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A trusted partnership

Japan’s Ambassador to Finland Kazuhiro Fujimura

A “trusted partnership” — these are the words that Prime Minister Sanna Marin repeated during her visit to Japan in May. She described the Finnish relationship with Japan in this way at a summit meeting with Prime Minister Fumio Kishida, a meeting with business leaders and during her speech at the University of Tokyo.

I totally agree with Marin. Japan and Finland are “trusted partners.” Our two countries share fundamental values, such as freedom, democracy, the rule of law and respect for human rights. This is particularly important at a time when democracies are being challenged in today’s world. We must be united and work together.

In fact, cooperation and exchanges between our countries are ongoing in a wide variety of fields under the good relations between Japan and Finland.

For example, in the area of science and technology, a memorandum of understanding was signed in May on cooperation between the Japanese supercomputer Fugaku and its Finnish counterpart Lumi, which means snow in Finnish. It is an elegant name well-suited for this country, isn’t it? Also, in October, the CEO of Business Finland attended an international conference on science and technology in Kyoto. In addition, business projects related to artificial intelligence are underway.

Another field for exchange and cooperation is defense and security. At Marin’s summit with Kishida, security was an important agenda item. In September and October, Finland’s top foreign and defense officials visited Japan to meet their Japanese counterparts, with Finland still in the midst of the process of joining NATO.

However, trust is cultivated also through people-to-people exchanges. Unfortunately, the COVID-19 pandemic has impeded many of our activities over the past three years, but the embassy has since resumed various exchange events under Finland-Japan Friendship Year 2022 to further promote our bilateral friendship.



Kazuhiro Fujimura, Japan's Ambassador to Finland

As part of this, we are holding photo exhibitions all over Finland on the theme of “Friendship between Finns and Japanese.” In addition, alumni events

for former exchange students who studied in Japan have been organized under the Sakura-Kielo (Lily of the Valley) Gathering, highlighting the cherry blossom and the lily of the valley as our national flowers. In the meantime, Helsinki is currently hosting Japanese woodblock print and calligraphy exhibitions.

Since I arrived in Finland in April, I have noticed that both of our countries are full of beautiful nature, fashionable designs and sophisticated architecture. The events mentioned above also convey the idea that our mindsets are quite similar.

This enables us to be trusted partners in various fields and I would like to further develop our relationship. To that end, we must cherish the “trusted partnership” between our two countries and further enhance it. ♦

www.fi.emb-japan.go.jp

‘The future looks very bright!’

Finland’s Ambassador to Japan Tanja Jaskelainen



Tanja Jaskelainen, Finland's Ambassador to Japan

daily flights from Haneda to Helsinki, and I hope I will see many Japanese visitors

in Finland this year. The future looks very bright! ♦

<https://finlandabroad.fi/web/jpn/>

Evondos: The Nordic market leader in pharmacotherapy technology

Taking the correct medicine at the prescribed dose at the right time is a challenge for many people. The solution? A user-friendly medicine-dispensing robot from Evondos, one of Finland’s fastest-growing health tech innovators.

Evondos is committed to solving global health care challenges by delivering safe medication management to greying populations. The company’s focus is on supporting independent living at home while generating cost savings for care organizations.

Having already delivered more than 20 million dispensed medication doses (with over 99% adherence) to clients across the Nordics, today the company is reaching out to partners in global markets, including Japan.

“Globally speaking, I see a phenomenon of a growing elderly population and at the same time, challenges associated with maintaining adequate nursing resources and providing high-quality



Eetu Koski, CEO of Evondos

ty health care to a growing number of elderly people,” said Evondos CEO Eetu Koski.

“Living longer lives compared with previous generations is great, but comes with many obstacles for the care providers and uncertainty amongst seniors and their families,” he said. “Ensuring secure medication management

is the area in which the Evondos medicine-dispensing robot is playing an important role in addressing some of these obstacles.”

The future of pharma

“A significant part of our success is based on our willingness to listen to clients and make investments which lead to hardware and software system innovations to enable world-class usability for the elderly living longer at home,” Koski said.

The Evondos robot serves home-care and elderly clients, and helps professional care organizations by providing secure medicine storage together with spoken, written and indicator light and audio signal guidance when clients are required to take medications. The robot also keeps an electronic log to make clients’ treatment histories available.

“Evondos services and solutions make sure that the right person is given the right medication at the right time. Our solutions ‘free up’

time within a health organization, improve the quality of life for individuals, and offer peace of mind to families and loved ones,” he said.

