

**BUSINESS  
FINLAND**

**JAPAN-FINLAND  
GATEWAY PROGRAM**

**Co-creation through Open  
Innovation**

# STRATEGIC PARTNERSHIP BETWEEN JAPAN AND FINLAND

## Program background

- In 2016, Prime Minister **Shinzo Abe** and President **Sauli Niinistö** issued a joint statement to stimulate mutual trade and investment.
- The purpose of the Japan-Finland Gateway program, launched by **the Japanese Ministry of Trade and Industry** and **the Finnish Ministry of Economic Affairs and Employment**, is to establish cooperation in the field of digitalization by means of open innovation.
- The program is operated by **JETRO** in Japan and **Business Finland** in Finland.





## MISSION

The program aims to strategic business development with large Japanese corporations connecting Japanese needs with Finnish technologies and know-how through open innovation.

## GOALS

- To discover business opportunities and enhance collaboration between Finnish and Japanese companies to create innovative new solutions
- Accelerate trade, investments and innovation between Finland and Japan



# VALUE

## **For Japanese companies**

- Increased global competitiveness
- Direct access to the most innovative Finnish companies and ecosystems
- Discover new disruptive solutions
- Accelerated digital transformation

## **For Finnish companies**

- New business opportunities
- International growth and new export opportunities
- Collaboration and co-creation opportunities with the ecosystem

# OUR SERVICES

**The Japan - Finland Gateway program** focuses on strategic business development, connecting the needs of Japanese companies with Finnish technologies and know-how through open innovation. Our aim is to accelerate trade, investments and innovation between Finland and Japan.

Discovering business opportunities and promoting collaboration between Finnish and Japanese companies



Connecting the most innovative Finnish companies with Japanese companies via open innovation

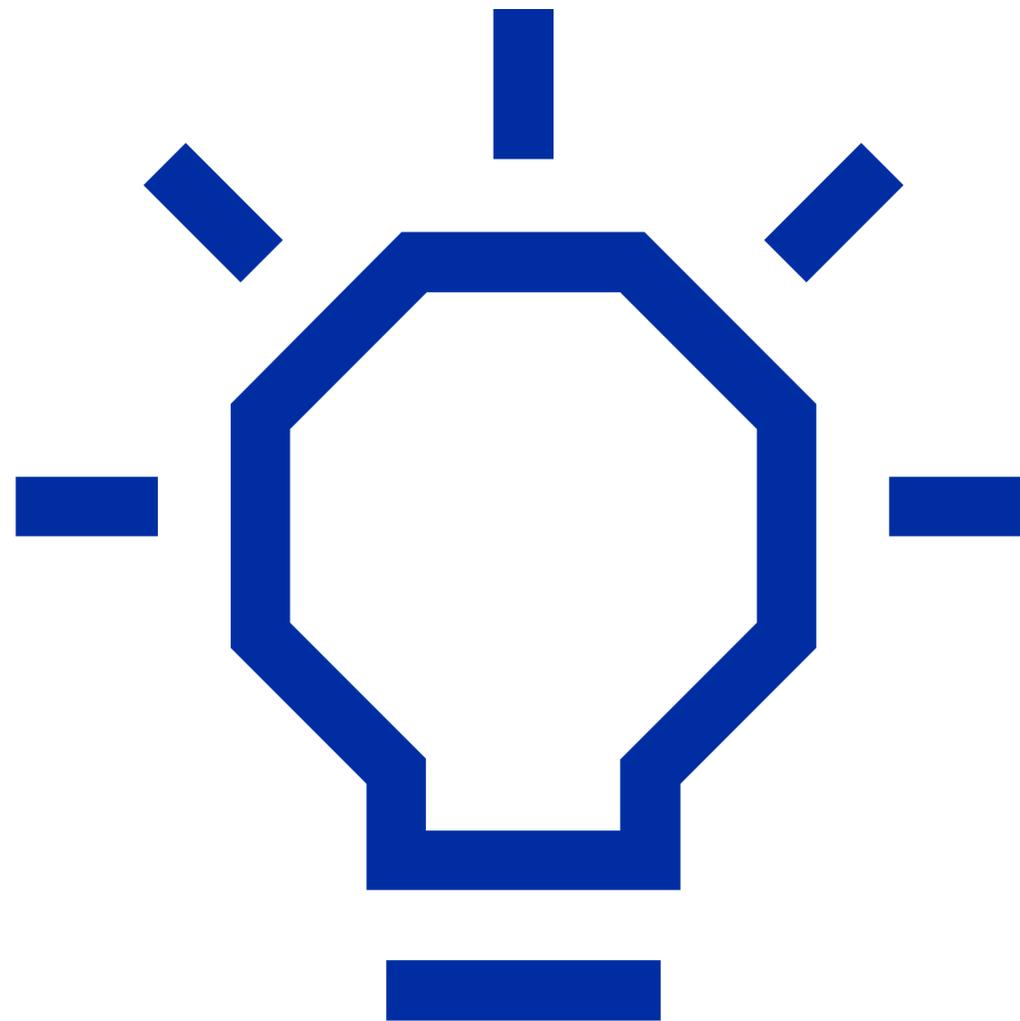
Fostering co-creation of joint ecosystems and boosting the internationalization

Supporting to find best co-creation investment funding options

Fast track to Finnish companies and ecosystems to seize opportunities in digitalization



Discovering foreign investment match to Finland



## OPEN INNOVATION

Useful knowledge today is widely distributed and no company can innovate effectively on its own.

With open innovation, a company doesn't just rely on their own internal knowledge, sources and resources for innovation, but utilize multiple external sources to drive innovation.

Open innovation can also improve competitive advantage as it can accelerate time to market, increase differentiation in the market, and create totally new revenue streams for the company.

# OPEN INNOVATION IS SUITABLE FOR

- Accelerating new product and service development
- Scouting new technologies and creating new business models
- Boosting organizational transformation and culture of experimentation
- Learning to find and collaborate with startups
- Building ecosystems

# OPEN INNOVATION PROCESS



We'll get started by defining the challenge together. This is done through analyzing the vision and goals, defining the set of supporting resources and information, and analyzing and eliminating possible bottlenecks.  
**4 weeks**

We connect you with the most innovative companies in Finland and introduce you to the best suited partner candidates to join the co-development challenge.  
**4 weeks**

We organize the co-development events, where pre-selected teams experiment and innovate end-to-end concept and create plan for pilot/PoC.  
**4 weeks**

You choose the best concepts and continue development and co-creation with the selected teams by pilot/PoC planning, development and testing.  
**8 weeks**

# REAL VALUE FROM FINNISH OPEN INNOVATION FOR JAPANESE FORERUNNER COMPANIES

If you are thinking about new ways forward with digitalization, Finnish companies and organizations are here to help you.

## Japan-Finland Gateway for Open Innovation Program in a nutshell:

**The program is dedicated to Japanese-Finnish cooperation in digitalization and open innovation.**

**The program offers access to the Finnish tech ecosystem and the ever-growing pool of Finnish tech companies, which are known for their passion for digital problem solving.**

**Open innovation projects are tailored according to the customer needs, and facilitated in collaboration with an external partner that is professional, experienced open innovation service provider.**

ありがとう  
KIITOS