INVEST IN OULU 2016
Facts, figures and experiences about new ways to boost your business in Finland
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Oulu’s dynamic business life, vibrant economy and continuously increasing purchasing power make the city an irresistible location for a wide variety of new businesses.

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Next stop: success

The vibrant city of Oulu is the Capital of Northern Scandinavia. Located just an hour’s flight from Helsinki, it buzzes with innovations and opportunities. Oulu sets the perfect stage for companies wanting to lead the technological development.

Oulu region is an internationally recognized center of technology and expertise. Ecosystems for new technologies and practical cooperation are being continuously developed. Since 1980’s a huge number of wireless technologies have been developed in Oulu. Take a closer look to Oulu’s ICT track record at page 7.

The city of Oulu offers specialized assistance for companies that consider operating here. Oulu Innovation Alliance, for example, integrates top know-how from printed intelligence, wellbeing technology, cleantech and 3D internet – bringing together research institutions, businesses and public sector organizations. During the last year, Oulu has managed to attract an exceptionally large amount of investments. In 2014–2015, 70% of all ICT investments in Finland were made to Oulu. Oulu has everything an ambitious company requires for its next growth sprint. Young, professional, skillful and specialized workforce, dedicated to take your business to another level. Creative surroundings, innovative start-ups and networks ready to share thoughts and join forces. Space for ideas to develop and connections to just about every corner in the world more conveniently than you might think.

Oulu also inspires new business. During the last 3 years, more than 500 startup companies have started operations here. The venture capitalists keep seizing the opportunities by investing 40 million euros every year to provide favorable grounds for innovations to flourish. The city’s opportunities are widely recognized – this is your golden opportunity to make it work to your benefit!

Take a closer look at the benefits of Oulu and contact us for further information.

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MILLION EUROS will be invested to the infrastructure development by the city of Oulu in the coming years.
The hub of Arctic Europe
Almost 200 billion euros will be invested in the development of Arctic Europe by the year 2025. While this will substantially improve the logistic connections between cities it will provide a long-term boost for the entire region’s economy.

Oulu’s ideal location makes it an efficient gateway to the entire Northern Scandinavia – an area that will set the stage for substantial development and growth within the next 10 years.

The logistic service network and transport system is able to serve the versatile needs of modern business. Oulu Airport operates 100 flights every week, adding up to a million passengers per year. Arctic Airlink operates in Northern Scandinavia between Oulu-Luleå-Tromsø 5 times per week. The Port of Oulu is the leading port for unit load and forest industry transportation in the Bay of Bothnia, featuring several regular cargo connections to the main ports of Europe.

An excellent highway network, multimodal transport terminal and efficient railroad system further contribute to smooth connections, both to Oulu and from there to the world markets.

To further boost the business opportunities in the area and beyond, Oulu has intensified its collaboration with other Nordic hubs such as Luleå in Sweden and Tromsø in Norway. Among other things, this has led to Arctic Airlink’s new flight connections between the key cities.

Thanks to direct flights, location by the sea as well as efficient railroad and highway networks, Oulu is extremely well connected to other major cities and market areas. Dealing with the rest of the world takes place swiftly and conveniently.
The ecosystem in Oulu is able to cover the design, testing, production and launch stages of any ICT project. Let us take care of your next innovative idea – we turn visions into reality!

**INVEST IN GROUNDBREAKING ICT**

Oulu’s long tradition in wireless technology ensures the continuous flow of new innovations. The latest achievements include Thingsee, the perfect companion for creating new Internet of Things solutions, as well as Oura, a revolutionary ring-sized wellness computer that helps you sleep and perform better.

**COMPANIES**

650

**TURNOVER (EUR)**

5 BILLION

**EMPLOYEES**

12,500

**2.6 BILLION PEOPLE USE ICT TECHNOLOGY DEVELOPED IN OULU EVERY DAY.**

**Building the wireless world with 5G**

With 40 years’ experience in developing market-ready products, Oulu possesses an indisputably leading knowledge base in information and communication technologies and related operations. With 12,500 professionals working in companies of various sizes and backgrounds, the city is one of the true hotspots when it comes to wirelessly connecting people and businesses.

