

## Event calendar for Spring 2023 is finalized

In this newsletter you can find detailed information about FIIF events we have planned for the spring of 2023. The first event is organized already on **February 16, 2023**, and it focuses on promoting use of AI in Finnish SMEs.

Please let us know if you are interested in contributing as a presenter to any of these events. We like presentations of real-life business cases and insider viewpoints that make theories and technologies more concrete. You can also propose new topics for FIIF events. Send your comments and suggestions to FIIF Manager (email: [fiiif.manager@dimecc.com](mailto:fiiif.manager@dimecc.com)) or use the FIIF event registration form.

FIIF's event calendar will be updated continuously, so regular visits to the Events section in FIIF's web pages will help you stay on board and well informed!

The next FIIF Newsletter will be published in **late March 2023**.

Stay tuned!



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## FIIF Event: Tekoälyratkaisujen edistäminen yrityksissä: AI-lähettiläs (Thursday, February 16 at 13:00-16:00, in Tampere and online)



(This event will be organized in Finnish)

[AI-lähettiläs](#) on Tampereen ammattikorkeakoulun ja Turun yliopiston toteuttama kaksivuotinen hanke.

Tapahtuma järjestetään yhteistyössä [Tampere AI -ekosysteemin](#) kanssa.

Yrityksillä on niiden omaan dataan perustuvaa, piilossa olevaa pääomaa, jota usein hyödynnetään vain datan alkuperäiseen käyttötarkoitukseen. Tässä FIIF-tapahtumassa esitettävät opit ja kokemukset avaavat hyvin tekoälyn ja datan käytön edistämiseksi tarvittavia toimenpiteitä.

Alustava ohjelma:

"Business Value from Data", **Aleksi Roima**, Futurice

"Building data-driven cities", **Markku Niemi**, Business Tampere

"Data-centric AI", **Sami Laine**, Siili

"Cutting Edge: Material Need Prediction with AI in Gasket Manufacturing", **Jaakko Niukkala**, TT Gaskets

"AI-lähettilään kokemuksia: Case Hotelway", **Samu Raunela**, Hotelway

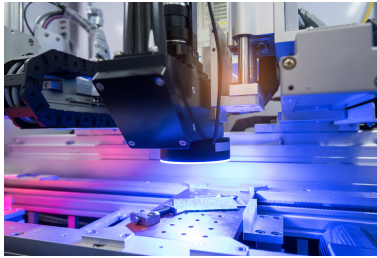
"AI-lähettilään kokemuksia: Case Soficta", **Toni Sillanpää**, Soficta ([soficta.fi](https://soficta.fi); [aistio.fi](https://aistio.fi))

Event is organized at Tampere University of Applied Sciences (TAMK, Kuntokatu 3, Tampere, auditorium A3-27) and online. More information [event web page](#). Register to the event [here](#).

## FIIF Event: AI in Industry: Machine Vision (Thursday, March 16 at 9:00-12:30 in Helsinki and online)

In this FIIF event we will dip into new trends in industrial Machine Vision applications. Artificial Intelligence and especially use of (deep) neural networks offer interesting new opportunities in designing and implementing demanding applications, such as quality control, defect detection, and inspection.

Presenters include **Roima Intelligence**, **Silo.ai**, **Top Data Science**, **Glaston**, and **Visy**.



More information on the event [web page](#).  
Register to the event [here](#).

### FIIF Event: XR in Industry (Thursday, April 13 at 9:00-12:30 in Tampere and online)

Extended reality (XR) is an emerging umbrella term that encompasses immersive technologies, such as augmented reality (AR), virtual reality (VR), and mixed reality (MR). These technologies have the potential to transform a wide range of industries ranging from manufacturing (design and test of new products, training of employees) to commerce (immersive shopping experience), and education (interactive learning experience). More information on the [event web page](#). Register to the event [here](#).



### FIIF Event: Industry 5.0 – The next industrial revolution in co-operation with Taival Advisory (Thursday, May 11 at 9:00-12:30 in Helsinki and online)

While some companies still lag behind in the implementation of Industry 4.0, the next industrial revolution has already begun, answering to the current challenges we face, such as COVID-19, the war in Ukraine, supply disruptions, and climate catastrophes. The three pillars of industry 5.0 are human-centricity, resilience, and sustainability. The societal value of a company moves into the center, considering people, planet, and profit as equally important company objectives. The new industrial revolution supports companies to stay relevant and survive in today's changing business landscape. In this FIIF event, we will discuss what this revolution means for business strategy, what opportunities will emerge, and how to implement it. This event is organized in co-operation with Taival Advisory. More information on the [event web page](#). Register to the [event here](#).

