



Oulu and the Oulu Region

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Who are we? Region of Oulu

- ▶ One of the 20 finnish regions
- ▶ Area 37 000 sq km
- ▶ 34 municipalities, 400 000 inhabitants
- ▶ City of Oulu 200 000 inhabitants
- ▶ Average age 39 years
- ▶ R&D investment over billion euros
 - ▶ 4300 euros per capita

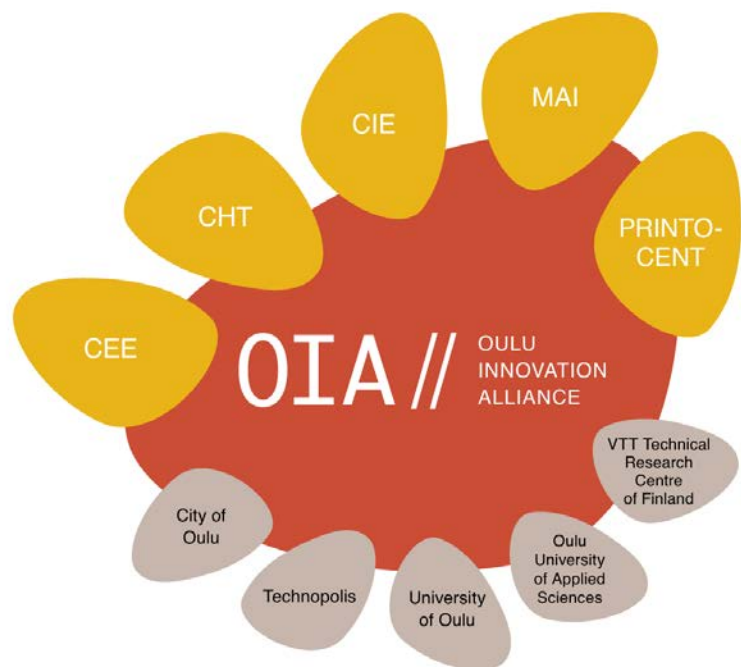


Who are we? Region of Oulu



- ▶ Smart Specialisation Strategy
 - **ICT** (special focus on software) and it's applications in different industries and business areas
 - Value chain in basic industries: **mining, steel and processing industries, wood industry**
 - **Clean** technologies, incl. **Energy**
 - **Health and wellness technology**

Who are we in eHealth?



Centre for Health & Technology



OULUHEALTH

Who are we in eHealth?

- ▶ Role of **Oulu Health/Oulu Innovation Alliance/CHT** in Oulu:
 - ▶ Development of Oulu as a dynamic innovation environment for health and wellness.
- ▶ eHealth?
 - ▶ Know How in ICT, Med Tech, good practices in real life (e.g. OMA HOITO, Kaakuri), Start-Ups (28)
 - ▶ Strong background in MedTech -> Renewal of ICT, full exploitation of know-how
- ▶ Relevant Stakeholders
 - ▶ University of Oulu, Oulu University of Applied Sciences, VTT, the city of Oulu, The council of Oulu Region, the Northern Ostrobothnia Hospital District , 270 ICT companies that are or can become relevant to eHealth.
 - ▶ Baltic Sea Cooperation
 - ▶ **Connected Health:** development in proactive health and wellbeing -> products and services that use all possible digital data
 - ▶ **INKA:** Innovation cities, major role in Health and wellbeing-> developing Oulu to become international node
 - ▶ **Start-Up ecosystem**
 - ▶ **OuluHealth:** Living Labs
 - ▶ **Readi for Health,** Digital Agendas for eHealth

The Challenge and WHY collaborate?



- ▶ What is the **CHALLENGE** to be met together ?
 - ▶ Focused eHealth Services and products for anyone -> international business for SMEs and Start-Ups
 - ▶ Understand the needs in different service environments / contexts
 - ▶ Accessibility to services/products from wherever
 - ▶ Accessibility to services/products anywhere

- ▶ **WHY** do you search Baltic Sea/International cooperation?
 - ▶ Companies with business in the Baltics
 - ▶ Know-how in matters we need e.g. Start-ups, Mobile Technology, Digital Services.
 - ▶ First step towards international markets «at home»
 - ▶ Good image as Nordic Countries
 - ▶ Closeness to Russia -> possible close market
 - ▶ Infrastructure

WHO?

