES



OuluHealth

<https://ouluhealth.fi/>

An innovation, testing and development environment for companies and healthcare professionals

Oulu WelfareLab



Oamk SimLab



OYS (Oulu University Hospital) TestLab



# Highlights of Activities

## Year 2014

- Participation in Nightless Night organized by OuluHealth (Oulu)
- Co-organize Worksnop by CWC-Nippon & BusinessOulu (3 companies from Kanagawa) (Oulu)
- Kanagawa delegation (inc. Governor, 2 companies): Signed MoU and BtoB meetings (Oulu)

## Year 2015

- Panelist (Oulu Deputy Mayor) for ME-BYO Summit (Kanagawa)

## Year 2016

- Opening ceremony of Yokohama National University Europe satellite office in University of Oulu (Oulu)
- Kanagawa delegation (3 companies): Visit OuluHealth Lab (Oulu) and meet companies from Oulu at Finland/OuluHealth booth in MEDICA exhibition (Germany)

## Year 2017

- Oulu delegation: OuluHealth booth (5 companies) & Kanagawa booth in Healthcare IT exhibition (Tokyo) and Business networking (4 companies from Oulu) (Kanagawa)
- 3 companies from Kanagawa tested OYS (Oulu University Hospital) Testlab (Oulu)

## Year 2018

- OuluHealth brochure at Kanagawa booth in Bio Japan exhibition (Kanagawa)

# Highlights of Activities

## Year 2019

- Presentation by University of Oulu Prof. in Medical ICT Symposium (Kanagawa)
- University of Oulu delegation for International Symposium on future education (Kanagawa)
- Oulu delegation (inc. Mayor, BO), Signed extended MoU, Speeches by BusinessOulu in International Symposium on advanced medical & International seminar at Shonan Healthcare Park (Kanagawa)

## Year 2020

- OuluHealth webinar co-organized by Oulu & Kanagawa (online)
- International Business Networking, Kanagawa x Israel x Finland organized by ME-BYO (2 medical companies from Oulu) (online)
- OuluHealth brochure at Kanagawa booth in Bio Japan exhibition (Kanagawa)

## Year 2021

- RINK Festival organized by Regenerative medicine & Cell therapy industrialization network of Kanagawa (RINK) & Kanagawa (2 bio companies from Oulu) (online)

# Major Challenges for International Collaboration

- (1) Language / English Communication ability
- (2) Difference of business culture
- (3) Complexity of regulations and certifications (ex. CE/MDR, PMDA)
- (4) Less English information in Japan
- (5) Difficulty to reach a suitable contact person for business discussion
- (6) Constant Budget for international activities (especially for big events)
- (7) Custom of changing a contact person in JP public sectors



# Future Vision for Oulu-Kanagawa Collaboration

- ✓ Make concrete successful business collaboration cases
- ✓ Find out enthusiastic companies for JP or FIN market
- ✓ Continuous cooperation to create opportunities and new idea to boost company or/and research collaborations



CHAT

[businessoulu.com](https://businessoulu.com) | [oulu.com](https://oulu.com)

**Takako Uchida 内田貴子**

Senior Advisor, International Affairs, Japan

BusinessOulu

**[takako.uchida@businessoulu.com](mailto:takako.uchida@businessoulu.com)**

**Thank you! 有難うございました! Kiitos!**