



Helsinki to boost economic relations with Singapore via new collaborations in R&D, innovation, education and healthcare

- Over 100 Finnish organisations and entrepreneurs will be in Singapore in September to boost cooperation between Finnish and Singapore businesses
- A high profile delegation of iconic technopreneurs, government leaders and International experts in education, transport and innovation including Dr Kirsti Lonka (University of Helsinki), Ms Anne Berner, Finland's Minister of Transport and Communications, and Mr Peter Vesterbacka (Angry Birds co-founder) will be here to share knowledge and insights with Singapore

SINGAPORE, August 16, 2017 – The City of Helsinki (or "Helsinki") is coming to Singapore with a big mission! New initiatives to engage the business community and to boost collaborations between Singapore and Finnish organisations will be rolled out from September 18 to 21, 2017 during SWITCH week (Singapore Week of Innovation and Technology).

These will include a string of events such as forums, workshops and seminars for the business community here to have an experiential insight to the "Helsinki Mindset" - to see, share and experience for themselves what makes Helsinki the "coolest tech and business hub in Europe".

One of the key highlights will be the launch of a new Regional Headquarters scheme for Helsinki to pull in investments and businesses. Also, this launch serves to strengthen the appeal of Helsinki as one of the best places for business, innovation and lifestyle. Details of this scheme will be announced at the start of the SWITCH Week.

The Mayor of Helsinki, Mr Jan Vapaavuori said: "Helsinki is a city in constant transformation – in fact, Helsinki is one of the fastest growing and developing cities in Europe. Helsinki may be known for design, its quirky charm, beautiful Baltic shoreline and world class education, but above all it is a safe and highly functional city.

"These are values we are committed to, and ones we have to deliver on, in order to become the best possible place to live, visit and do business. At the same time, we want life in Helsinki to be increasingly smooth, comfortable and fun."

The Mayor also added: “These are only a few of the reasons why Helsinki is ranked on the top of many lists all cities want to be on. Helsinki has been voted the top place for millennials to live in in 2017 (Millennial Cities Ranking) as well as the Economist’s top 10 list of best cities to live in.”

The Mayor himself, together with a high level delegation, will be here in Singapore to participate in the various events and seminars during SWITCH week. Over 100 participants from Finland will be here to showcase their capabilities and innovations and to seek tie-ups with Singapore partners.

Her Excellency Ms Paula Parviainen, Finland's ambassador to Singapore said: “Finland and the City of Helsinki have certainly evolved over the past years. Today, Finland is ranked among the top 10 countries on the Global Innovation Index 2016 and Helsinki is voted the most open city in the world in the latest Millennial Cities Ranking which rates the top 100 places for millennials to live in 2017.

“As we celebrate our centennial of independence (Finland 100), we believe we have to venture beyond the normal to the super-normal to create newer and smarter technologies and approaches to enhance business success and the lifestyles of people. This year, we want to step up cooperation between both Singapore and Finland – two superpowers in innovation and education – to galvanise our respective business communities to jointly contribute towards smarter and healthier solutions for all of us.”

Her Excellency also shared, "The relationship between Singapore and Finland is growing stronger every year. Currently, we have more than 140 Finnish companies in Singapore. We are also happy to note that Finnish businesses are increasingly keen to work with Singapore – in fact, the level of interest has shot up significantly. Many Finnish businesses are keen to use Singapore as a strategic gateway to the rest of South-east Asia/ASEAN.

Key Events with Global Cast of Experts/ Practitioners

There will be a series of inspiring and engaging events organised by Helsinki and Finland 100 (or "Suomi Finland/SF100") throughout the SWITCH Week. These events will unveil some of the best known global names in Finland – in education, innovation, design, technology as well as transport and healthcare.

The main events and the key speakers include:

Smart & Clean Cities (organised by Finland 100 and Helsinki) on September 18, 2017

Helsinki is a global pioneer in offering services-and creating new businesses through smart mobility solutions. The Finnish smart mobility scene is very vibrant with many new service and solution providers focused on autonomous vehicles, car sharing, integrated mobility and smart transport. To spotlight on some of the latest smart mobility solutions, Helsinki's team of business experts will share about R&D

possibilities, product development opportunities, unique transport platforms, global expansion, tertiary and research collaboration, funding, talent and partnerships to help Singapore companies tap into Helsinki's smart mobility ecosystem.

Slush Singapore (by Slush Singapore) with Finland Pavilion on September 19, 2017

Slush Singapore is the premier start-up launch pad of Southeast Asia – bringing together investors and entrepreneurs and innovators across the globe. To be held for the second time in Singapore, Slush 2017 will present outstanding speakers such as Taizo Sun, the founder and CEO of Mistletoe Inc, Taavet Hinrikus, co-founder and Chairman of Transferwise and Valenzia Yap, the CEO and Founder of PolicyPal, a digital platform using artificial intelligence to simplify and digitise insurance for thousands of people.

