

# News from Oulu LifeScience

BUSINESS OULU

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## BusinessOulu announces LifeScience company catalogue

The LifeScience company catalogue produced by BusinessOulu includes 23 of the region's leading companies, combining ICT and healthcare expertise and operating in the fields of bioeconomy, food safety, and health intelligence (OuluHealth). The LifeScience business sector of bio, health and well-being companies in Oulu consists of over 1,750 operators, including technology and service companies in the field.

"The LifeScience sector includes about 200 companies based in Oulu that utilize technology. They meet international demand and aspire towards global growth," says BusinessOulu Director Juha Ala-Mursula, in the company catalogue. In addition, Oulu is a world-leader in food safety technology.

*LifeScience Oulu, Finland, Company catalogue 2014* is available free of charge online and currently consists of 38 pages.

[Link to the company catalogue](#)

Further information

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## Oulu to lead the Health of the Future scheme

The Finnish Ministry of Employment and the Economy has chosen five themes for the INKA Innovative Cities project starting in 2014. INKA is a continuation to the Centre of Excellence Programme (OSKE). The scheme supports large initiatives that improve international competitiveness and create new business with cooperation between cities and the state government. INKA is in effect from 2014 to 2020; a midterm evaluation will take place in 2017. In addition to funding from the state and the cities involved, the innovation centers will be developed with funding from the coming period of the EU Structural Fund.

The Ministry also confirmed the five main themes for the INKA scheme. These are the health of the future, bioeconomy, sustainable energy solutions, smart cities and renewable industry, and cyber safety. The cities in charge of the themes are: Oulu (the health of the future), Joensuu (bioeconomy), Vaasa (sustainable energy solutions), Tampere (smart cities and renewable industry), and Jyväskylä (cyber safety).

Workshops for the cities were organized in Oulu and a draft for the Health of the Future scheme was presented to the Ministry of Employment and the Economy on 30 August 2013.

Additional information:

Noora Jansson

Contact Manager, OuluHealth

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## Suzhou Delegation

To expand the markets that Oulu companies can reach, Business Oulu is now entering the Chinese market with a delegation to the Suzhou Province to give companies the opportunity to have meetings with officials, Chinese Investors and potential customers/partners. The Chinese market has been a huge market for many foreign companies, but also a difficult to navigate. **The Suzhou delegation will be from November 3-9, 2013.**

Business Oulu will help to arrange:

- Event/conference where Finnish companies can introduce and promote their technologies and products to larger amount of local audience/companies
- Individual B2B meetings
- Meeting with officials and learn about the favorable policies/benefits
- Funding activity (one-to-one/multiple parties)
- Tour (based on availability)

Through the Start Up and Grow project, Business Oulu is reaching out to Oulu-based companies to encourage export and achieve International Sales. Please join us to get a jump-start into a huge Global growth market. To help companies, we will provide 50% support for Airfare, Accomodations, and program fees (based on qualifications).

For more more information or to sign up, please contact Nancy Ahola at [nancy.ahola@businessoulu.com](mailto:nancy.ahola@businessoulu.com) or at +358403758874. **The deadline to sign up is October 11th** to accommodate making proper travel arrangements.

**Please join us!**

**Read more**

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## BusinessOulu abroad

Every year, we implement several international trade fairs, conferences, seminars, symposiums, B2B meetings, matchmaking events and introductions to new target markets for our company groups.

Here is a list of events in which BusinessOulu will participate during autumn 2013. [See more](#)

### **Nordic Life Science Days Stockholm on Oct 14-15!**

Nordic Life Science Days (enlarged Nordic version of previous Life Science Investment Day Scandinavia) is an annual investor-, partner- and network- meeting for international delegates.

### **3rd EU-US eHealth Marketplace and conference, Boston on Oct 22-23**

Healthcare Innovation, Collaboration, Economic Development

Join us at the 3rd EU-US eHealth Matketplace & Assembly to create new business relationships, research, innovation and collaboration leading to health improvement, job creation and economic development in Europe and the USA. The Marketplace is hosted by the Commonwealth of Massachusetts and is a key element of the ConnectedHealthWeek.

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### **Technology Morning + e-Healthy Afternoon, Stockholm on Nov 6th!**

An excellent occasion for Life Science and ICT companies in the Oulu region to network, to gain visibility and promote sales. In one-day networking, sales and investment event in Stockholm, Oulu will bring the most interesting ICT and Life Science companies and professionals together. Central themes include Oulu's ICT expertise with an emphasis on new healthcare applications and services as well as Future Hospital and OuluHealth.

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## **Upcoming BusinessOulu training programs and events for autumn 2013**

### **Sales training**

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

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

**Trainer:** Pekka Töytäri, Efecto Oy

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



### **WORKSHOP events for the Medtech and Health ICT sectors - launching healthcare equipment or software to the market**

**Date:**

Workshop1: 30 October 2013, noon - 4 pm

Workshop1: arranged if needed, 4 November 2013, noon - 4 pm

**Location:** BusinessOulu, Pegasus room, Elektroniikkatie 3, 90590 Oulu

**Workshop leader:** Terhi Holappa, USBIMED

**Target group:** Medtech and Health ICT companies

**Registration:** by 23 October 2013, 4 pm to [mari.koskinen@businessoulu.com](mailto:mari.koskinen@businessoulu.com)

### **Customer acquisition and sales in Russia**

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

**Location:** Elektroniikkatie 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.

## Other events

### OuluHealth ecosystem meeting

**Theme:** Self-care solutions of the future

**Date:** 16 October 2013, 8 am-noon

**Location:** Lasaretti, Aurora room

**Host:** The City of Oulu's healthcare services and the AVAUS program

**Registration by 11th October [from this link](#)**

### Future health - BioNanoElectronics in ICT, Biomedicine and Development, Nov 5-6, Workshop in Oulu

Participation and booth for companies are FREE

Speaker slots (1-2) available for companies

Do you want to learn more how your expertise could fit into future health proceedings such as

-real time cancer policy

-self-learning robots that are regulated by nerve signals/cells

-biomobile for monitoring of diseases and controlling treatment remotely

-nanoparticles can be used to remotely regulate protein production in vivo

For further information, please contact Seppo Vainio

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### Biobank seminar in Oulu

**Date:** Friday 15th November 2013 am

**Chaired by:** Chief Administrative Physician Juha Korpelainen, Northern Ostrobothnia Hospital District

**Target group:** Everyone interested in the theme

**Location:** Lecture hall 2, Oulu University Hospital (OYS) (Entrance B1)

**Registration and further information by 5th November:** Pia Nyberg +358 (0)400-461349

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[Read more](#)

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## BusinessOulu at your service

BusinessOulu business corporation is an economic development company operating in the regions of Oulu,

Haukiputaa, Kiiminki, Oulunsalo and Yli-Ii, 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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