



HELSINKI

THE MOST CONNECTED ECOSYSTEM IN THE WORLD

DR. MARJA-LIISA NIINIKOSKI, CEO

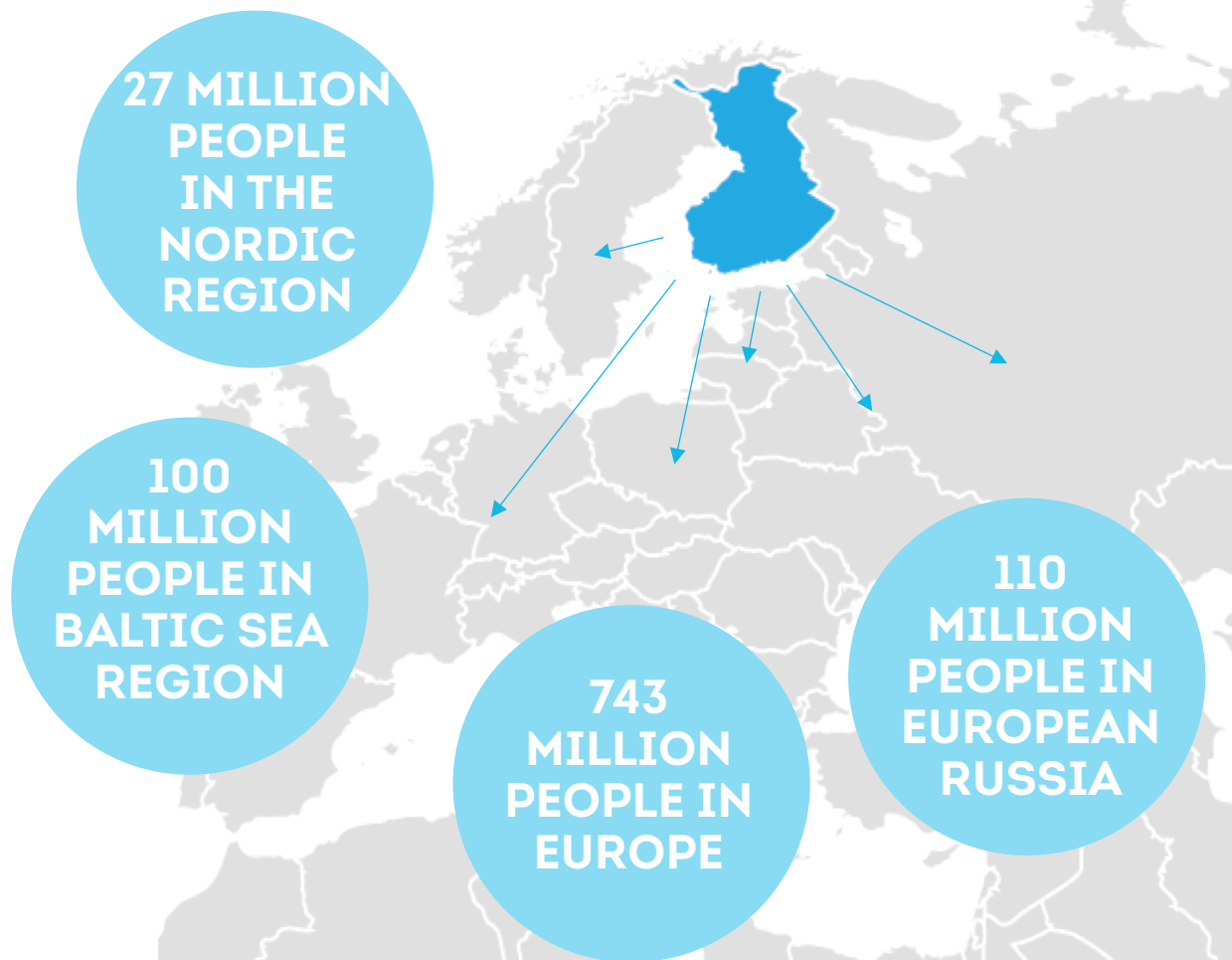
MR. SANDEEP SHAH,
SENIOR BUSINESS ADVISOR

