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# FINLAND

SMALL GIANT IN HEALTHTECH

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WHY FINLAND?





# FINLAND - MODEL COUNTRY OF EQUAL AND EFFECTIVE HEALTHCARE SYSTEM

**#1**

AVAILABILITY OF LATEST  
TECHNOLOGIES

AVAILABILITY OF  
SCIENTISTS AND  
ENGINEERS

**#1**

MOST STABLE COUNTRY  
IN THE WORLD

DIGITAL SKILLS

**98%**

COVERAGE OF  
ELECTRONIC MEDICAL  
RECORDS – ONE OF THE  
HIGHEST IN THE WORLD

ISOLATED GENE POOL

PERSONAL ID NUMBER  
SINCE THE **60'S**







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**MOST EFFICIENT  
HEALTHCARE  
SYSTEM**

**Leader in  
value-for-money  
healthcare**



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—  
**GLOBAL LEADER  
IN DIGITAL HEALTH**

**98% of  
patient records  
in electronic  
format**





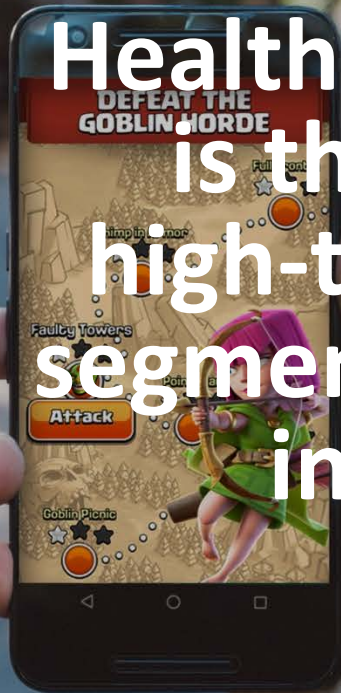
—  
**HIGHLY EDUCATED  
PEOPLE**

**# 1 availability  
of scientists  
and engineers**



—  
**POSITIVE HEALTH  
TECH TRADE  
BALANCE**

**Health technology  
is the largest  
high-tech export  
segment of Finnish  
industry**







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—  
**BUZZING STARTUP  
ENVIRONMENT**

**2nd largest  
startup  
ecosystem in  
the world**





# MAJOR GLOBAL PLAYERS HAVE CHOSEN FINLAND

## WORLD LEADERS:

- Bayer, Santen, Perkin Elmer, Ge Healthcare, Philips Healthcare, Thermo Fischer Scientific And many more!

## WHY?

- One of the lowest corporate tax rates in Europe: only 20 %.
- The only Nordic country with the euro.
- Highly skilled brainpower at a very competitive cost.



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# GE HEALTHCARE:

Base for wearable technology  
development in Finland

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**BAYER:**  
R&D and manufacturing unit in  
Turku & co-operation agreement  
with Auria biobank





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**IBM:**

Finland and IBM partner to develop  
personalized healthcare and spark  
economic growth with Watson





# GLOBAL PHARMA INDUSTRY HAS DISCOVERED THE UNIQUENESS IN FINNISH RESEARCH

- Biobank act 2013
- Isolated gene pool
- 30 year history of sample collection
- Biobank data can be combined with patient records and national health registries

- Auria biobank and Bayer pharma: cancer research
- Collaboration between Bayer, FIMM, The National Institute for Health and Welfare (THL), The Broad Institute, Biogen, Eisai, MSD, Pfizer, Roche in genetic research
- Auria biobank and Roche: diagnostic tests
- Astrazeneca and FIMM collaborate to study genes



# POSITIVE ATTITUDE TO MEDICAL RESEARCH

- Willingness to take part in medical research: 99%
- Culture where people trust professionals
- High recall rate





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# WHY WORK WITH FINLAND?

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- ☒ COUNTRIES WITH BIOBANKS
- ☐ UNIVERSAL HEALTHCARE
- ☐ UNIQUE NATIONAL IDENTIFICATION NUMBER
- ☐ GENETICALLY ISOLATED POPULATION
- ☐ RECALLING MADE EASY (BIOBANK ACT + NATIONAL IDENTIFICATION NUMBER)







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