

**BUSINESS
FINLAND**

SMART MOBILITY

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29 Jan 2019



FUNDING, NETWORKS AND EXPORT SERVICES

Smart Mobility program runs from 2018 to 2022 with a total budget of EUR 100 million

For companies registered in Finland the program offers innovation funding, market intelligence, networking and internationalization services e.g. trade missions

Targeted at companies, research organizations, municipalities and cities, and e.g. service, ICT and manufacturing industries

Challenge Competition for an own development project or a joint-project with other companies and research institutes



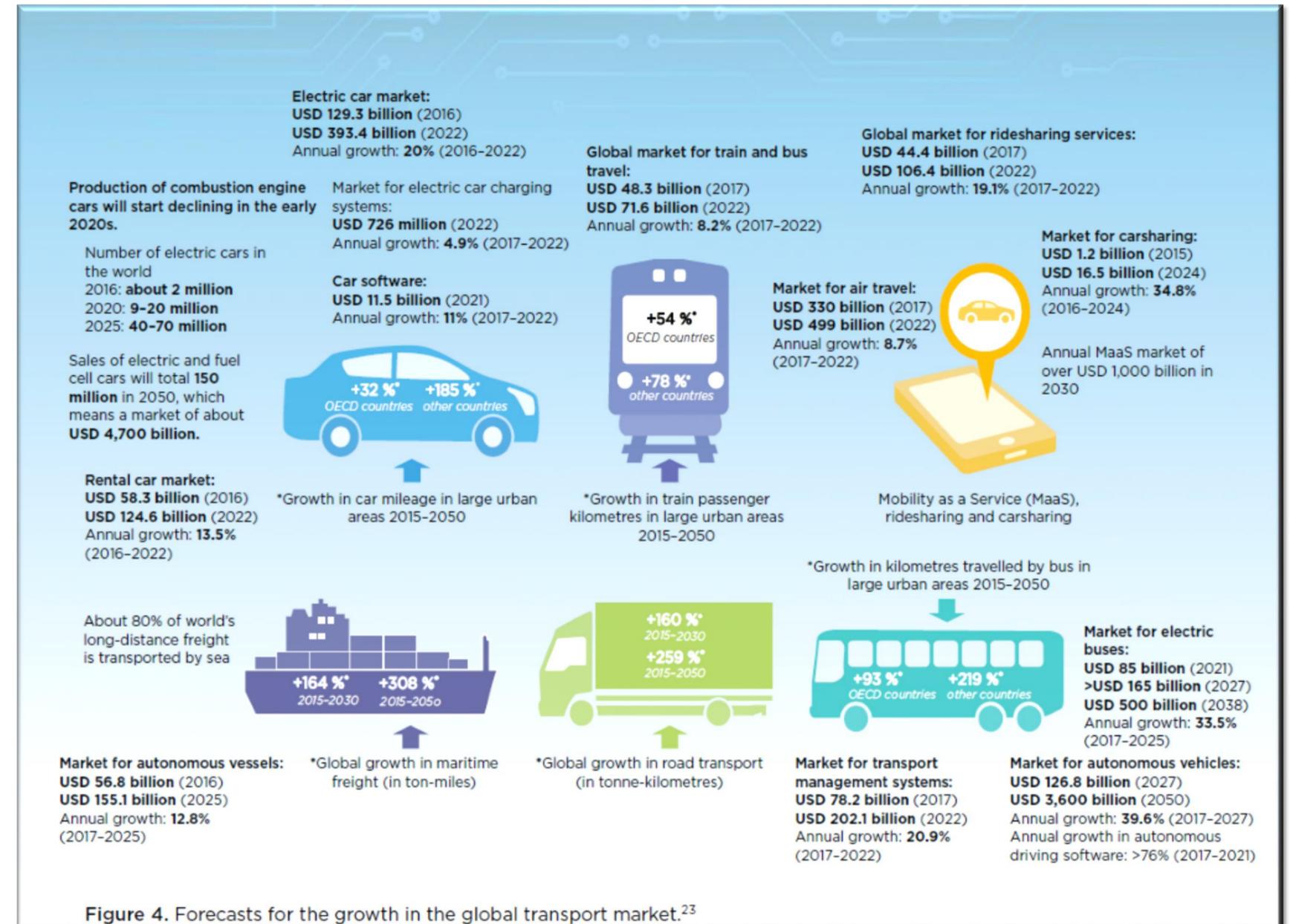
JOIN FINLAND TO BENEFIT FROM SMART MOBILITY

For foreign companies the program provides Invest in Finland services for joining and building ecosystems and testbeds and setting up R&D in Finland

Internationalization activities are directed particularly in Germany, Sweden, Japan, China and the United States markets during the first phase of the program

NEED FOR SMART MOBILITY PROGRAM

- Estimated **global markets** for mobility USD 6.500 billion (McKinsey) – **Finnish mobility market** EUR 30 billion
- **Mobility markets are in disruption:**
 - Fast growing service businesses: carsharing, ride sharing, MaaS, smart parking (CAGR 20-25% 2016-2025)
 - Disruptive technologies: autonomous & electric vehicles and vessels, drones, hyperloop (est. > 500 billion US dollars 2025)
 - Logistics: fast growing material flows and changes in retail (maritime and road transport growth 160% by 2030)
- **National transport sector growth programme 2018-2022**
 - Data, **BF funding**, experiment, IJH, **export & invest in Finland**
- **Disruption creates possibilities for the Finnish companies**



