

Vientiklusteri – ovia on auki yritysten vientikaupalle

- Fintrafficin dataekosysteemin vientiklusteri -

Kimmo Ylisiurunen
Head of Traffic Data Service Cluster, Fintraffic



Miten liikenteen datapalveluiden vientiklusterissa kiihdytetään vientiä?



Partnering with world
class companies

Led by



Avaamme ovia - yhdessä valikoiduilta markkinoilta

Yhdessä - olemme yksittäistä yritystä vahvempia

Regulaatio - avaa markkinaa ja edelläkävijyys ovia

Fintraffic - avaa ovia muille toimijoille



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NextGenerationEU

The CLUSTER – Scaling Data-driven ITS Solutions

TRAFFIC DATA
SERVICE CLUSTER

TRAFFIC DATA SERVICE CLUSTER

- Selected Forerunner Solutions from Finnish Traffic Data Ecosystem -

Digitized and Smart
Rail Systems

Digitized and Smart
Logistics

Digitized and Smart
Maritime & Ports

Airports
The Future Multimodal
Digital Hubs

Digitized and Smart
Mobility Services &
Analytics

Digitized and Smart
Traffic Management &
Analytics

TRAFFIC DATA
SERVICE CLUSTER

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 **Fintraffic**

TRAFFIC DATA ECOSYSTEM

+200 members

Cooperation

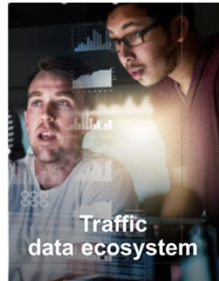
- Common targets
- Coordinating cooperation
- International partners
- Co-creation
- Investment

Digital rules

- Standardized collection of templates and standard contracts
- Standards for collaboration and data transfer

Infrastructure

- Technical data platform
- Data harmonization
- NAPs, EMDS, Directives...
- Basic digital business services



Traffic
data ecosystem

Traffic Data driven co-operation
with 200+ organizations

Our traffic services for all traffic
users, traffic professionals and
application developers are
available on the fintraffic.fi website.
The data will be utilised in services
provided by
Google Maps, Waze, Apple, HERE
and HSL



Railway traffic

- More than 500,000 trains each year
- More than 82 million passengers
- Rail network 6500 km

Air navigation

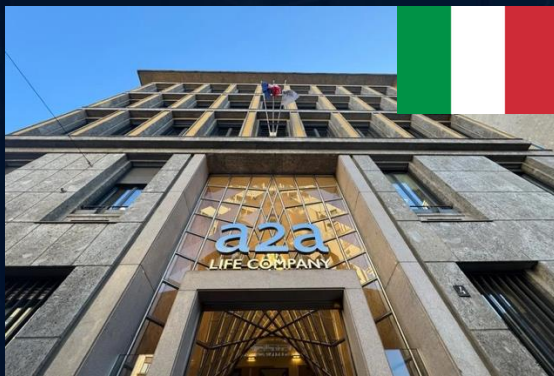
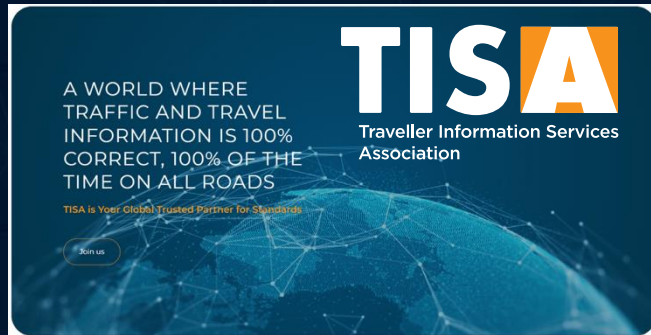
- Air navigation services at 22 airports
- 206 000 operations in regional air traffic control every year.
- 137,000 at Helsinki Airport

Road transport

- Roads carry 90% of passenger transport in Finland
- More than 120 million km driven in vehicles every day
- Road network 78,000 km

Maritime traffic

- 94% of exports, 91% of imports by sea
- Nearly 30,000 international traffic vessel visits annually