ACCELERATE YOUR BUSINESS TO A

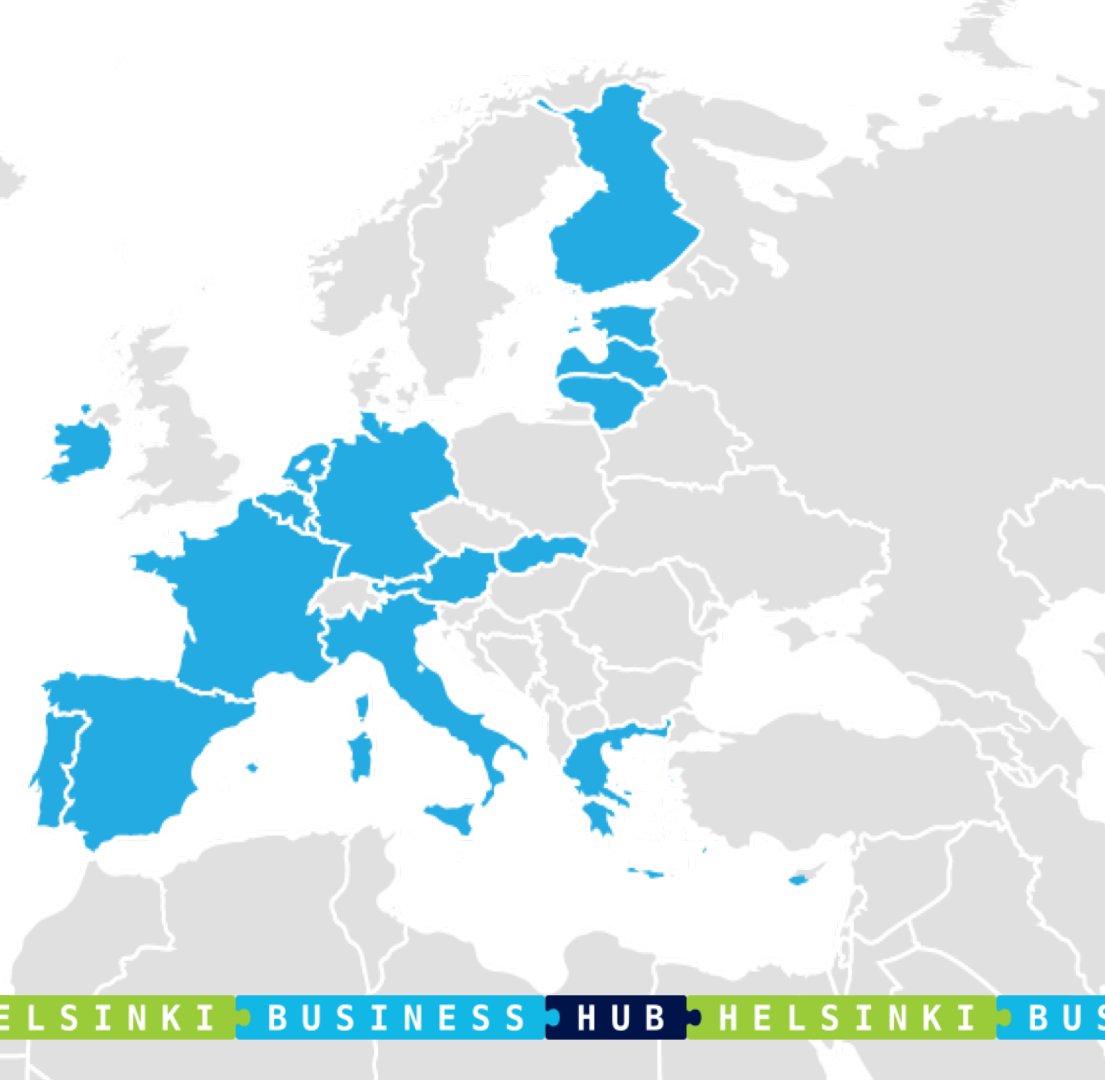
GLOBAL SUCCESS STORY FROM FINLAND

13TH JUNE 2018, ITC MARATHA HOTEL, MUMBAI

GATEWAY TO EUROPE AND RUSSIA



**ONLY
NORDIC
COUNTRY
IN THE
EUROZONE**



GLOBALY CONNECTED



HELSINKI AIRPORT
VOTED THE **2ND**
BEST AIRPORT IN
EUROPE

**THE
QUICKEST**
ROUTE TO EUROPE

FLIGHT TIMES FROM HELSINKI:

LONDON **3H 15MIN**
AMSTERDAM **2H 30MIN**
PARIS **3H 05MIN**
NEW YORK **8H 40MIN**

DELHI **6H 40MIN**
DUBAI **6H 10MIN**
BEIJING **7H 30MIN**
SINGAPORE **11H 35MIN**

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**WE ARE WIDELY KNOWN FOR
HIGH QUALITY.**

