

#Slush17 SUCCESS AT SLUSH FOR SMART CITY BIZHACK INDIA

GOInternational Finland hosted **Smart City Bizhack India**; the first Indian-themed event alongside **Slush**, which was 100% dedicated to unveiling the vast opportunities in the Indian market for Smart City Innovation. The three day event offered Series A Start Ups, SMEs and Corporations a bridge to access live marketplace opportunities for conducting business in India.

Chhattisgarh State was announced as the pilot state and gateway state for Finnish Innovation in India at the Slush Event. A 3 -strong delegation from the State laid out the broad contours of the potential opportunities in Chhattisgarh for Finnish Innovation; including the opportunity to co-create & collaborate with Indian partners. **Dr Kamal Preet Singh IAS, Secretary Commerce & Industry for Chhattisgarh** , delivered a Keynote address outlining specific challenges.

21 Nordic Smart City Innovators entered the Bizhack Competition - exploring ways of frugally hacking their products & services to fit live Smart City plans in Chhattisgarh. Experts and Mentors were on hand to steer this intensive workshopping stage and to help get solutions ready for the Indian market. During **Slush Day Two: Make Business Happen**, Participants, who entered the Bizhack, pitched their solutions to a judging panel and the winner was announced at the end of the day.

The Winner of **Smart City Bizhack India** was **Cityfier** after their solution, pitched by Head of Urban and Real Estate Development Unit, **Jukka Kettunen** , encapsulated the machinations of the judging panel to create a platform through which to launch tech-supported development in Chhattisgarh. Cityfier is a tool utilizing latest game engine technology to measure distances between the qualitative components of a future neighbourhood. The tool can be used to compare different planning options and support the decision making. Jukka pitched that for master planning of big cities (citing Chhattisgarh's Capital, Raipur) - where the biggest decisions concerning locations of new real estate are made - there are no valuation models available. Cityfier is a digital service where they combine master plans, urban research and housing market data for landowners, investors and developers. They essentially analyse and forecast the future value of a given location.

It was identified by the judges that Cityfier can help to identify and address infrastructural, institutional and social challenges predominant in urban India by supporting planning and development of Smart Cities in a smart, visual, evidence-based way. Cityfier will now be fast-tracked to the next phase of GOInternational's **Indo-Finnish Market Entry Acceleration Programme** with a visit to India in the new year to take a firmer step towards securing tender. This marks a convergence of will between GOInternational and Chhattisgarh, indicating a mutual desire to bridge the gap between the Indian & Finnish startup & innovation ecosystems.

At the **Finland India VIP Roundtable** , GOInternational's closed-door session also held at Slush, top-level Government officials and key decision makers from the Nordics came together with the State of Chhattisgarh to discuss a Finnish-Indian Partnership for delivering sustainable quality of life. The goal was to kickstart the initiation of an official Memorandum of Cooperation between Finland and India concerning Smart City Innovation transfer.

In attendance were:

Kimmo Tiilikainen, Finnish Minister of the Environment, Energy and Housing

Ari Tasanen, Counsellor to Ministry for Foreign Affairs of Finland,

Dr Kamal Preet Singh IAS, Special Secretary, Department of Commerce & Industries, Government of Chhattisgarh **Smt. Alarmelmangai D**, Director, Department of Commerce & Industries, Government of Chhattisgarh

Aditya Sharma, Product Lead, Invest India,

Vesa Riihimäki, Head of Startup & Growth in Nordea Finland,

Manash K Neog, Co-Founder, Director, Chase India,

and a host of Nordic Start Ups, SMEs and Corporations.

The overarching consensus was the imminent need for a massive paradigm shift in the way that the world does business. Tasanen conceded that Finland is not short of money, but lacking courage to enter the Indian market. The Honorable Ambassador Vani Rao commended GOInternational's initiatives in establishing long term linkages and systems between India and Finland through their Acceleration Programme. With Minister Tiilikainen compounding this need for a facilitator by explaining that conditions in Helsinki and Chhattisgarh are different. Transfer of Smart City know-how between the two countries is not about stamping a carbon copy from one place on to the other... He holds to high regard the innovation power of India and would like to see it combined with Finland's experiences, so that the two countries can co-create something new.

Secretary Singh laid out the opportunities Chhattisgarh offers to Finnish & Nordic innovators as he invited them to come and work in Chhattisgarh pointing out that if Nordic innovation succeeds in the state – “the solutions can be easily proliferated to other states in India and beyond to other developing as well as developed markets.”

In March 2018 all the companies in the **Indo-Finnish Market Entry Acceleration Programme** are invited to come to the second BizHack in Chhattisgarh, India. There Nordic Innovators will be presenting their solutions at the Frugal Innovation Summit to an array of senior policy & decision makers to the Government of Chhattisgarh. This second stage is all about making business happen and initiating the follow up pilot phase.

Photos available for editorial use only in connection with Smart City Bizhack India event.

For more info and interview opportunities please contact:

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