- ▶ **WHO** needs to be involved in the process to achieve results and solutions with legitimacy?
 - ▶ CHT/CIE, VTT, Business Oulu, Council of Oulu Region, University of Oulu, OUAS, Northern Ostrobothnia Hospital District
- ▶ at which governance level or level of the innovation system do we need to work with what(regional, national, Baltic Sea Level, EU, International)?
 - ▶ Regional/ municipality : Start Up ecosystem
 - ▶ EU and International level: Connected Health ecosystem and services

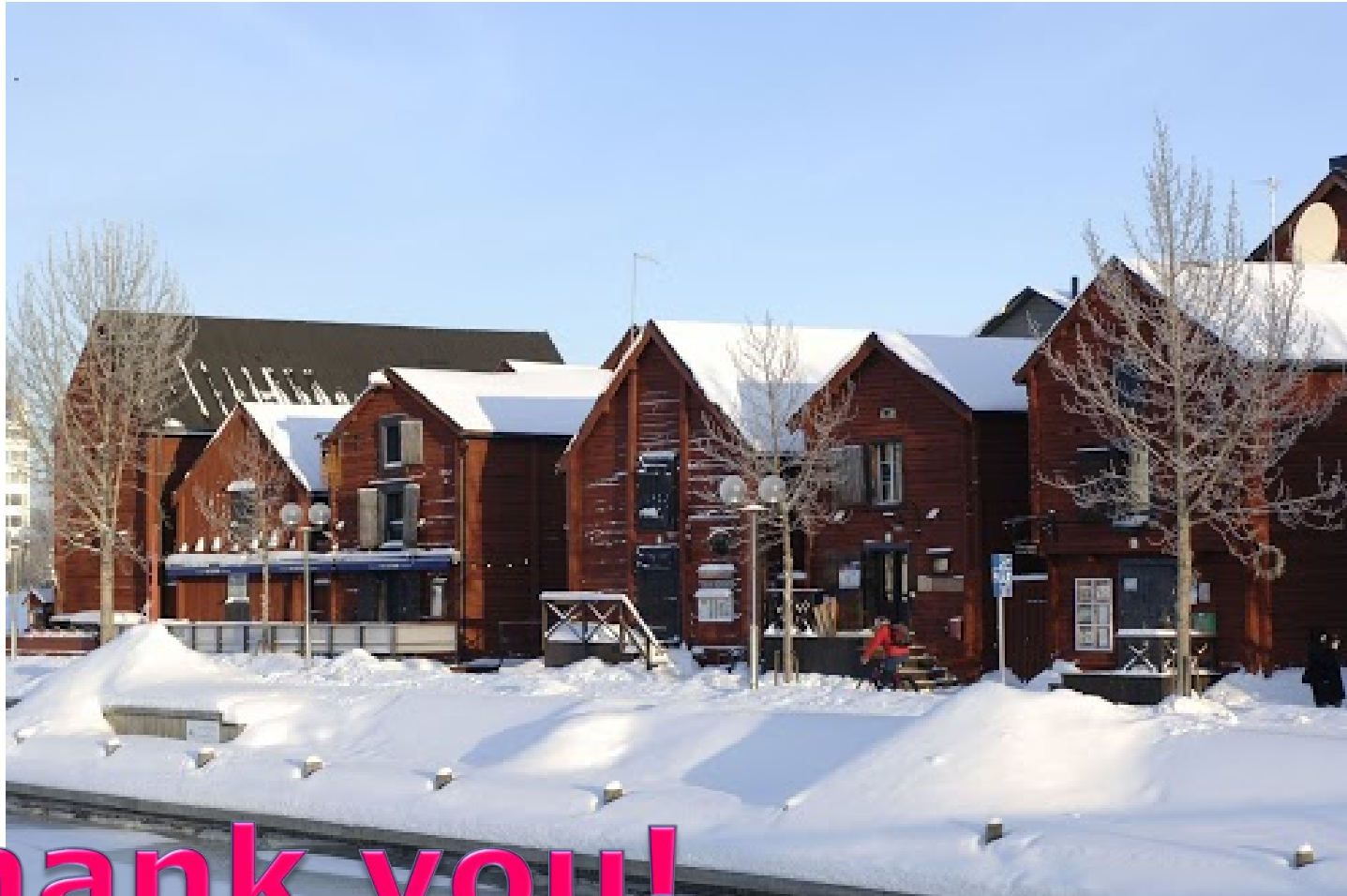
In synthesis – What is your suggestion for collaboration to be elaborated on?

▶ SUMMARY

- ▶ Collaboration on Connected Health and Start-Up ecosystem and Living Labs

▶ Challenge

- ▶ Cross border and cross field services and products
- ▶ Research, Service Providers and Relevant Companies-> ECOSYSTEM
- ▶ Concrete projects and programmes on Smart Specialization



Thank you!