

Newsletter LifeScience

BUSINESS OULU

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News from Oulu LifeScience, for the first time in English!

In this newsletter we cover the following topics:

- LifeScience Oulu - Company Catalogue 2013
- New Companies in Oulu LifeScience
- Short information package about OuluHealth
- Business sector barometer for well-being, health and bio-sectors complete
- BusinessOulu abroad
- Upcoming BusinessOulu training programs and events for spring 2013

LifeScience Oulu - Company Catalogue 2013

BusinessOulu is making a LifeScience catalogue of companies in the Oulu region.

Being part of the catalogue is free and voluntary for companies located in the Oulu region. If you want your company to appear in the catalogue, you need to provide us with some information about the company. We will not add your company's information without your permission.



All material must be delivered by March 31, 2013 to

mari.koskinen@businessoulu.com

See more information and detailed instructions via [this link](#).

New Companies in Oulu LifeScience

Evaluation of impact of systematic treatment from Oulu

The Turku-based healthIT company BCB Medical Oy is gaining an even stronger foothold in Oulu. Ari Makkonen, the person in charge of Oulu-based operations, found premises at Medipolis, and the goal now is to hire more staff for the operational environments of Oulu Life Science and OuluHealth in Kontinkangas. Makkonen says that they have already enlisted project managers and now the search is on for coders. Subcontracting continues on the same level in Oulu.

“I hope that local operators will contact us to discuss potential cooperation projects with BCB Medical. At the moment, we have reviewed potential cooperation concerning the online service system by Mawell and Medanets' wireless filing, for example. Naturally, we are also interested in developing our cooperation with Tieto and CGI.”

BCB offers electric tools for monitoring the impact and quality of treatment in a nationwide sector.

“Since the New Year, we have put new clinical pathway and quality register products on the market. Systematic monitoring products for joint replacement, endoscopy and cardiovascular and soft tissue surgery have been completed, among others. In addition, we have compiled quality registers for pain and cataract entities.”

In BCB's systems, the patient receives points before and after the procedure according to a systematic rating method. Pre-operative, operative and post-operative data is then analyzed and reported systematically.

“The results provide us with data on the impact of the treatment, functionality of the clinical pathway and the work of different doctors, for example,” says Makkonen.

www.bcbmedical.com

Ari Makkonen, +358 40 846 45 89

Arctic Fiber to build a test plant in Oulu

Bio-finance company Arctic Fiber, registered in Uusikaupunki, is launching a laboratory and test leaching plant at Kemira research center. Its methods have long roots and they have been under development for two decades. The company's CEO Pekka Vilppunen is a familiar face, as he represented the University of Oulu in Kemira's Oulu factories during the starting phases of the Chempolis project. "We have been looking for premises for a pilot plant, where the leaching process will produce valuable fibers and enzymes. We are commercializing the technology in cooperation with investors from Tampere," says Pekka Vilppunen.

Arctic Fiber is also taking part in a more extensive EU project that aims to replace synthetic fibers with nano-based natural fibers. "This would create a recyclable package that is able to breathe through the membrane, thanks to its nano-natural fibers." The gas permeation allows for a freshness guarantee of up to ten days longer for a chicken fillet in its packaging.

Partners from the Netherlands, the UK and Spain are taking part in the project. "Our aim is to produce 620 million packages by 2017," says Vilppunen.

The production process of valuable fibers was ahead of its time. The finished process has been waiting for the development of recycling regulations and technical applications of natural fibers such as bio-composites, for example. The essential part of the process is to tailor the raw material to meet the requirements of the end product during the first phases of the process.

www.arcticfiber.fi

Pekka Vilppunen, +358 400 686 089

Medstep, the producer of high-quality occupational well-being services, has launched operations in the Oulu region.

Medstep's main product is Terveyspolku ("pathway to health"). The Terveyspolku service develops the occupational well-being of a company one employee at a time. The product includes individual customized instructions on sleep and recovery as well as exercise and nutrition. Terveyspolku supports the targets the company has set for its occupational well-being by developing the individual and his/her well-being through permanent changes in their lifestyle. As the well-being of staff improves, so does the performance of the whole company.

Medstep's services also include:

- well-being reviews on companies
- lectures on well-being
- recreational days

With the right kind of investments in occupational well-being, your company can expect to receive significant economic advantages and enhance its competitiveness.

Short information package about OuluHealth

OuluHealth is an internationally networked open innovation environment for the new generation's operational models in the social and health care sector and for their supporting systems. This innovation environment combines companies, research and both public and private operations. Its concept is based on a systematical approach to the development of customer-oriented social and health care services. The innovation environment is both physical and virtual.