Evondos in Japan

“We are continuously developing new innovations with an eye on global markets and see huge opportunities to bring Evondos to the Japanese market to serve the country’s aging population,” Koski explained.

“We have taken concrete steps to enter the Japanese market in the near future, as a large number of elderly people in Japan are diagnosed with chronic illness, like memory problems,” Koski said. “Our services, solutions and innovations can be of significant benefit to Japanese clients and we look forward to developing our partnerships with our friends in Japan.” ♦

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Empowering innovation

Technology entrepreneur Juha Rantala speaks with Bridges

Bridges: How does Inkron, the industry leader in printed optical inks, reflect the strong ties between Finland and Japan?

Rantala: Inkron is a key enabling technology provider for augmented reality (AR) device creation. Since becoming a fully owned subsidiary of Japan-based Nagase Group, we have been able to overcome major barriers to entry, and supply global tier-1 device providers of consumer and enterprise electronics.

Nagase Group has enabled Inkron to take a multidisciplinary approach to emerging AR technologies that require long-term investments in fundamental materials research, development of process technologies, testing ecosystems and human resource training.

Japan is a global leader in automotive and consumer electronics and these industry segments will require innovations in material sciences and photonics, such as instruments for autonomous driving. Finland has strong expertise in material sciences and optical engineering research and this creates excellent opportunities for Japan-Finland collaborations.



Juha Rantala, Chairman of Inkron

Your company PiBond develops materials that enable advanced semiconductor chip manufacturing. How important are partnerships across Asia?

PiBond has taken significant steps to become part of the critical semiconductor materials supply chain. With nanometer-scale precision required, only a handful of companies can produce semiconductor chips in their advanced form; the most advanced chips are currently produced in Taiwan and South Korea, though China is catching up. Competitive companies, and potential partnerships, primarily come from Japanese chemical conglomerates.

To improve chip performance, extreme ultraviolet lithography (EUVL) is required and requires two critical ingredients: equipment and materials. While equipment supply is limited to a few industrial giants, PiBond is one of the few independent companies which can successfully deliver inorganic EUVL materials to meet future needs.

What are your expectations for the future of the semiconductor materials industry?

The development of semiconductor materials which enable manufacturers to form chip structures at the angstrom scale (a hundred-millionth of a centimeter) is extremely challenging, and equipment, processes and molecular material control are required to ensure successful commercial implementation.

Close international collaboration between material, equipment and chip manufacturers is needed to advance chip performance. Localization close to customers is also required to guarantee detailed customization.

What new technology platforms are you driving?

I have identified attractive opportunities to utilize my deep knowledge in material sciences and photonics in new fields such as advanced medical devices and fast-diagnostic screening for precision health care segments.

I have also invested in and collaborated with Finland-based companies such as Lumoral. The company is active in antibacterial photodynamic therapy and is collaborating with medical technology companies in Japan and Asia.

How will you continue engaging with Asia-based start-ups?

Traditional larger companies often employ long-term business plans and can lack agile operating procedures which prevent rapid pivoting to new business models, although conglomerates in Asia and around the world are beginning to fund early-stage innovative technology companies.

A fascinating cultural and creative trend we hope to see continue is that engineers, scientists and innovators in Japan and Asia are shifting from traditional corporate culture toward entrepreneurial careers and international collaborations with Western start-ups, corporates and investors. ♦

www.inkron.com
www.pibond.com
www.lumoral.com

Nightingale Health: The preventative health company

Nightingale Health (est. 2013) is a health technology company aiming to promote preventative health with its proprietary blood analysis technology.

Nightingale Health consists of eight group companies, including subsidiaries in Japan, the United States, Singapore and the United Kingdom, with customers in more than 25 countries. The technology is being used in many of the world’s leading health initiatives, such as the UK Biobank, and there are over 400 peer-reviewed publications validating the technology.

We have recognized a strong demand for Nightingale Health’s technology in Japan, the country being one of the most advanced in the preventative side of health care. In 2019, Nightingale Health started to build a strong network in Japan and entered a strategic partnership with Mitsui & Co., a global trading and investment house, and Biobank Japan, one of the world’s largest hospital biobanks. The relationship between Mitsui and Nightingale Health is built on a shared vision that tools to prevent diseases impacting our quality of life should be made accessible for everyone.

