

FINNISH SMART CITY INNOVATORS TO VISIT CHHATTISGARH STATE, INDIA

Finnish & Nordic Smart City Innovators will be presenting their solutions at the **Frugal Innovation Summit** (held in Raipur this coming March) to an array of senior policy & decision makers to the Government of Chhattisgarh at GOInternational Finland's **Smart City BizHack Chhattisgarh** event, within the wider Frugal Innovation Summit.

GOInternational Finland, through its strategic partners for India – Noise2Info, and with support from Hon. Vani Rao, the Ambassador of India to Finland & Estonia, have initiated high-level engagement with the Government of Chhattisgarh, to explore how Nordic solutions (either directly or frugally innovated with Indian partners) could be potentially **piloted** to improve public service provisioning & transform quality of lives for citizens in Chhattisgarh.

A high level delegation led by the Chhattisgarh Commerce & Industry Secretary, Dr. Kamal Preet Singh IAS joined **Smart City BizHack India**; the first Indian-themed event alongside **Slush17**, 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. **Smart City BizHack India & Chhattisgarh** are part of GOInternational Finland's flagship initiative – “The Indo Finnish Market Acceleration Programme” that is actively driving cross-border collaboration between India & Finland (and the Nordics) on delivering smart cities and villages in India.

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.”*

“Finnish & Nordic companies can contribute to India's transformation by means of merging Finnish strengths in disruptive product development with India's unparalleled skills in frugal innovation ; and create solutions that can propel inclusive development in India,” concurred Go International CEO Mohammad Shabbir.

“At the same time, these co-created innovative solutions would be ideally suited for the rest of the developing world; therefore a global market for Nordic solutions. The objective of the acceleration programme is to facilitate growth through collaboration beyond borders with agile and frugally innovative solutions.”

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 get to sit down and meet with all the key players, investors and government officials. This second stage is all about making business happen and initiating the follow up pilot phase.

About Chhattisgarh:

Located in the Centre-East of India, Chhattisgarh is emerging as a favoured destination for commerce and industry, given its rapid strides in the Ease of Doing Business, State political environment and open-door policy for investors and entrepreneurs. With a population of 28 million, Chhattisgarh is the 17th-most populated state in the country. It produces 15% of the country's steel and it's power sector is effectively developed. Whilst the capital, Raipur, is a fast developing urban city, 80% of the total State population still live in rural areas with poor access to services.

In close cooperation with India's NITI Aayog, Chhattisgarh State Planning Commission has been supporting cross-country dialogue on Sustainable Development Goals and Innovation R&D for the social and economic sectors. Focus areas being: **Renewable Energy, Technology Enablement, Waste Management and Health Care.**

About the Frugal Innovation Summit:

Frugal Innovation Summit 2018 is a closed-door, invite-only event to be held in March, in Raipur, Chhattisgarh. Over the course of 3 days, senior representatives from the Public and Private Sectors will be exploring India's potential for frugal and social innovation.

Chhattisgarh State is driving dialogue on how a successful Frugal Innovation ecosystem can drive Socio-economic transformation. Key discussions will pivot around the use of collaboration, on both domestic and international levels, as a win-win tool to deliver inclusive economic growth.

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For more info and interview opportunities please contact:

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