6G BRIDGE PROGRAM HIGHLIGHTS

BUSINESS FINLAND

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WHY

BUSINESS FINLAND


From potential to real-world impact
PEOPLE | INDUSTRIES | PLACES
A BRIGHTER TOMORROW
Smart Cities & Public Services
Healthcare & Digital Health
Non-Terrestrial & Satellite
Agriculture & Food Security
6G
Manufacturing & Industry 5.0
Education & Immersive Learning
Media, AR/VR & Entertainment
Ports & Logistics
Mobility & Autonomous Transport
Energy & Utilities
6G
CONNECTING PEOPLE, INDUSTRIES AND A FAIRER PLANET

HOW

BUSINESS FINLAND

6G BRIDGE AT A GLANCE

Thought leaders

3900+ engaged.

Organizations

1044+ of which 16% public and research organizations.

Communication

769 newsletter subscribers.

BF funded projects

60+ unique projects.

BF funding

~120 MEUR.

Collaboration

Active role in 12 countries – especially with US, SE, UK, NL, South Korea, Japan, India.

NINE LENSES ON 6G

AI

6G-ROCKET | AURORA-6G | **VINES**

APIs

Finland-Korea Cloudification
Neural Publish-Subscribe | 6CORE

AR

EMETA
Neural Publish-Subscribe

Chips

Custom Silicon
6G FATE | Terafront

Cloud

Cloudify-6G | 6CORE
LiquidAI | 6GVisible

Cybersecurity

6G Cure | SUNSET-6G
6G-FISRE

Spectrum

ADSS | Local 6G
Extreme MTC | 6G-ISAC

Standardization

REEVA | Finland-Korea ISAC
6G-ROCKET | Extreme MTC

Sustainability

Eware | **6G-POWER**
6GH2 | 6G-SatMTC

Key Insights (1/3)

1. From technology strands to a single rope.

Connect AI, computing, sensing and communications into one coherent value proposition. Customers buy outcomes, not individual technologies.

2. The future of telco is orchestration.

Think beyond operating a network. The strategic opportunity is to orchestrate networks of networks, spanning terrestrial, satellite and computing infrastructure.

3. AI needs connectivity. Networks need workloads.

Bring the two together through distributed computing, network APIs and purposeful edge applications. Treat AI as an "artificial intern": useful, but requiring oversight.

4. Sharing must be designed in, not negotiated later.

Build spectrum, infrastructure, computing and data sharing into the architecture and business model. Turn coexistence into productive collaboration.

Key Insights (2/3)

5. Spectrum is more than a licence. It is an opportunity.

Move beyond the licensed-versus-unlicensed divide. Explore how shared access and local solutions could unlock underused spectrum while addressing civilian and defence needs.

6. Trust is the foundation. Security has a price.

Build new services on trust, while making security trade-offs explicit: energy, latency, complexity and privacy. Design for these tensions rather than treating security as an add-on.

7. The hardest 6G questions are business questions.

Who pays, who benefits and who captures the value? Edge infrastructure and industry solutions need credible commercial answers, not just compelling demonstrations.

8. Adoption requires three things: accessible, affordable, adoptable.

Make emerging technology easy to access, economically viable and practical to integrate. Address legacy systems, fragmentation, vendor lock-in and differing development cycles.

Key Insights (3/3)

9. Move from technical KPIs to customer-value indicators.

Translate performance into outcomes customers understand and will pay for. Ask not only what the network can deliver, but what difference it makes.

10. Optimise the system, not just the bit.

Look beyond energy per bit to the efficiency of the entire service, including AI workloads, computing, cooling and connectivity. Avoid local improvements that increase the overall burden.

11. In a VUCA world, collaboration is a strategic capability.

Volatility, uncertainty, complexity and ambiguity demand more than communication. Turn commitment into coordination, cooperation and collaboration, balancing sovereignty with scalability.

12. Join the evolution today to prepare for the revolution.

Test real use cases early, feed practical learning into policy and standards, and build the partnerships needed to scale. Utilize the Finnish strengths: **Trust, Talent and Tenacity**.

WHAT

BUSINESS FINLAND

SISU
to envision.

SISU.

BUSINESS
FINLAND

SWEAT
to build.

SISU. SWEAT.

BUSINESS
FINLAND

SAUNA
to reflect.

SISU. SWEAT. SAUNA.

BUSINESS
FINLAND

6G
to SUCCEED.

SISU. SWEAT. SAUNA. SUCCEED.

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