The company’s service is being provided through Welltus Inc., a Mitsui subsidiary,



Minja Salmio, Vice President, Nightingale Health Japan, with Yasutaka Yamakawa, President of Welltus at Nightingale Health's laboratory

to hospitals and clinics across Japan. The “My Nightingale” test is available at more than 20 hospitals and clinics and will increase to around 100 from April this year. The test consists of an easy-to-understand Blood Health Score on a 100-point scale and five health indicators in the most relevant health areas. Results are reported in the My Nightingale mobile application in addition to the traditional reports.

“Nightingale Health has worked with top medical scientists and world-leading

medical research institutes for almost a decade, and we are pleased to see that the long-term work has now enabled us to provide this service as part of the Japanese health check-up system,” said Teemu Suna, CEO and founder of Nightingale Health.

“We wish to see even broader use for our technology and service in the future, such as being part of well-being programs provided to employees and participating in different health initiatives on a national level,” continued Minja Salmio, vice

president for Nightingale Health’s Japan operations.

Recently Welltus joined the Osaka Prefectural Government’s health initiative, Osaka Health Activity Mileage, which aims to promote the longevity of Osaka citizens and to bring down medical costs by introducing healthy habits for everyday life.

“With Nightingale Health’s technology and the My Nightingale test, individuals can measure the impact of their lifestyle and stay motivated to follow a healthier lifestyle. We have received very high praise from the medical community for My Nightingale, which is very easy for people to understand because it is scored on 100-point scale, and even offers advice on how to improve their scores, a unique feature that has not been available in previous health checkups,” said Welltus President Yasutaka Yamakawa.

Nightingale Health’s mission is to contribute to better preventative health on all levels — on the national health level, on the health care provider level and on the individual level. We are on this journey to make a long-term impact on the Japanese preventative health care system and to help people to pursue lifelong health. ♦

www.nightingalehealth.com
<https://mynightingale.welltus.jp>



Setting a new benchmark for travel on the Baltic Sea

“We want our customers to enjoy their travel experience with us and our goal is to exceed their expectations and make them want to return,” said Nina Tahtinen, international sales director of Tallink Silja Oy.

As the leading European provider of leisure and business travel and sea transportation services in the Baltic Sea region, the Tallink Grupp has a fleet of 14 vessels and carried nearly 10 million passengers yearly before the pandemic, to destinations across the Nordic region. The company has survived many challenges recently and is building a future with the customers’ wishes in mind.

“Each of our ships can accommodate up to 3,000 passengers and we operate routes between Helsinki and Stockholm, Helsinki and Tallinn, Turku and Stockholm, and Stockholm and Tallinn,” Tahtinen said.

Overnight cruises from Helsinki to Stockholm and day cruises from Helsinki to the medieval Tallinn are favorites among Japanese guests, and with the pandemic waning, Tallink Silja is once again reaching out to the Japanese market.

“The Japanese love traveling with us because of our high standard of service, magnificent views to the Scandinavian archipelago, Finnish-style sauna, tax-free shopping, comfortable cabins, delicious meals that cater to the Japanese palate and the fact that we are the official sea carrier of Moomin and Santa Claus. We even have special Moomin-styled cabins and seasonal onboard service in



Tallink Silja's new flagship, the fast ferry MyStar, started operating on the Helsinki-Tallinn route on Dec. 13, 2022, connecting the cities in two hours.

Japanese,” she said.

Cruise ships are like shopping malls where guests can comfortably sail and shop for everything from Marimekko and Moomin to Lumene, Fazer and other popular world-famous brands. On the Silja Serenade, guests can find a one-of-a-kind floating Marimekko store.

Recognizing that there is “no tomorrow unless we act today,” Tallink Silja is reducing its impact on the environment by cutting emissions and creating a positive effect on the communities in

which the company operates. Pioneering technology and innovations are driving the company forward. Our new flagship, the fast ferry MyStar, started operating on the Helsinki-Tallinn route on Dec. 13, 2022, connecting the cities in two hours. Just like its sister ship MegaStar, it is partly powered by liquefied natural gas. Within the first month, MyStar served over 130,000 passengers from 140 countries.

Sustainable materials and environment-friendly solutions have been implemented in the ship’s seamless, spacious and comfortable interiors. Inviting restaurants, cafes and seating areas are tailored to the needs of business travelers and holiday-makers. MyStar provides unparalleled sea views, great shopping, cleverly designed public spaces and memorable dining experiences.

With the recent investments and the company’s fleet renewal program, Tallink Silja is looking forward to welcoming the world to the Nordic region. ♦

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