

# News from Oulu LifeScience

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## Valkee announces 7.4 million Euro funding round

The company behind the pocket-sized bright light therapy device expands its scientific research, use cases, and distribution. The bright light headset maker, Valkee today announced the Series A funding round of EUR 7.4 Million. With the funding Valkee will expand its market areas, reseller network and use cases. Currently, the company has ongoing clinical trials in the areas of jet lag, cognitive performance and different types of depression.



[Read more](#)

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## Check out the new OuluHealth webpages

OuluHealth opened its new pages in May. Check out the new pages at [www.ouluhealth.fi](http://www.ouluhealth.fi)



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Memorandum of understanding has been agreed  
between Northern Ireland and the City of Oulu

A Memorandum of Understanding (MOU) has been agreed between Northern Ireland and the City of Oulu in Finland to underpin closer co-operation on new healthcare initiatives.

The agreement was signed in Finland on behalf of the Minister by Dr Andrew McCormick, the Department's Permanent Secretary, and Matti Pennanen, Mayor of the City of Oulu.

The Memorandum of Understanding focuses on closer co-operation on Connected Health between Northern Ireland and the City of Oulu in Finland. It has two themes, which are:

- a. Promotion of customer-oriented services with supporting technological solutions.
- b. Transformation of health and social care models and working methods.

[Read more](#)

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## European Connected Health Leadership Summit was held in Oulu June 11th – 12th, 2013

The European Connected Health Leadership Summit was held in Oulu June 11th – 12th, 2013 with almost 150 participants. The event brought together healthcare professionals, health ministries, researchers, world-class companies, entrepreneurs, business leaders, policy makers and other stakeholders to share in the common goal of maximising the benefits of permanent Health Ecosystems.

Please find presentations and list of participants via this [link](#)



More information:

[ECHSummit2013](#)

[www.echalliance.com](http://www.echalliance.com)

[www ouluhealth.fi](http://www ouluhealth.fi)

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## BusinessOulu abroad

Every year, we take part in several international trade fairs, conferences, seminars, symposiums, B2B meetings, matchmaking events and introductions to new target markets for our company groups. We arrange all the participation details: we reserve the events, flights and hotels and carry out all other arrangements on behalf of the companies. The completed package saves the companies' time so they can focus on the essential issues during the event! In order to maximize visibility, we aim to set up a shared area at each event, but if necessary, all participants may set up their own area. We can also secure funding for participation in trade fairs through various projects.

Here is a list of events in which BusinessOulu will participate during spring 2013. For further information on events and participation, please contact Nancy Ahola ([nancy.ahola@businessoulu.com](mailto:nancy.ahola@businessoulu.com)).

See more:

**3.9.2013 Medtech investment day, Helsinki**

**14.-15.10.2013 Nordic Life Science Days, Stockholm**

**28.9-6.10.2013 Health 2.0, California**

Tekes and Sitra are organizing a Health 2.0 conference and networking trip for experts and decision-makers in the field of health and well-being between the 28th of September and 6th of October 2013. The core of the target group is formed by companies whose operations are related to location-independent health care solutions (mobile health, health-IT, personalized health) and the management of biological data (Bio-IT).

**The aim of the trip** is to promote the international business of Finnish companies, market Finland as an innovative environment for foreign companies, and forge networks between operators and experts in the field.

**Register soon! The travel plan includes spaces for 30 companies. Half the spots have already been reserved (as of the 10th of June). The registration period ends on Tuesday the 2nd of July.**

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## Upcoming BusinessOulu training programs and

# events for autumn 2013

## Sales training

**Dates:** Wed 2 October, Wed 9 October and Wed 16 October 2013, 9 am–4 pm

**Location:** Oulu, Elektriikkatie 3 (Pohjola room)

**Trainer:** Pekka Töytäri, Efecto Oy

**Price:** €150/person + VAT 24%, including training materials and coffee catering. Lunch available at own expense.

## Sales, customer accounts and managing them

**Date:** Tue 3 September 2013, 9 am–4 pm

**Location:** Elektriikkatie 3, Pohjola training room

*Trainer: Pete Okkonen, Aava & Bang Oy*

## Customer acquisition and sales in Russia

**Date:** Tue 26 November 2013, 12 noon–4 pm

**Location:** Elektriikkatie 3, Pohjola training room

*Trainer: M.A. Olavi Filppula – the trainer has years of experience in serving a variety of companies in tasks related to sales, sales management and development in Russia.*

## Lean innovation – Tools and processes for growth management

**Date:** Wed 4 September 2013, 9 am–4 pm

**Location:** Elektriikkatie 3, auditorium

*Trainer: Ola Sundell, Hub Helsinki*

Target group: start-up businesses, people who play a significant role in the innovation, development and release of new products and services.

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We will be on holiday in July. See you in August.

Have a great summer!



## BusinessOulu at your service

BusinessOulu business corporation is an economic development company operating in the regions of Oulu, Haukiputaa, Kiiminki, Oulunsalo and Yli-li, and it **includes all the economic development services related to development and growth intended for the companies in the region.** We also serve all companies in the LifeScience business sector. In addition to business guidance, you can also receive information on various development projects through us. We also help you to find funding opportunities for investments, and through our networks you can find new customerships and the best growth partners for international markets.

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