

# NEW DIGITAL EUROPE

## -ENGINE FOR PERSONAL AND CORPORATE RENEWAL AND GROWTH

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DIGITAL TRANSFORMATION OF FINNISH INDUSTRIES

BUSINESS FINLAND

SEPTEMBER 7<sup>TH</sup> 2018, ESPOO

**BUSINESS  
FINLAND**

**Tekes**



FINNISH  
GOVERNMENT



Ministry of Economic Affairs  
and Employment of Finland



**Meanwhile in China:  
Made in China 2025 and  
150 Billion USD investment  
in AI over 5 years**

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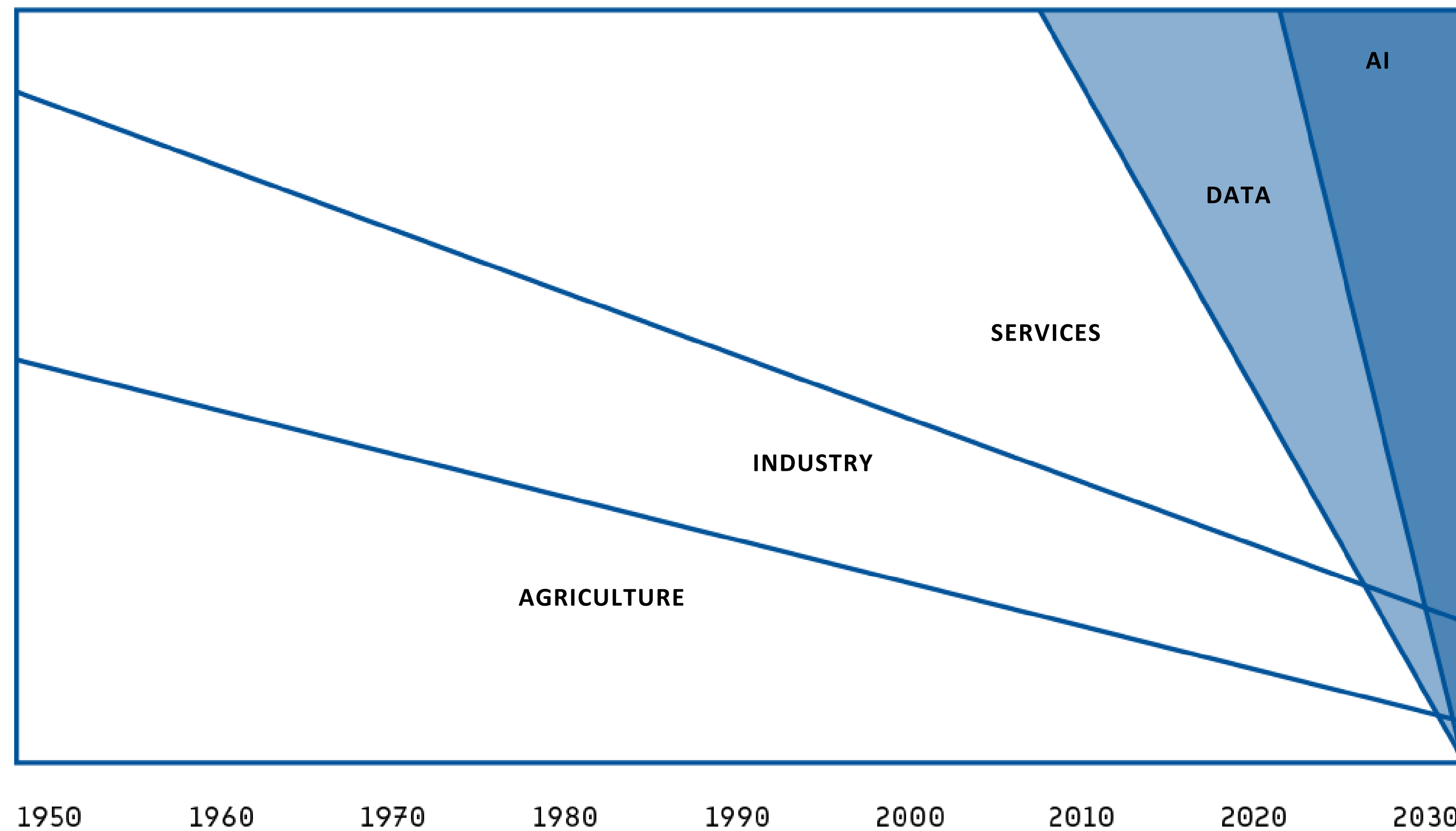