### FIIF Event: Autonomous Mobility in Smart Spaces (Thursday, June 15, 2023).

VAMOS Ecosystem, established in 2022 with support from partner companies and Business Finland, is an innovation cluster that focuses on autonomous mobility in smart spaces. VAMOS seeks to connect relevant technology and service

providers with end users, value ecosystems, and OEM providers from various vertical industries. Increasing the level of automation and real-time processing of data in a sustainable fashion can make a tremendous impact to safety, efficiency, and carbon footprint of transportation. These changes open significant business opportunities globally for technology companies that operate with autonomous and smart technologies.



### SITRA's activities related to data monetization

In 2019 SITRA published a White Paper titled "Roadmap for fair data economy" (Reilun datatalouden tiekartta), which can be downloaded [here](#) (in Finnish only). Today fair data economy is one of SITRA's focus areas and here are some of their recent activities.

Article by Denny Wong: [Four approaches for data monetisation in the data economy](#) (February 2023).

Any appropriate business model in the data economy would rely on the product features, pricing, or monetization approach, and how data would be used. This article reviews the basic concepts and ways of making money from data.

Article by Denny Wong: [Twelve principles for value creation at ecosystem level through data sharing](#) (September 2022). Sitra's call for funding data-sharing use cases offers consortiums an opportunity to

experiment with and learn data sharing and value creation in line with the principles of the fair data economy and those underpinning Gaia-X's work. Here is an overview of 12 principles that are part of the Gaia-X model.

Article by Denisa Mäki: [Gaia-X uses fair data-sharing ecosystems and value chains to create value from data](#) (April 2022). A functional data economy needs rules and standardized procedures built on trust and fairness. The advantage of the Gaia-X network is that it enables finding partners for business through transnational and cross-sectoral cooperation.

SITRA's [Growth from Data](#) program inspires Finnish companies to develop new data-driven business based on fair rules and principles. The program is based on the coaching pilot projects on data-driven business in SITRA's IHAN fair data economy project. [Material prepared](#) for the program provides Finnish companies with information and tools that support the development of new services with the help of data. The Finnish-language material is suitable for use in all industries and is intended particularly for business development in the SME sector. The content is currently being finalized and the work is set to be completed in April.

SITRA has also started two free-of-charge training programs for SMEs and micro companies. [Datamatka training](#) (by Tieke and Going Green Oy) helps travel companies renew their operations by using data in new ways. "[Datasta kasvua](#)" growth path coaches growth seeking companies that want to start using data in their businesses.

## In focus

Name	Date	Location
<b>SITRA Event: "Data spaces as a service" (online).</b> <a href="#">More information on the event web page.</a>	Feb 9	Online
<b>FIIF Event: "Tekoälyratkaisujen edistäminen yrityksissä: AI-lähettiläs"</b> <a href="#">More information on the event web page.</a>	Feb 16	Tampere
<b>FIIF Event: "AI in Industry: Machine Vision".</b> <a href="#">More information on the event web page.</a>	March 16	Helsinki, online
<b>Automation Days 2023: "Automation and machine learning as enablers for the green transition" (Helsinki Expo and Convention Center).</b> <a href="#">More information on the event web page.</a>	March 28-29	Helsinki
<b>FIIF Event: "XR in Industry" .</b> <a href="#">More information on the event web page.</a>	April 13	Tampere, online
<b>FIIF Event: "Industry 5.0 – The next industrial revolution: With people- and planet-centricity to more resilience".</b> <a href="#">More information on the event web page.</a>	May 11	Helsinki, online
<b>Manufacturing Performance Days (MPD).</b> <a href="#">More info available on the event web page.</a>	June 5-7, 2023	Tampere
<b>FIIF Event: Autonomous Mobility in Smart Spaces</b>	June	TBD
<b>Alihankinta 2023 event (Tampere Exhibition and Sports Centre).</b> <a href="#">More information on the organizer's event web page.</a>	Sept 26-28	Tampere
<b>Finnsec event. (Helsinki Expo and Convention Center).</b> <a href="#">More information on the organizer's event web page.</a>	Oct 11-12	Helsinki
<b>AINordic virtual event: AI &amp; Business Strategies.</b> <a href="#">More information on the organizer's event web page.</a>	Oct 12	Online
<b>Teknologia 2023 event (Helsinki Expo and Convention Center).</b> <a href="#">More information on the organizer's event web page.</a>	Nov 7-9	Helsinki

If you have material that you would like to be included in the FIIF Newsletters and Alerts or otherwise distributed to the FIIF community members, please contact the FIIF Manager ([fiif.manager@dimecc.com](mailto:fiif.manager@dimecc.com)). You can also suggest a topic for a FIIF event or activity or offer to give a presentation at a FIIF event. FIIF Manager also maintains the FIIF mailing list, which is used to distribute information to contact persons. Please contact the FIIF Manager regarding any changes to the FIIF mailing list. Follow us in Twitter ([@FIIF\\_catalyst](https://twitter.com/FIIF_catalyst))! Re-tweets are highly appreciated!



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