One way or the other, about 60% of the world’s mobile phone traffic utilizes network technologies that have been developed in Oulu. The work continues; the new 5G network technologies are currently being created while service innovations that utilize them are being tested in collaboration with local companies, research institutions and city services. Eventually, 5G will contribute to the creation of new types of services and business models.

For companies operating in the ICT sector Oulu offers a unique, comprehensive chain of development services and dedicated collaborators. In this line of business, experience has shown that by joining forces even smaller companies can develop an idea all the way into a fully functional product. Oulu is one of the few cities in the world where the ecosystem covers all the steps that are necessary in developing innovative wireless products – all the way from planning to production. When it comes to both hardware and software, we are the fastest in Europe to make it all happen.

**MEDiatek Invested in Oulu**

“Finland has long been recognized as the home of many experienced engineers well-versed in cellular technologies. By opening our new office in Oulu, we hope to be an attractive employer to some of most seasoned engineers and the brightest graduating engineers from local universities”

— JS Pan
Deputy General Manager
MediaTek’s Wireless Communications Technology business unit

**BILLION PEOPLE USE ICT TECHNOLOGY DEVELOPED IN OULU EVERY DAY.**
The ICT sector is growing at a fast pace, and the trend is expected to continue. Today, three out of four world’s leading LTE providers are located in Oulu.
Oulu’s life science leads the way in Europe

Oulu invites you to join a truly world-class ecosystem in life science sector. By working together, we can create new innovation and synergy opportunities.

To manage, promote and support collaboration between the network members, the city has set up OuluHealth — an ecosystem that speeds up companies’ product development and launch. An advanced test environment helps ensure that the products meet the customer needs the best way possible. OuluHealth Lab services are provided by regions top organisations, such as Oulu University Hospital, Oulu University of Applied Sciences, and City of Oulu’s Health and Social Care Services.

With its developing infrastructure, the city of Oulu and its surrounding regions form an excellent urban living lab. This enables development of products and services in real-life environment with end users. Oulu region is known for the intensive collaboration between companies, public sector and universities.

There are total 1,700 life science companies in Oulu region working in the bio, health and welfare industries. Local innovations include heart rate monitors, production method for recombinant collagen, products for faster development and scaling of biotech production processes, selection of diagnostic tests and real-time online methods for improving food safety.

Oulu is investing heavily in printed intelligence. By flattening the components against paper or other substrates, new opportunities can be created for innovative products such as insoles that are able to sense the foot’s position and pressure.

Designing and launching state-of-the-art life science solutions require skills and experience. OuluHealth ecosystem is a significant cluster in Finland’s national healthcare sector. New health and wellbeing innovations emerge on a regular basis.

OuluHealth Labs provide a unique, integrated health test and development environment — including professional feedback — for every phase of your R&D process.

Oulu is a living lab for life-changing innovations.

IN OULU, WORLD-CLASS COMPETENCE IN THE NEXT GENERATION HEALTH TECHNOLOGIES MEETS THE EMERGING OPPORTUNITIES OF BIO-ECONOMY.

THE OULUHEALTH LABS PROVIDE A UNIQUE, INTEGRATED HEALTH TEST AND DEVELOPMENT ENVIRONMENT — INCLUDING PROFESSIONAL FEEDBACK — FOR EVERY PHASE OF YOUR R&D PROCESS.

OuluHealth Labs

OYS Testlab

A brand new test environment for specialised health care products and services in the heart of its provider, Oulu University Hospital. All you need for testing, starting from a fully functional operation room, can be found from OYS TestLab.

OAMK Simlab

Test and get specific feedback of your product or idea from professional health care teachers and students. Or train your staff in our simulated test lab. Provided by Oulu University of Applied Sciences.

Oulu Citylab

Test environment where the end users are — at customers’ and patients’ homes and in all social and health care services within in the City of Oulu. You will get direct professional and customer feedback on your product in a real, everyday social and health care environment.
Oulu offers a world-class ecosystem in Life science sector. Expertise arises from co-operation with research, public operators and private companies. Active promotion is managed by OuluHealth players, who have formed a strong network between the private and public sector.

**HI-TECH COMPANIES** 240

**TURNOVER (EUR)** 500 MILLION

**EMPLOYEES** 4,900

“I love visiting Oulu. Over the years I have seen the vision, the strategy and above all the actual creation of the infrastructure necessary to create a very attractive destination in the world of health, social care and wellness innovation in action!”