Physically, the OuluHealth innovation environment is centered around the Kontinkangas campus area in which several other operators in health and well-being are located. The open innovation environment also covers virtual environments (for example, 3D environment) and open interfaces (such as the Onion project) that are actively developed in Oulu. In the future, citizens and other end users are also encouraged to take part in these processes, which helps to clarify their needs and motivate individuals to take better care of their own health and well-being.

OuluHealth innovation environment brings together various operators through shared targets, communication and business operations instead of organizations. OuluHealth is a new brand, but the City of Oulu has been systematically developing the open innovation environment for several years.

For further information, please contact:

Noora Jansson

Head of OuluHealth

Tel: +358 40 753 2917

noora.jansson@businessoulu.com



Business sector barometer for well-being, health and bio-sectors complete

The annual business sector barometer for well-being, health and bio-sectors by the LifeScience team once again assessed the current situation of companies and the challenges they are facing in the future. The barometer implemented by OWI and BusinessOulu focused on viewpoints of growth and internationalization, in particular. See the barometer [results](#) and [report](#).

Based on the barometer, the most significant challenges for companies relate to identifying sources of funding. One financing-related problem that was highlighted was the knowledge of financing instruments

and financiers. In regards to this, OWI has launched a series of blogs that compile information of the financing opportunities in the field. [The first part for the series](#) has been published and it mainly presents financiers that operate in Finland. Later on, the series will also present Nordic, European and global financiers and start-up accelerators.



For further information contact:

Eeva Kiuru

eeva.kiuru@owi.fi

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. 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!

Here is a list of events in which BusinessOulu will participate during spring 2013. For further information on events and participation, please contact Virpi Colley, virpi.colley@businessoulu.com.

March

March 5-9, 2013 [CeBit Hanover, Germany](#) ([Virpi Colley](#))

March 17-21, 2013 [Pittcon Philadelphia, USA](#) ([Virpi Colley](#))

April

April 9-11, 2013 [Connectivity Healthcare IT Berlin, Germany](#) ([Virpi Colley](#))

April 16-18, 2013 [Vitalis Gothenburg, Sweden](#) ([Virpi Colley](#))

April 22-25, 2013 [BIO Chicago, USA](#) ([Nancy Ahola](#))

May

May 13-15, 2013 [WoHIT Dublin, Ireland](#) ([Virpi Colley](#))

May 14-16, 2013 [Design & Manufacturing Canada Toronto, Canada](#) ([Virpi Colley](#))

May 19-23, 2013 [Euromedlab Milan, Italy](#) ([Virpi Colley](#))

May 21-24, 2013 [Hospitalar São Paulo, Brazil](#) ([Virpi Colley](#))

July

July 28-August 1, 2013 [AACCC, Houston, USA](#) ([Virpi Colley](#))

[Read more](#)

Upcoming BusinessOulu training programs and events for spring 2013

In cooperation with our partners, we provide several practical training, coaching programs and other events related to business competence. The topics range from **sales, marketing, customership and strategy to financial administration, law and product and service development.**

Read more about training and coaching at [this link](#)

Presentation skills – how to sell your ideas March 13, 2013, from 9:00 a.m. to 4:00 p.m.

Markkinoinnin toimenpidesuunnitelma Wed March 20, 2013 from 9:00 a.m. to 4:00 p.m.

Elämää pääomasijoittajan kanssa Wed March 27, 2013 from 1:00 p.m. to 4:00 p.m.<

Riskien hallinta kansainvälisessä liiketoiminnassa Tue April 9, 2013, from 8:30 a.m. to 11:00 a.m.

Myyntivalmennusohjelma April 11, April 24, May 8 and May 15, 2013

"Nightless Night", the ECHalliance Leadership Summit (more info: Ilkka@echalliance.com), June 11-12, 2013

Suomalais-saksalainen talous- ja tutkimusfoorumi 2013 June 13-15, 2013

BusinessOulu at your service

BusinessOulu business corporation is an economic development company operating in the regions of Oulu, Haukipudas, 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 the companies in the LifeScience business sector.

Contact information:

Tuula Palmén

Key account director, LifeScience

Tel: +358 50 461 7290

tuula.palmén@businessoulu.com

Noora Jansson

Head of OuluHealth

Tel: +358 40 753 2917

noora.jansson@businessoulu.com

Mari Leppilampi

OSKE- program manager

Tel: +358 44 214 0120

mari.leppilampi@businessoulu.com

Mari Koskinen

Coordinator, key sectors and OuluHealth Project

Tel: +358 50 379 1868

mari.koskinen@businessoulu.com

Tarkoituksemme ei ole lähettää turhaa sähköpostia. Jos saatte kaksoiskappaleita tai sähköpostiosoitteenne muuttuu, lähettäkää meille [sähköpostia](#).

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Osoitetiedot BusinessOulun asiakasrekisteristä.

Jos haluat perua uutiskirjeiden tilauksen, klikkaa [tästä](#)