howmuch.net



# STRUCTURAL CHANGE OF ECONOMY

## FINLAND 1950-2030 (FORECAST)



# DIGITALISATION STRATEGY FINLAND

## SUB-THEMES/ PROGRAMS

TRUST

NEW SPACE

CONNECTIVITY

&  
INT. INDUSTRIES

AI

SMART MOBILITY

PLATFORM ECONOMY

PROGRAM PORTFOLIO

## GOALS

SAFE

CONNECTED

INTELLIGENT

CONVENIENT

GOAL IS TO MAKE THE WORLD

## KNOW-HOW

FINNISH KNOW HOW-BASE

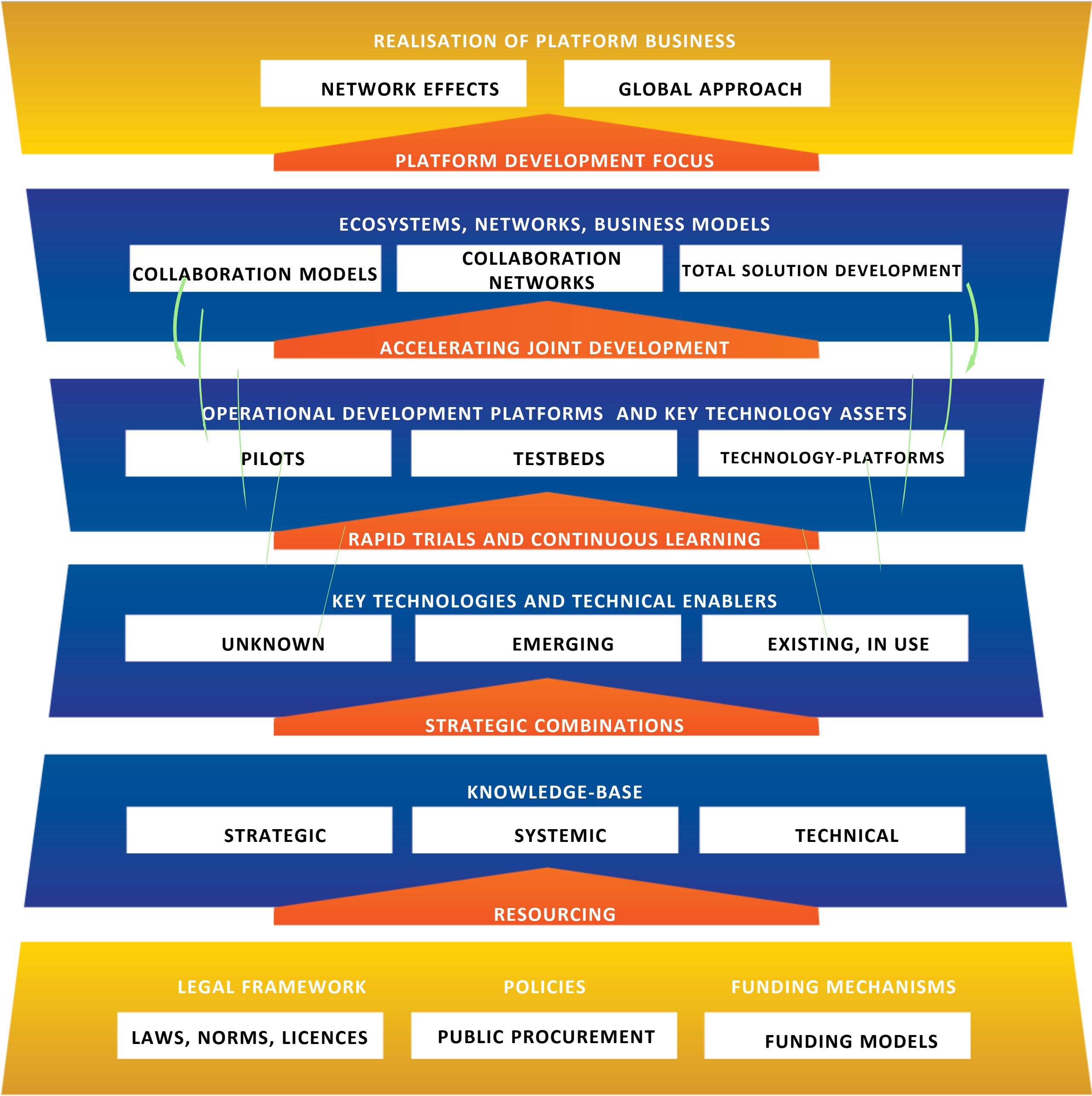
AI

IOT

5G CONNECTIVITY

SECURITY

AR & VR & MR



# GEARING TOWARDS PLATFORM ECONOMY



# SMART MOBILITY PROGRAM FOCUS

Globally leading seamless logistics and people transportation solutions

Radical emission reduction and fossil free mobility to exceed climate agreement requirements

Disruptive mobility services and traffic systems through wide data usage and sharing

From door to door: Smooth urban mobility services (MaaS)

From forest to sea: Autonomous and secure industrial logistics

From store to home: Autonomous and secure consumer logistics

From Forest to Sea and City Logistics

Seamless People Transportation Chains

Without delays and congestions: Intelligent vehicles, infrastructure and traffic systems

