



# BADEN-WÜRTTEMBERG MEETS FINLAND

## **Advancing future mobility solutions in Europe**

Finland is one of the most important European innovation hubs for digitalisation and at the same time home to a large number of internationally renowned companies, universities and research institutes that are shaping the future mobility system. Today, Finnish companies provide the automotive industry with cutting-edge solutions for infotainment, connectivity, sensor and HMI technologies, as well as specialised components for alternative drivetrain systems. These companies come in all sizes and shapes – from fast-maneuvring start-ups to big international players. Cooperation with partners from Finland’s innovation ecosystem provides access to complementary competences, innovative ideas and solutions, as well as cutting-edge technologies. More than seven years ago, e-mobil BW and Cluster Electric Mobility South-West therefore established a partnership with BusinessOulu to enhance the cooperation of the mobility innovation networks in both regions – jointly advancing the development of future mobility solutions in Europe. With the special exhibition area “Baden-Württemberg meets Finland”, e-mobil BW and BusinessOulu underline their long-term partnership at one of the leading European technology fairs. It provides a platform for cross-border discussions about current challenges, ideas and joint initiatives to jointly advance future mobility solutions in Europe.

## **Oulu – fabulous solutions for automotive industries**

Oulu, the world’s leader in wireless technology development, is the place where cutting-edge technology meets northern peace and stunning nature. The city boasts a 50-year history of expertise in high technology and working together to make things happen. Today, Oulu’s telecommunication expertise has been transformed into automotive industry solutions. Right here novel ideas are developed into market-ready products. Whatever the outcome of the automotive industry in 2030 will be, all required expertise to make it happen has been in Oulu for decades. The innovations related to modems, chipsets, terminal devices, information systems, cloud services and artificial intelligence will soon be commonly used with the arrival of 5G networks with secure mannered business models. The architectural design between vehicle and the surrounding infrastructure will be designed in Oulu. In addition, the Oulu area is a global leader in printable intelligence, which makes possible design structures of interiors and exteriors in a radically different way. Welcome to Oulu – the home of 6G – where you can digitalise everything.



### **Business Oulu**

[www.businessoulu.com/en/](http://www.businessoulu.com/en/)

Hallituskatu 36 A, 90100 Oulu, Finland, Phone: +358 855855810, [info@businessoulu.com](mailto:info@businessoulu.com)

BusinessOulu is the business development unit of the city of Oulu. The central competence is in supporting companies to promote and develop business nationally and internationally.

---



### **Cooliblade**

[www.cooliblade.com](http://www.cooliblade.com)

CooliBlade is a thermal management company that makes integrated thermal channels for power electronics cooling applications. Our NEOcore technology enables higher powers, higher ambient temperatures and longer lifetime for semiconductor components and modules. Typical applications for CooliBlade products are electric vehicle charging stations, 5G telecommunications, renewable energy, smart grids, industrial control systems, IGBTs and LED luminaires.

---



### **SensorFu Oy**

[www.sensorfu.com](http://www.sensorfu.com)

Our product continuously seeks new network and data leak paths and alerts when they are found from IT and OT networks. These leaks can be a result of human error or malice, and they may violate security policies, regulation or contractual obligations. Our product is easy to purchase and to deploy even in the most demanding environments. It also integrates with and adds value to the existing SIEM, firewall, endpoint protection and data loss prevention investments.

---



### **Creoir**

[www.creoir.com](http://www.creoir.com)

Creoir is a Finnish technology company specialized in embedded speech technologies. Creoir Offline Voice Solution SDK enables local voice control and voice feedback for a wide range of products and applications. The end-to-end SW solution reduces development time and guarantees operation in challenging noise environments. Creoir has successfully delivered solutions in different segments, such as industrial automation, robotics, medical devices, AR/VR smart glasses, and self-service solutions.

---