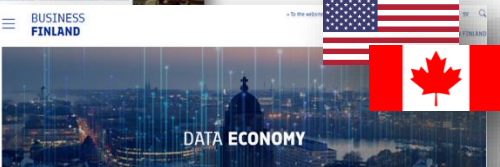
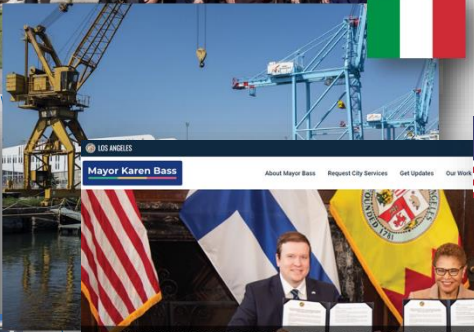
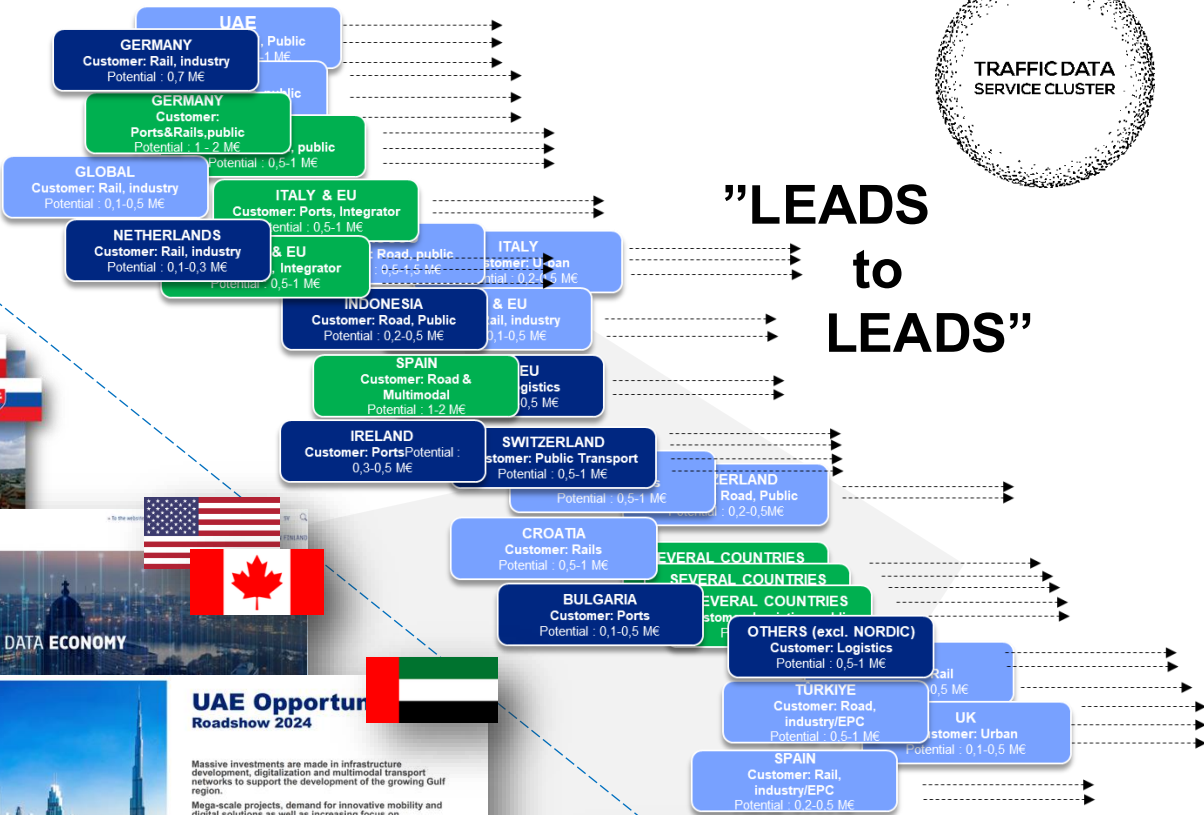
How we work?

DELEGATIONS

EVENTS,
CONGRESSES

MARKET
ANALYSIS & TEAM
FINLAND
COOPERATION

"LEADS
to
LEADS"



Smart Mobility Visits

It works!

Concrete actions lead to quality leads!