Health Tech Finland (by Finland 100 and Helsinki) on September 20, 2017

Finland positions itself as the Land of Future Health, with an array of unique strengths in technological application areas such as wearable devices and sensor technology, IVD, monitoring and imaging supported by information and wireless technology. Helsinki has an established digital infrastructure, lively start-up environment, and excellent capabilities in medical technology and engineering which supports development of future digital health solutions.

One of Finland's universally-recognized brand names, Nokia Technologies, has collaborated with Helsinki University Hospital (**HUS**) and University of Helsinki, Faculty of Medicine to spawn innovative solutions for outpatient care and to foster mutual research and development. This collaboration will focus on developing remote patient monitoring solutions. Mr Visa Honkanen / Director of Strategic Development, HUS – The Hospital District of Helsinki and Uusimaa will be here to share more about the latest in digital healthcare.

One of Singapore's biomedical start-ups AEvice Heath – the winner of the Slush Pitching Competition 2016 will also be sharing its experience and how it can leverage on Finland's well-established healthcare infrastructure to accelerate its product development. AEvice Health creates a wearable monitoring device for asthmatic patients through its patented technology.

Intelligent Maritime and Ports (by Finland 100 and Helsinki) on September 20, 2017

Digitalisation is a key driver for the maritime sector – creating new value while saving costs and resources to improve competitiveness. The aim of this event is to usher in new strategic partnerships between Finland and Singapore to seize these opportunities. The event brings together companies and expertise to display Future Shipping including autonomous shipping and the latest developments in data-driven maritime business.

Sauli Eloranta, Senior Vice President, Technology Management and Innovation for Marine (Marine R&D Centre for Remote Control & Autonomous Ships and Artificial Intelligence) and Ville Tolvanen, Digitalist Group will present insights into autonomous shipping and maritime operations of tomorrow.

Several companies in this sector such as Aeromon, ASANTech, Cargotec, Controlthings and Digitalist Group and Fleetrange are expected to be here in Singapore for the event.

Future of Education (by Finland 100 and Helsinki) on September 21, 2017

The two Super Powers in Education will come together in this event to offer practical solutions to encourage lifelong learning. The event will explore a wide variety of perspectives, from education to digital learning, and social media applications to smart school buildings and creating conducive learning environment that encompass social media applications to help deal with the emotional, psychological and physical aspects as well as the challenges of education today.

Held at the GEMS World Academy campus in Yishun, the key speakers are: Ms Kirsti Lonka, Professor for Educational Psychology, University of Helsinki and Mr Peter Vesterbacka - a respected and well-known Finnish entrepreneur, Founder of Rovio (Angry Birds) and Brand Breaker at digital games company – Lightneer. Keen to attend the above events, please visit www.myhelsinki.fi/designingbetterlife for further information and contact details.

About City of Helsinki

By decree of King Gustav Vasa of Sweden in 1550, the city was founded at the mouth of river Vantaa. From there, the city was moved further south to its present location in 1643. Helsinki has been the capital city since 1812, three years after Finland became an autonomous Grand Duchy of the Russian Empire.

Helsinki continued as the capital after Finland gained its independence in 1917. Today, Helsinki is the centre of the Helsinki Region, a functional urban region of about 1.4 million inhabitants and 753,800 jobs.

Helsinki is a modern city, with half a million residents, nicely situated by the Baltic Sea. Helsinki is the center of Finland's administrative, educational and cultural life. It is also the finance and business center of the country.

Helsinki is a city full of contrasts: light and white in summer, and dark, but full of warmth in winter; modern and cutting edge, yet steeped in fascinating past; cosmopolitan and compact capital where form follows the function, where both sea and deep forests are just a stone's throw away. Helsinki is unique among the Northern European cities. The

lifestyle in the second-most northern capital city in the world is full of contrasts and activities also in the form of hundreds of events and friendly people.

Helsinki's identity has been formed by cultural influences from both the East and West. Over 450 years of history, several architectural layers and the impact of different periods can clearly be seen in the city. The beauty of the surrounding nature blends seamlessly together with high-tech achievements and design, while old traditions mix with the latest contemporary trends.

Website: www.hel.fi/helsinki/en

Social media: #myhelsinki and #designingbetterlife

About Suomi Finland (SF100)

Suomi Finland 100 Singapore is an organisation working closely with the Embassy of Finland running over 30 events in Singapore this year. The events are planned around four main themes: healthcare and well-being, education, innovation and design. The main goal is to greatly strengthen the knowledge of Finland by building bridges that would boost cultural and university exchange programs, tourism, business and investment opportunities with Singapore.

Website: www.sf100.sg

Social media: #SF100SG"

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