—Brian O’Connor
Chair of the European Connected Health Alliance
Join the game

For gaming companies and investors alike, Oulu has become a true horn of plenty. Drawing on the city’s vast skills and exceptional resources, even the most innovative and ambitious players in this line of industry can set up their next growth sprint. We have the developers, companies and co-operation networks – a true win-win situation for you to take advantage of.

The creative industries have always flourished in Oulu. Entrepreneurship and innovativeness go naturally hand in hand – with like-minded professionals to evaluate, develop, share and challenge ideas the commercial aspect is conveniently taken into account. In Oulu, creative people take care of things in their own particular way, and with impressive results. There’s a new game in town, continuously creating new opportunities, perspectives and inspiration. This provides plenty of benefits for other business sectors and the community.

We play to win
The diversity of creative industries in Oulu ranges from architectural services and communications sector to design and adventure services. In the last decade online, mobile and SaaS services have emerged as focus areas of expertise. To make things even more interesting and possibilities even more versatile, Oulu is also one of the central clusters of the Finnish gaming industry, with exceptionally long tradition of designing captivating games.

The unique gaming ecosystem in Oulu opens up uncontested opportunities for companies of all sizes, shapes and ages. The city offers plenty of support and there are versatile knowledge and education services at companies’ disposal. Combined with strong network of companies and genuine co-operation spirit, the road to success awaits.
INVEST IN OUTSTANDING creativity

Oulu puts a special emphasis on establishing the right kind of environment for creative minds to flourish. The right type of climate and support often provides just the needed amount of wind beneath the wings of creativity, allowing the ideas to fly to new heights.

Based on the success created by their very first game Hill Climb Racing, Fingersoft has been riding the wave of success that has helped it become the company it is today – one of the fastest growing start-ups in Finland.

Known for its collaboration with other game companies, Fingersoft is to establish a game campus in the heart of Oulu, taking over an entire a block together with an Oulu-based construction company Rakennusteho. According to Teemu Närhi, the CEO of Fingersoft, this is another example of Fingersoft’s dedication, as well as trust, towards the Oulu area as an excellent source for new ideas and talent.

“We have been very pleased with our life in Oulu, and sincerely believe that the area can provide significant growth potential for the entire Finnish gaming industry. Planning to stay here in the long run, we want to participate in turning that potential into reality.”

Fingersoft creates an international game campus in Oulu city center

The game industry is particularly strong in Oulu. The city’s long experience in this area has contributed to the establishment of several co-operation networks, events and development forums. The quality of ideas and innovations is world-class!

There are already close to 1,000 creative companies in Oulu, and the number is increasing every year by approximately 10 per cent. The main areas of knowledge are presented above.
Oulu is a traditional industry city, known for its forest, metal, chemistry, wood and food products. To stay on top of the evolving industry – and customer – needs, the companies have established new ways of thinking and operating. Paying attention to environmental technologies and sustainable development has been one of their key strategies.

As energy efficiency requirements and emission quotas become increasingly stringent on a global scale, finding solutions that help industries maintain their operations has become essential. Thus, it is no wonder that Oulu has selected environmental technologies and services as one of the focus areas.

Excellent opportunities to further develop cleaner industries keep emerging. Large investment plans have been made throughout Northern Europe. During the years, several Oulu-based products and services have become popular even on global scale. Oulu provides a solid ground for both profitable investments and commercial success.

The investment potential for 2015-2025 in Arctic Europe add up to 200 billion euros – this is more than likely to have a substantial effect also to the industrial companies in Oulu. Major investments can be expected to take place e.g. in the fields of energy, construction and mining. This calls for new kinds of technologies, services and solutions.

Oulu’s specific areas of expertise include diversified energy production, smart energy solutions, emission control systems and resource efficiency. The city’s versatile ICT knowledge provides useful tools for developing cleaner industries.

The University of Oulu’s multidisciplinary research produces intelligent solutions in many areas of industry that range from fundamental materials science to concepts of bio- and circular-economies, as well as ICT solutions and open data. With expertise on sustainable use of natural resources, research is carried out in close cooperation with other universities and research institutes focusing on the Arctic issues, primarily with the Luleå University of Technology and the University of Lapland.
The University of Oulu has adopted a multi-disciplinary approach to create sustainability by responsible and smart use of natural resources. With special expertise on issues such as Arctic conditions, environment, technology and culture the work benefits the entire Northern Scandinavia.