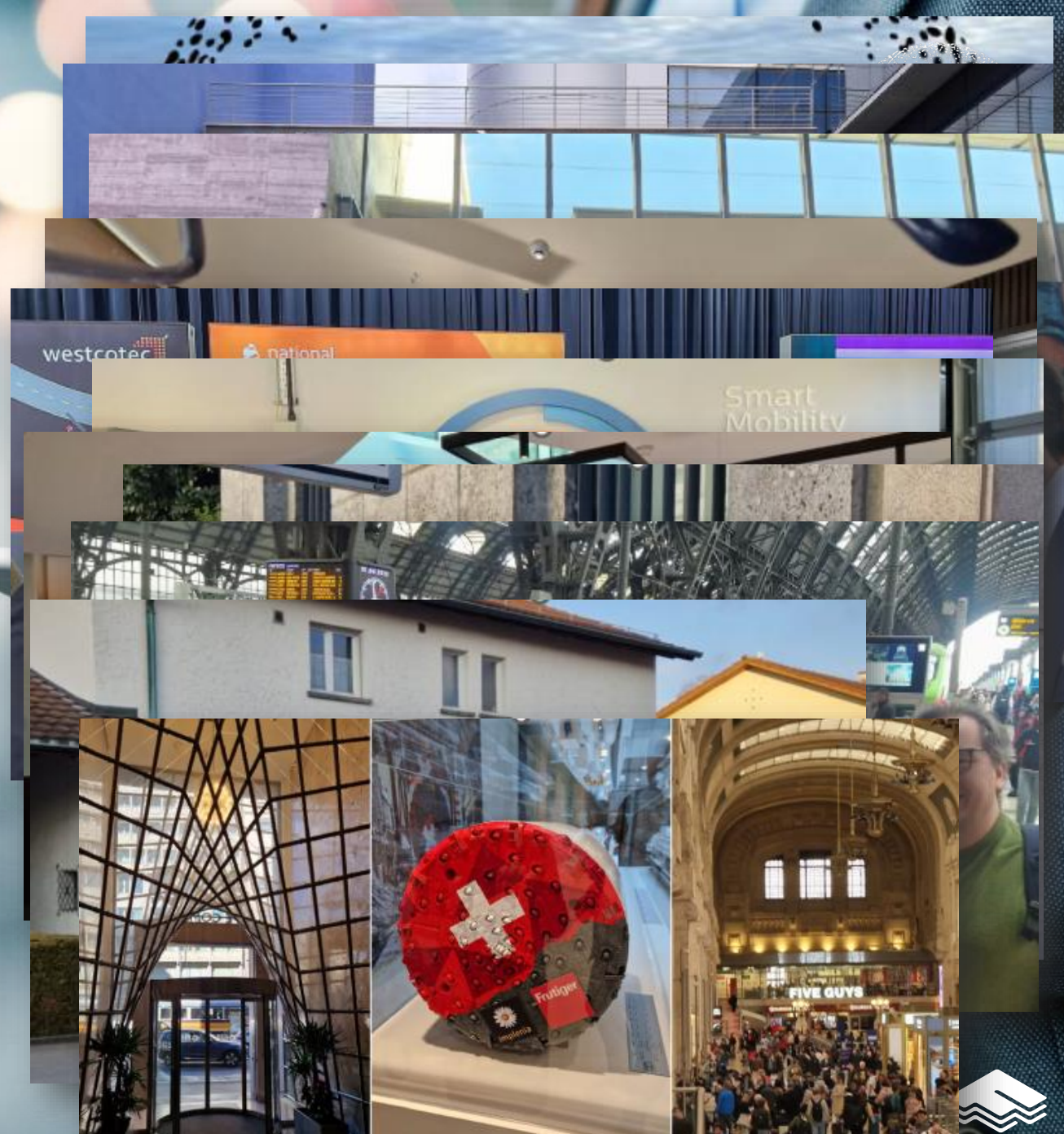
Overall rating of
the export trip? (1-5)

4.80
(average)