Enrich Ecosystems via FDI

Growth Through Export

Innovation Funding and Testbeds

Logistics

People

Export & FDI: B2B and Consumer Logistics

Export & FDI: Intelligent Vehicles and MaaS



# NEW LOGISTICS

## 5G

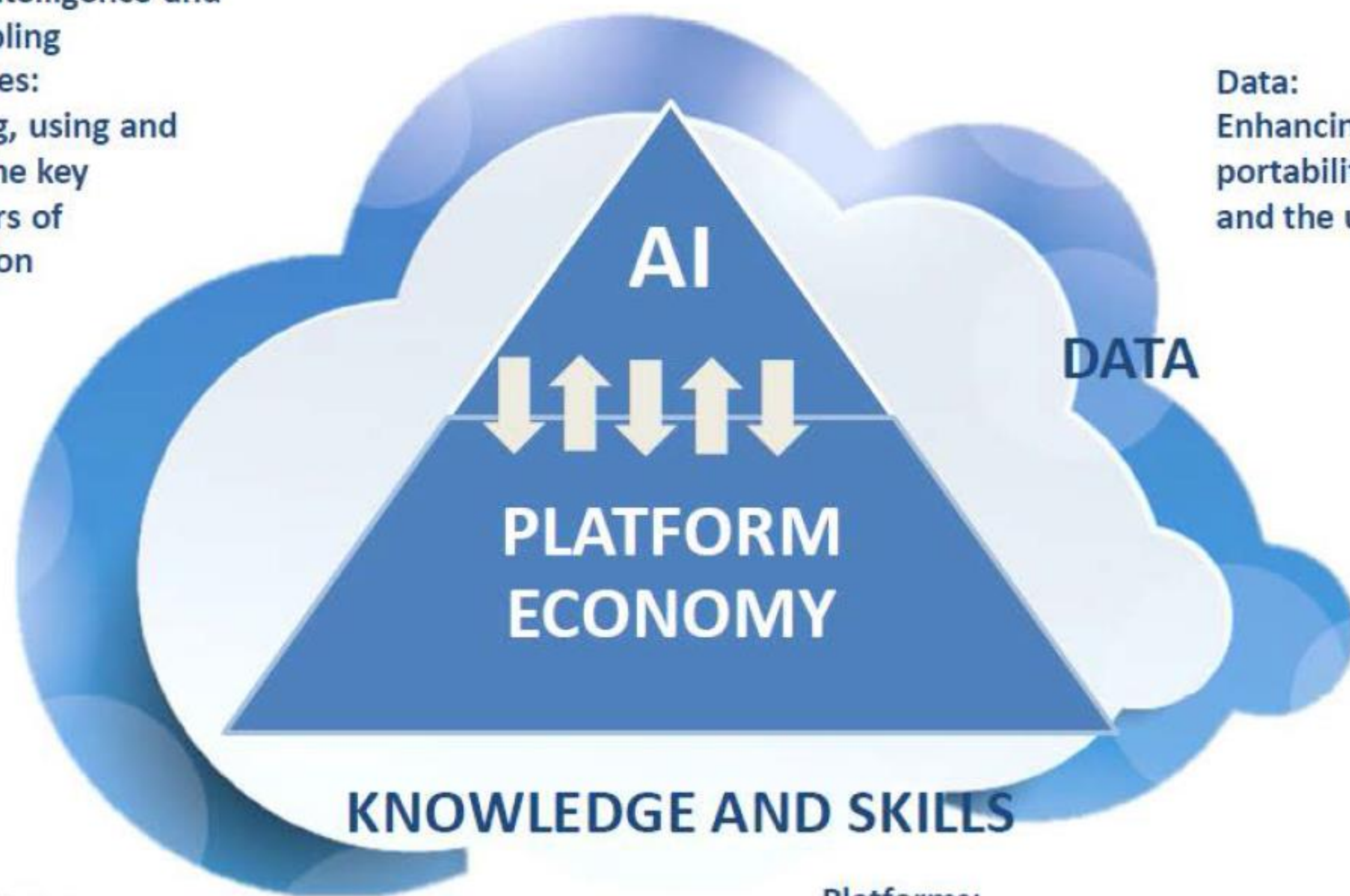




# Towards New Digital Europe

Artificial intelligence and other enabling technologies:  
Developing, using and applying the key accelerators of digitalisation

Data:  
Enhancing quality, access, portability, interoperability and the use of data



Knowledge and skills:  
Focusing on innovation readiness, social adaption, lifelong learning and leading the change in worklife and society

Platforms:  
Strengthening European ecosystems to create and capture value from new technologies in global platform economy





# FINLAND EU-PRESIDENCY DIGITAL AGENDA (DRAFT)

European Data-Space and Digital Single Market 2.0

Digital Transformation of Industries, Platform Economy

Europe as a role-model for the future of AI

Safe Digital Economy

Harnessing Human Power, Private-Public-People-Partnership PPPP



The image features a dark blue background with abstract, flowing lines in shades of teal, blue, and yellow. A large, white, hollow triangle is centered in the frame. Inside the triangle, the letters "AI" are written in a bold, white, sans-serif font.

**AI**



**KIITOS  
THANK YOU**

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