Smart energy systems create sustainability

Seppo Tuomi, Sales Director at Oulun Energia, sees smart energy systems as the modern way to ensure cost-effective, easy-to-use and sustained energy solutions.

"The European trend leans towards diversified energy systems. The paths of consumption and production do not always cross, but smart systems enable storing energy for later use."

Co-operation with research and education organizations as well as other companies in this field help Oulun Energia take development forward. One of the latest examples is Finland’s largest solar energy plant, completed in August 2015 and located on the roof of Kaleva printing house. The more reliable and efficient district heating system, service-free lighting systems, energy reporting and analyzing services as well as electricity microproduction are other examples of new opportunities that advanced technology can provide.

Digitalization has become a fundamental element and competitive asset also in the traditional industries, such as construction and energy. Oulu provides comprehensive co-operation, piloting and financing opportunities for digital experts keen on making the most of their knowledge.

Industrial investment plans at the region of Oulu 2015–2025 (M€)

In the next 10 years, a total of 35 billion Euros will be invested in the Oulu region. Various industries, with a special emphasis on emerging trends such as digitalization and cleantech, will receive substantial growth boosts. This will provide them with improved opportunities to drive the development further.
The advanced ecosystem covers every step of the development process, all the way from refining the idea to manufacturing the actual product. While the city’s international multi-science university ensures world-class research, development and innovation work, Oulu Innovation Alliance (OIA) helps generate cutting-edge global business out of them.

The numbers speak for themselves: there is hardly any other city in the world with so many positive features to offer. Oulu has all special ingredients for successful business operations, in a package that can be tailored to fit every need and purpose.

Get in touch!

We have the knowledge and expertise to help you make the most of these vast resources. Whatever your needs or questions regarding setting up operations in Oulu may be, we are here to help you make it all happen.

Drop us a line or give a call – we are ready to assist you at every stage of your business development process. Further information can also be found at our below listed websites.

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Unleash your potential

Oulu provides an exceptionally wide and versatile selection of shared R&D environments and living labs to further develop solutions, as well as to test their functionality in practical situations.

The shared R&D environments are:
- Two 5G Test Networks
- OYS TestLab (OuluHealth Labs)
- Oamk SimLab (OuluHealth Labs)
- Oulu CityLab (OuluHealth Labs)
- 3D Virtual Laboratory
- Prototyping Services
- Labs for Chemical and Environmental Engineering
- PriLab – Printed Intelligence
- Vehicle and Engine Laboratories
- CNL Converging Networks Laboratory
- Material Performance Laboratory
- Traffic Laboratory
- Micronova Cleanrooms
- Additive Manufacturing Laboratory
- PrintoCent Pilot Factory
- Fab Lab Oulu
- Global Asset Management Platform
- Engine Research Laboratory
- Linux enriched Wireless open Access Research Platform (LeWARP)
- Modular Wireless Sensor and Actuator Network (mWSAN)
- Patio – End User Testing
- OTA Testing Laboratory
- Centria Trial Environment

Oulu provides a comprehensive platform of opportunities. The collaboration between companies, public sector and universities is continuous and intensive.
In Finland, you are greeted with a dynamic, well-functioning business environment. Up here, the advanced ICT infrastructure is smoothly combined with educational and research institutions as well as the evolving needs of business world. The workforce is highly skilled and receptive to new technologies. All in all, Finland is an ideal test environment for new innovations.

Add the sophisticated infrastructure, non-existing corruption, highly competitive operating costs and strategic location in Northern Europe, and you have a market capable of offering state-of-the-art opportunities for solid growth. Setting up operations in Finland takes place quickly and conveniently. The amount of red tape is minimal, and it is no wonder foreign companies tend to stay here for the long term, enjoying high return on their investment. With a vibrant start-up scene, highly educated employees and excellent work ethic, constant growth of foreign investments in Finland comes as no surprise.
BILLION EUROS investments estimated in Arctic Europe 2015–2025

197 BILLION EUROS

– Arctic Business Forum Yearbook 2015 –