Stats & Results

- 7 Companies
- 9 Potential new clients
- ~15 New leads for companies

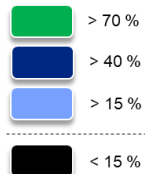


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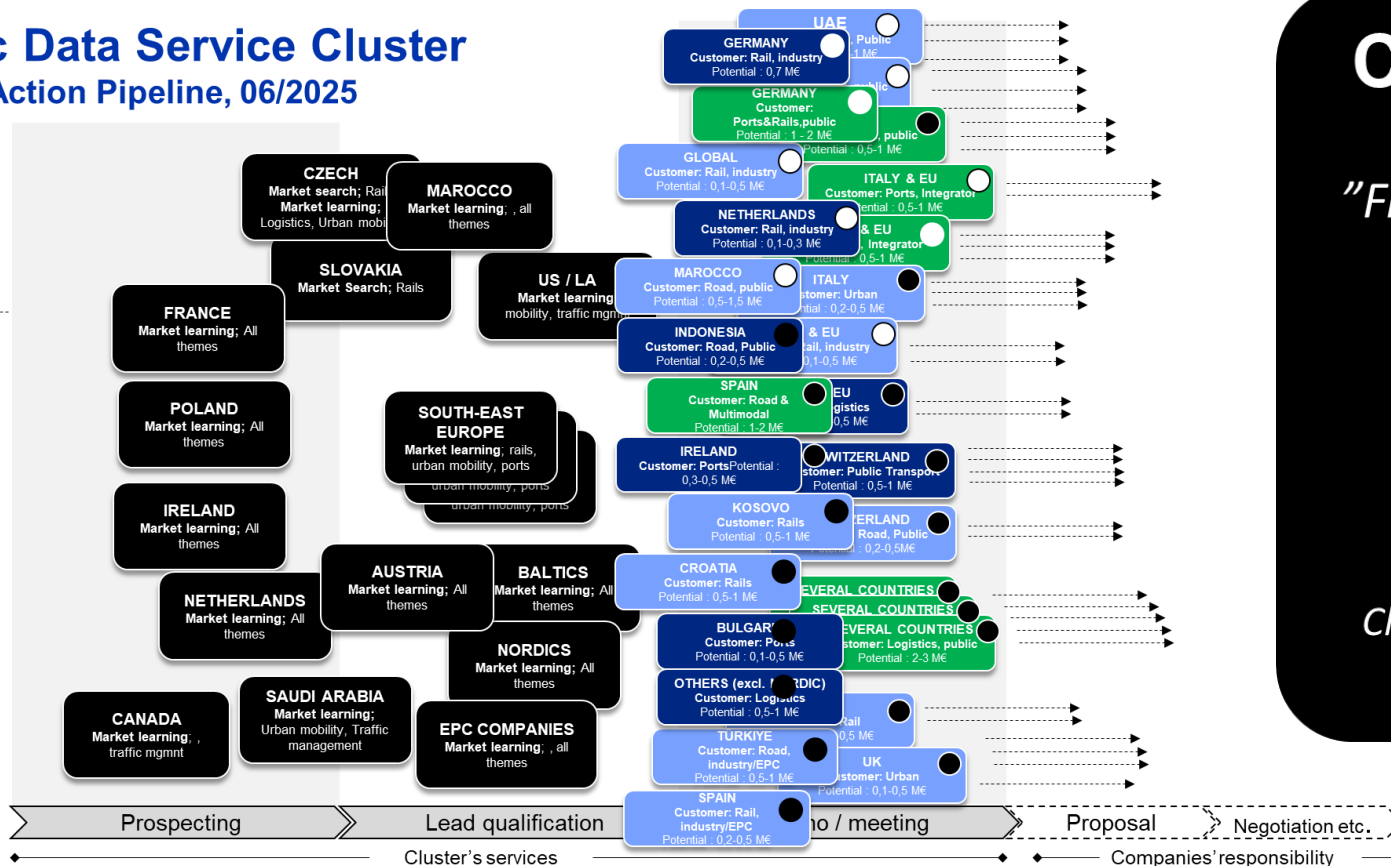
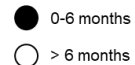
” *Vienti on kestävyyslaji - ilman liidejä ei ole myyntiä, liidien löytäminen vaatii resursseja. Yksin niiden löytäminen, validointi ja tarkentaminen kestää ikuisuuden, maksaa ja jää siten tekemättä.* **”**