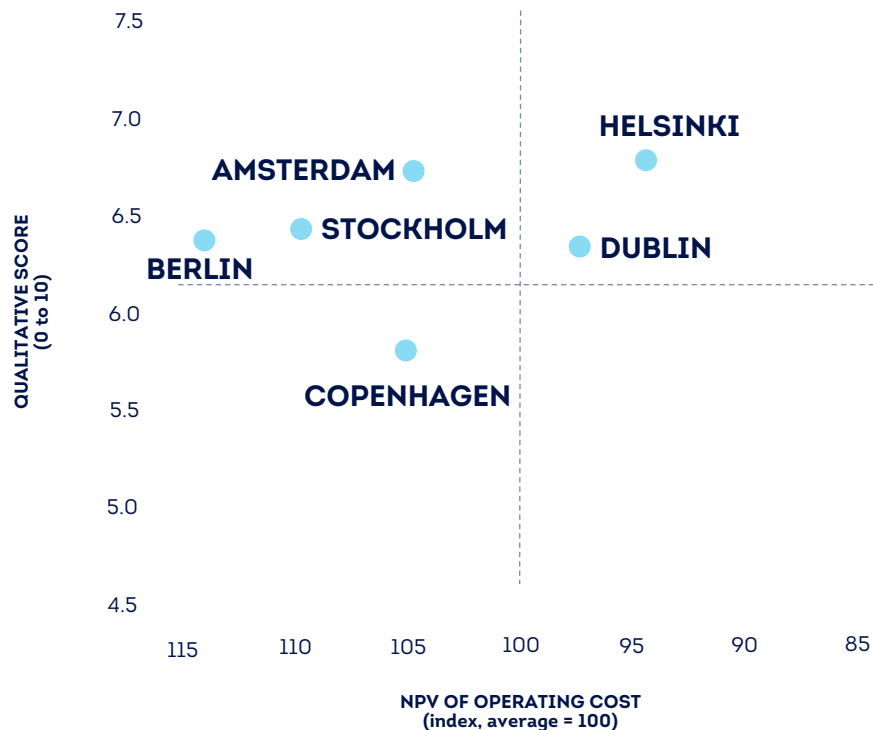
**AND BETTER YET, WE ALSO HAVE
THE BEST VALUE PROPOSITION.**

SUITABILITY OF OVERALL OPERATING ENVIRONMENT FOR HIGH END ICT R&D

Quality: talent, cluster presence, infrastructure & connectivity, regulations, stability & risk, living environment, language skills and real estate

Operating costs: labor costs, property lease charges, tax component

COMBINED COST-QUALITY ASSESSMENT OF A HIGH END ICT R&D (IBM-PLI 2016)



THE FUTURE OF
HEALTH
IS MADE IN
HELSINKI

WHY HELSINKI FOR **HEALTH** OPPORTUNITIES?

