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HEALTH TUESDAY 5.4.2022

**Personalized Nutrition in the Data Era
New ways to promote health and wellbeing**

Sampo Sammalisto, Ph.D.

Head of Personalized Health Finland

8.00 Opening Words

Sampo Sammalisto, Head of Personalized Health Finland, Business Finland

8.05 Me, My Health and My Food profiling Finland. Personalized eating solutions, ecosystems and export

Jenni Lappi, Senior Scientist in Nutrition, VTT and Minna Storm, Project Manager, University of Turku

8.25 Personal data relating to nutrition

Jyrki Schroderus, Director, Polar Electro

8.40 Personalized eating solutions

Katri Hallamaa, Product Development Manager, Valio

8.55 Closing words

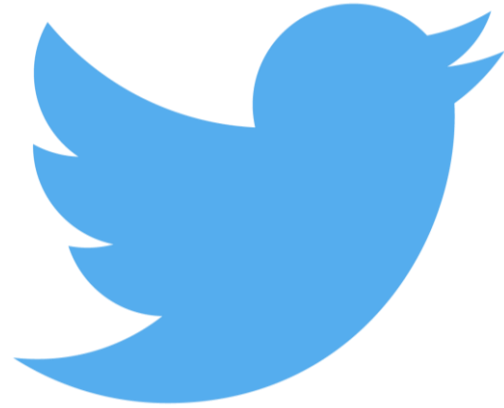
Sampo Sammalisto, Head of Personalized Health Finland, Business Finland

9.00 Health Tuesday event ends

Some housekeeping remarks

1. Kindly keep your microphones **muted** and video disabled.
2. We encourage you to **introduce yourself** in the chat giving the other participants the possibility to reach out and network with you later.
3. Pro tip: you can also **add a link to your LinkedIn profile in the chat**, if you want to network with speakers and/or other participants
4. Our **timing is tight** and may not allow time for live Q&A
5. Please **write your questions to the speakers in the chat**. We will monitor the chat and will address your questions one way or another

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#healthtuesday

For more information on BF activities

- **Order our Health & Wellbeing monthly newsletter** to stay up-to-date on all upcoming event and other important information
 - businessfinland.fi/newsletter
- **Personalized Health Finland program (see Events)**
 - businessfinland.fi/personalizedhealth
- **Smart Life Finland program (see Events)**
 - businessfinland.fi/smartlifefinland
- **Market opportunities**
 - marketopportunities.fi

HIMSS 22

14-16 June | Helsinki

It's time to reimagine
health—together.
Join us at the HIMSS
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HUS

KUOPIO HEALTH

MESSUKESKUS



SITRA





Your Gateway to Finnish Biobanks
and Biomedical Research

HIMSS 2022 Side Event:

Fingenious Ecosystem Offers More

SAVE THE DATE

Tuesday 14 June 2022, 1:45 pm - 3:45 pm (EET time) | Venue: Messukeskus, Helsinki or remote participation

This event offers insights into how companies are using the unique Finnish data ecosystem to

- conduct decentralized clinical trials,
- improve patient finding and profiling, and
- generate high quality real world evidence that is accepted by regulators and payers.

Learn more about the new Fingenious Ecosystem that makes it easier to plan and conduct a project by providing a one-stop service.

This event is free of charge and does not require registration for HIMSS 2022.

The event is designed for

- Pharma and biotech companies, specifically discovery, clinical development, medical affairs, health economics
- RWE experts and service providers
- Fingenious Ecosystem partners

Registration at

https://bit.ly/fingenious_2022



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FINDATA

Lääketeollisuus
Pharma Industry Finland

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Seuraava Health Tuesday 3.5.2021

Lääkinnällisten laitteiden regulaatiot –
uusimpia tuulia idästä ja lännestä (Team
Finland-talo klo 12:30-19:00)

Ilmoittautuminen ja ohjelma [tästä linkistä](#)



THANK YOU!

P.S. CLICK OUR FEEDBACK LINK IN TEAMS CHAT WINDOW NOW

Sampo Sammalisto, Ph.D.
Head of Personalized Health Finland

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