Traffic Data Service Cluster Market Action Pipeline, 06/2025

Probability



Lifetime



Cluster's Pipeline

"From the start" 01/24-08/25:
~ 18-30 MEUR

"Now" - Status 08/25:
~ 13-26 MEUR

Cluster-related sales by companies:
~ 3,5 MEUR

TRAFFIC DATA SERVICE CLUSTER

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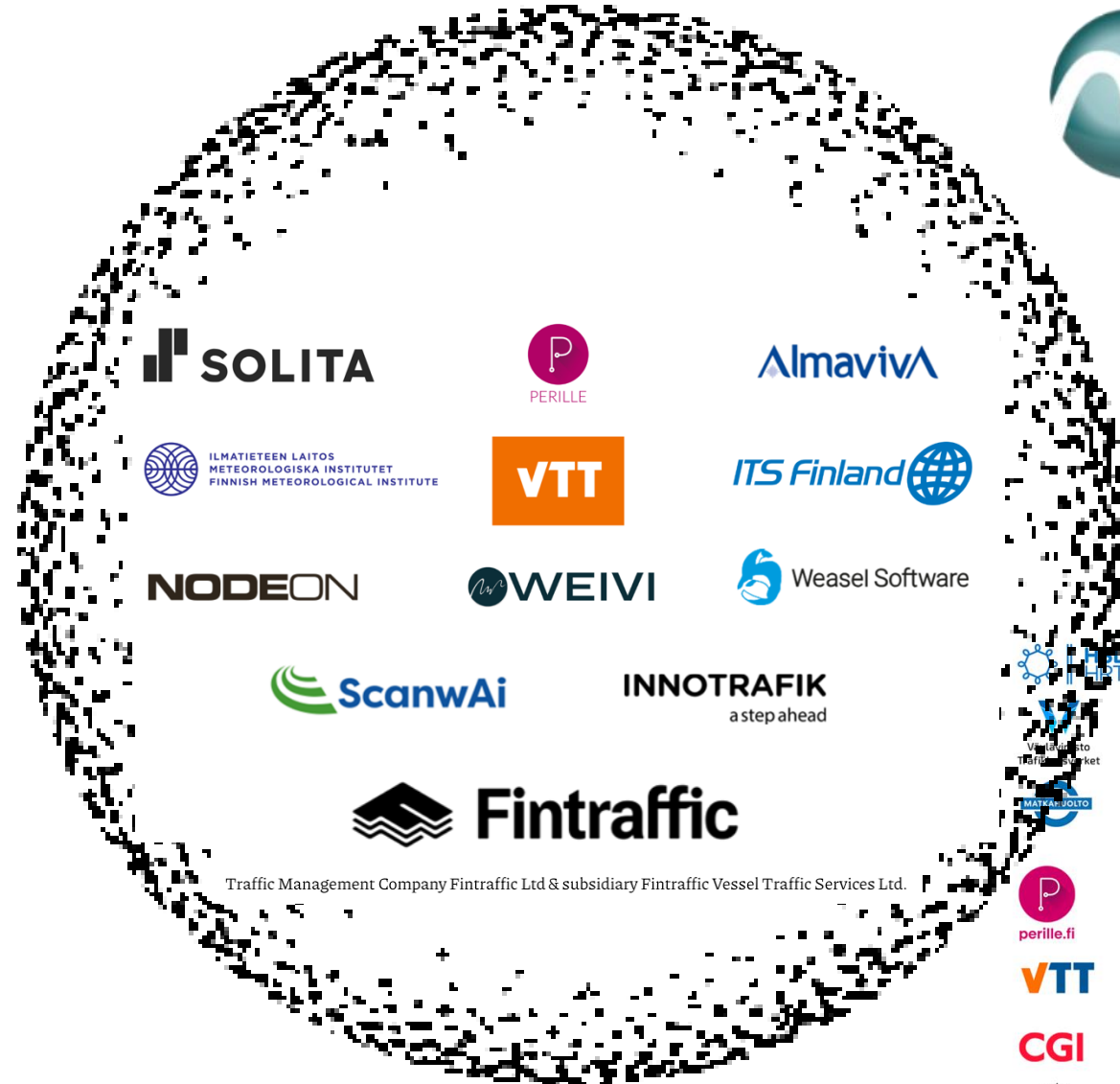
Team
FINLAND

**BUSINESS
FINLAND**

**AUTOMOTIVE
TAMPERE**

OULU
**AUTOMOTIVE
CLUSTER**

LAHTI GEM



nordic+
connected and sustainable

ITS Finland
ITS National network
120+ Public-private-research organisations

Fintraffic

TRAFFIC DATA ECOSYSTEM
+200 Members



Mitä jäänyt mukaan..

***Liidejä löytyy** - kylläkin melko hajallaan, työtä*

***Eurooppa** - toimii melko hyvin, "non-Eussakin"*

***Suomi ja Nordic** - high tech ja mallioppilaat, meitä seurataan*

***10 vs 1** - resurssit, näkyvyys, aika*

***Julkkarin tuki** - esittelyt, hankinnat, referenssit ja IPR*

***Yhteistarjooma** - joint vs theme*

***Tiimi** - yritykset » Suomi » tiimimme maailmalla*

***Myyntipuheet** - teknologiasta ja slaideista tarinaan ja videoon*



Kiitos!



Kimmo Ylisiurunen
Head of Cluster
Traffic Data Service Cluster
kimmo.ylisiurunen(a)fintraffic.fi
+358 45 354 7900

[Traffic Data Service Cluster](#)
[Traffic Data Ecosystem](#)
[Fintraffic](#)



Ovia on auki ja lisää aukeaa! Tule mukaan!



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