



SUOMI
FINLAND

FINLAND

SMALL GIANT IN HEALTHTECH

WHY FINLAND?





FINLAND - MODEL COUNTRY OF EQUAL AND EFFECTIVE HEALTHCARE SYSTEM

#1

IN ACCESS AND USAGE
OF eHEALTH

HIGHEST GROSS
DOMESTIC EXPENDITURE
ON R&D

#1

MARKET CONDITIONS
FOR STARTING A HEALTH
BUSINESS IN THE EU

EU COUNTRY WITH THE
HIGHEST KNOWLEDGE
AND INNOVATION

98%

COVERAGE OF
ELECTRONIC MEDICAL
RECORDS – ONE OF THE
HIGHEST IN THE WORLD

ISOLATED GENE POOL

PERSONAL ID NUMBER
SINCE THE **60'S**



**Most Efficient
Healthcare System**

**Buzzing
Startup
Environment**

**Global Leader in
Digital Health**



**Positive
Healthtech
Trade Balance**

**Highly
Educated
People**

FINLAND



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**MOST EFFICIENT
HEALTHCARE
SYSTEM**

**Leader in
value-for-money
healthcare**



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**GLOBAL LEADER
IN DIGITAL HEALTH**

**98% of
patient records
in electronic
format**



**HIGHLY EDUCATED
PEOPLE**

**# 1 availability
of scientists
and engineers**



—
**POSITIVE HEALTH
TECH TRADE
BALANCE**

**Health technology
is the largest
high-tech export
segment of
Finnish industry**





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FINLAND
team

2nd largest
startup
ecosystem in
the world

—
BUZZING STARTUP
ENVIRONMENT

Slush - Jussi Helsten

FINPRO



MAJOR GLOBAL PLAYERS HAVE CHOSEN FINLAND

WORLD LEADERS:

- Bayer, Santen, Perkin Elmer, Ge Healthcare, Philips Healthcare, Thermo Fischer Scientific And many more!

WHY?

- One of the lowest corporate tax rates in Europe: only 20 %.
- The only Nordic country with the euro.
- Highly skilled brainpower at a very competitive cost.



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GE HEALTHCARE:

Base for wearable technology
development in Finland





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BAYER:
R&D and manufacturing unit in
Turku & co-operation agreement
with Auria biobank



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IBM:

Finland and IBM partner to develop personalized healthcare and spark economic growth with Watson

GLOBAL PHARMA INDUSTRY HAS DISCOVERED THE UNIQUENESS IN FINNISH RESEARCH

- Biobank act 2013
- Isolated gene pool
- 30 year history of sample collection
- Biobank data can be combined with patient records and national health registries

- Auria biobank and Bayer pharma: cancer research
- Collaboration between Bayer, FIMM, The National Institute for Health and Welfare (THL), The Broad Institute, Biogen, Eisai, MSD, Pfizer, Roche in genetic research
- Auria biobank and Roche: diagnostic tests
- Astrazeneca and FIMM collaborate to study genes



POSITIVE ATTITUDE TO MEDICAL RESEARCH

- Willingness to take part in medical research: 99%
- Culture where people trust professionals
- High recall rate



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WHY WORK WITH FINLAND?

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- COUNTRIES WITH BIOBANKS
- UNIVERSAL HEALTHCARE
- UNIQUE NATIONAL IDENTIFICATION NUMBER
- GENETICALLY ISOLATED POPULATION
- RECALLING MADE EASY (BIOBANK ACT + NATIONAL IDENTIFICATION NUMBER)





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