SMART MOBILITY PROGRAM FOCUS

Globally leading seamless logistics and people transportation solutions

Radical emission reduction and fossil free mobility to exceed climate agreement requirements

Disruptive mobility services and traffic systems through wide data usage and sharing

From forest to sea: Autonomous and secure industrial logistics

From door to door: Smooth urban mobility services (MaaS)

From store to home: Autonomous and secure consumer logistics

Without delays and congestions: Intelligent vehicles, infrastructure and traffic systems

From Forest to Sea and City Logistics

Seamless People Transportation Chains

Enrich Ecosystems via FDI

Growth Through Export

Innovation Funding and Testbeds

Export & FDI: B2B and Consumer Logistics

Export & FDI: Intelligent Vehicles and MaaS

Logistics

People

NEW LOGISTICS

5G





SMART MOBILITY EVENTS 2019 IN FINLAND AND ABROAD

SMART MOBILITY EVENTS IN FINLAND 2019

1. Smart Mobility Launch event 29.1.2019
 2. Technology Forum March / April 2019
 3. Mission call "From Forest to Sea" & "From Door to Door" Workshops in May, June, Sept
 4. Smart Mobility Test Beds in Finland Workshops on Q2 and Q4
 5. Smart Mobility Future Watch Webinars 2-4 pcs on Q2, Q3 and Q4
 6. Transport-Logistics expo, Helsinki 9.-11.5.2019
 7. Foreign Business Delegations to Finland 10-30 pcs
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SMART MOBILITY EVENTS ABROAD 2019: Q1- Q2

1. CTS and CES, Finland booth, presentations, networking. Las Vegas, USA 7.-11.1.2019
 2. Team Finland business delegation led by Minister Lintilä. Digital transformation of marine industry of System Integrators, US Navy. Washington DC 14 – 16.1. 2019
 3. MWC Barcelona. The largest mobile event in the world. 25.-28.2.2019
 4. Team Finland Arctic Fleet and Connected Vessel technology seminar, Moscow March / later in 2019
 5. The Energy for Smart Mobility, E4SM @ Marseille. 14.-15.3.2019
 6. VECS Vehicle Electronics & Connected Services Göteborg, Finland booth, presentations, networking. 2.-3.4. 2019
 7. Antwerp XL entire supply chain, freight forwarders, cargo owners, equipment handlers, terminal operators, EPCs, manufacturers and project owners. Exhibition and conference Antwerpen 7.-9.5.2018
 8. ITS European Congress. The latest smart mobility solutions. Eindhoven, the Netherlands 3.-6.6.2019
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SMART MOBILITY EVENTS ABROAD 2019: Q2 - Q4

9. Nor shipping. presentations, networking, Nordic Innovation new funding, Oslo 4.-7.6.2019
 10. TU Automotive. Technology, telematics, connected car, mobility, autonomous cars Detroit 4.-6.6.2019
 11. MWC Shanghai. Intelligent connectivity 26.-28.6.2019
 12. B2b meetings with Danish shipowners, digi & environmental solutions. Copenhagen, October
 13. ITS World Congress. Finland booth, presentations, networking. Singapore 21 – 25.10.2019
 14. TU Automotive Europe Munich 29. -30.10.2019
 15. Smart City Barcelona. Finland booth, presentations, networking. 19.-21.11.2019
 16. China-Finland Governmental Marine logistics innovation committee meetings. Time TBC
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SMART MOBILITY CHALLENGE COMPETITION

SMART MOBILITY CHALLENGE COMPETITION 10 THEMES

FROM FOREST TO SEA FROM DOOR TO DOOR

1. Cyber safety in traffic or in remote operations
 2. Autonomous or automated logistics and supply chains
 3. New system electrification solutions / electric vessels, vehicles or moving machines
 4. Artificial Intelligence and sensor data fusion and open data in smart vehicle or traffic solutions
 5. Disruption of traffic, mobility services and digitalization from user's perspective
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SMART MOBILITY CHALLENGE COMPETITION 10 THEMES

FROM FOREST TO SEA FROM DOOR TO DOOR

6. Analytics and use of open traffic data or integration of system data
 7. Arctic sea traffic and Arctic routes, logistics
 8. Solutions for reaching or under cutting the tightening emission limits
 9. MAAS (Mobility as a Service), transportation of goods and passengers. Target: to create new MAAS business starts.
 10. Other solutions or technologies improving the Smart Mobility theme
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SMART MOBILITY PROGRAM TEAM (FINLAND)



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Karin Wikman

Growth Engines, Smart City



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Traffic and infrastructure



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Business Finland funding services



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Business Finland funding services



Kaj Nordgren

Marketing and communication



Sakari Karppinen

Industrial logistics, autonomous systems
platform economy



Olavi Keränen

Testbeds



Arto Pussinen

Invest in Finland services



Mikko Koskue

Automotive, Mobility as a Service



Jouni Salonen

Invest in Finland and Export services



INTERNATIONAL GROWTH



THE WORLD'S BEST ECOSYSTEMS

OUR MISSION IS SUSTAINABLE GROWTH, RENEWAL AND SUCCESS

Promotion of **innovations**

Promotion of **exports**

Attracting **tourists** and **investments**

Tools include

- research and innovation funding
 - advice and sparring
 - networking and contacts
 - domestic and international expertise and view of networks
 - theme selections and programmes
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MISSION

**We Catalyze New,
Sustainable Growth
through Innovation, and
International Collaboration**

STRATEGIC INTENT

1 | Global Growth
for Companies

2 | World Class
Ecosystems and
Competitive Business
Environment

CONTACT US

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**KIITOS
THANK YOU**