UNIQUE ASSETS

WORLD-CLASS
MEDICAL
RESEARCH
IN RELEVANT
FIELDS

EXTENSIVE
HEALTH DATA
IN REGISTRIES
AND BIOBANKS

BIG DATA
ANALYTICS &
ARTIFICIAL
INTELLIGENCE

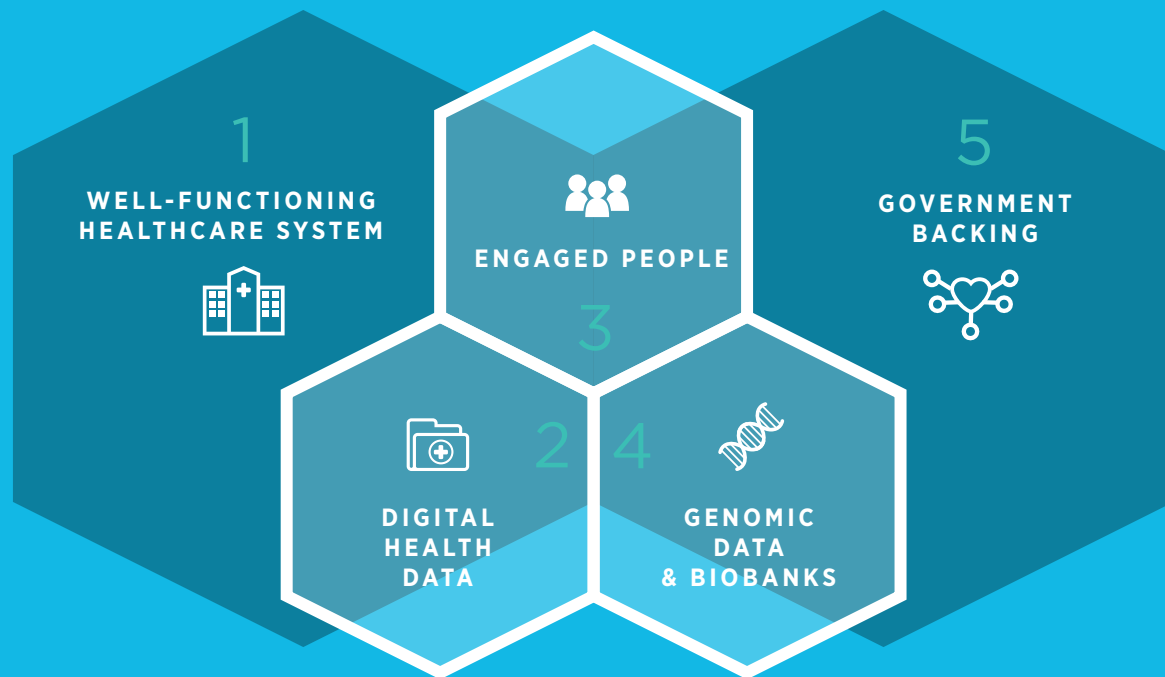
EXCELLENT LIFE
SCIENCES
TALENT POOL

CO-OPERATION
BUILD ON TRUST
PUBLIC-PRIVATE &
CITIZEN'S
WILLINGNESS

MOST
ADVANCED
TESTBEDS

WHY HELSINKI FOR **HEALTH** OPPORTUNITIES?

THE MOST ADVANCED TESTBED IN THE WORLD



© The Finnish Innovation Fund Sitra

HELSINKI
OUT-SMARTING
OTHERS

WHY HELSINKI FOR **SMART CITY** OPPORTUNITIES?

SMART MOBILITY



**THE NEW TRANSPORT
CODE = HEAVY
DEREGULATION** for
new business to flourish

MaaS

Helsinki hosts **THE 1ST
OPEN MOBILITY AS A
SERVICE ECOSYSTEM**
in the world



**LEGISLATION ALREADY
ALLOWS AUTOMATED
VEHICLES** to be used in
road traffic

WHY HELSINKI FOR **SMART CITY** OPPORTUNITIES?

CONNECTED BUILDINGS



Public sector
boosting
**KIRA-DIGI
PROJECT**
(digitalization of the
construction sector)



Hot spot
for **BUILT
ENVIRONMENT
STARTUPS**

BIM

Strong
academic
research in
**BIM RELATED
TOPICS**



**FINLAND THE
1ST TO ROLL OUT
SMART METERS**
to all residential
customers

WHY HELSINKI FOR **SMART CITY** OPPORTUNITIES?

+ ENABLERS:

GOVERNMENT & CITIES COMMITTED

to enable future
intelligent mobility and
built environment
development

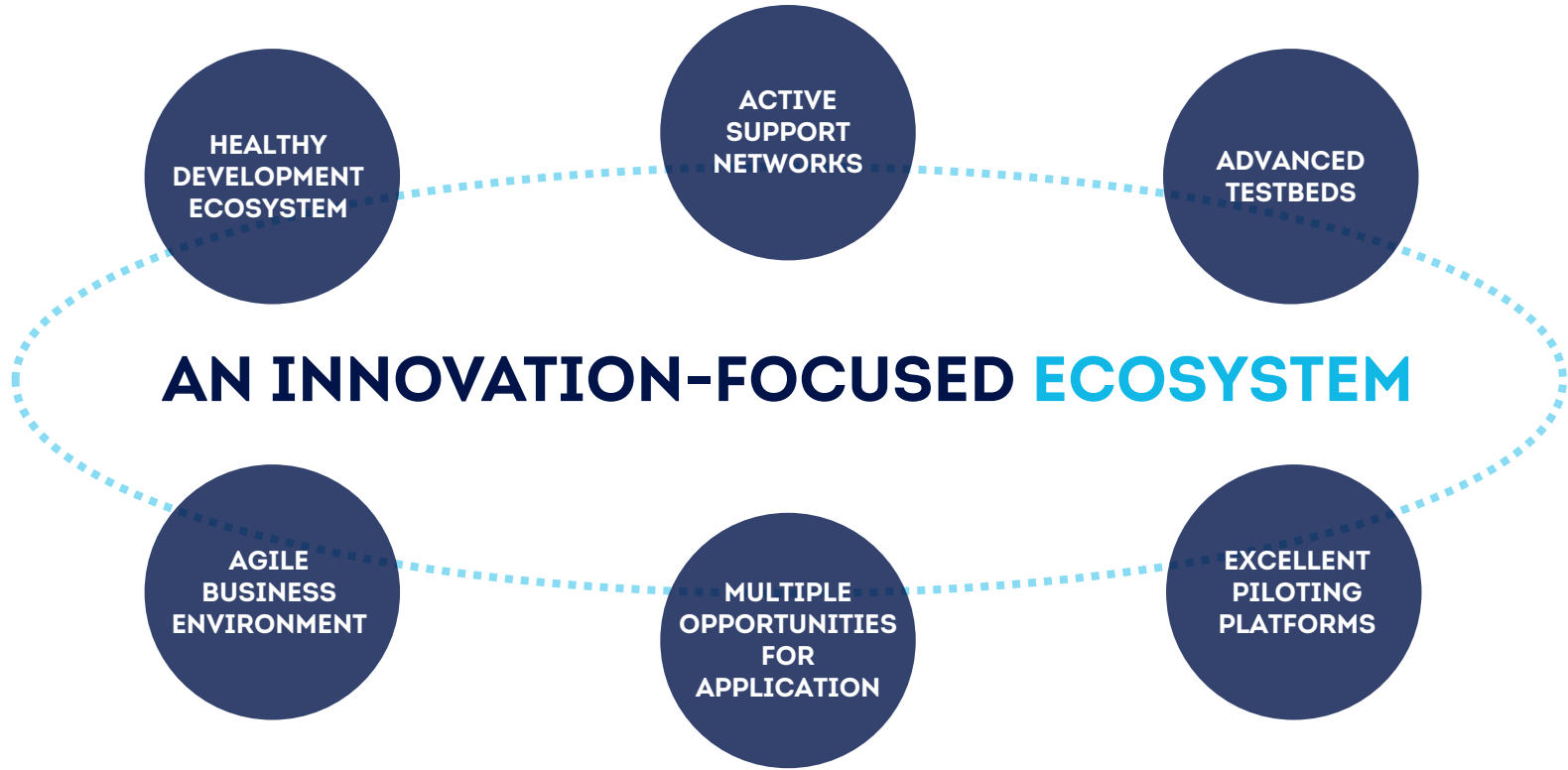
Helsinki has
**OPEN
ACCESS
TO DATA** for
everyone

Helsinki has
**SKILLFUL
TECHNICAL
& MOBILITY
TALENT
AVAILABLE**

Finland offers **AN
IDEAL TESTBED**
with advanced
**SMART GRID, 5G
& MOBILITY** trials

**HELSINKI, THE
FUTURE-PROOF
LOCATION FOR
ICT & DIGITALIZATION**

WHY HELSINKI FOR **ICT & DIGITALIZATION** OPPORTUNITIES?



HELSINKI THE CITY OF 116,000 TECH-HEADS



**TECHNICALLY
SKILLED
WORKFORCE**



**HIGH
COMMERCIAL
SKILLS**



**WORLD-
CLASS
RESEARCH
AND
EDUCATION**



**SOCIETY OF
EARLY
ADOPTERS**

WHY HELSINKI FOR **ICT & DIGITALIZATION** OPPORTUNITIES?

A world class ICT & Digitalization location, Helsinki offers key strengths in

**BIG DATA
&
ADVANCED
ANALYTICS**

AR & VR

**ARTIFICIAL
INTELLIGENCE**

BLOCKCHAIN

**CYBER
SECURITY**

GAMING

**NETWORKS
5G
CONNECTIVITY**

**IoT
&
INDUSTRIAL
INTERNET**



**WE MAKE HELSINKI
THE BEST PLACE IN EUROPE
TO ACCELERATE YOUR
BUSINESS**

WE ARE YOUR PERSONAL GUIDES

**LATEST
INFORMATION
&
RIGHT
CONNECTIONS**

**VALUE
&
NEW
OPPORTUNITIES**

WE PROVIDE ACCESS TO



**BUSINESS AND
INVESTMENT
OPPORTUNITIES**

**DEAL FLOW
FOR
INVESTORS**

**REFERENCE
MARKETS AND
PILOTING
OPPORTUNITIES**

FINANCING

WE ARE YOUR FACILITATORS, ENABLERS, CONNECTORS AND NAVIGATORS



INTERESTED? WE'RE HERE TO HELP!

www.helsinkibusinesshub.fi



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