

Fintraffic: Traffic Data Service Cluster
Exporting ~~Finnish~~ Solutions
Nordic+

Background



TRAFFIC DATA SERVICE CLUSTER

FINTRAFFIC – A unique setting for all modes - purely driven by data

Time	Destination
5 min	Helsinki
09:16	Helsinki
09:26	Helsinki
09:36	Helsinki
09:46	Helsinki
10:06	Helsinki
10:26	Helsinki
10:46	Helsinki
11:06	Helsinki
11:26	Helsinki

Railway traffic

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

Realtime traffic, condition, schedules data



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

TRAFFIC DATA ECOSYSTEM

+200 members

- Cooperation
- Digital rules
 - Standardized collection of

Traffic Data Service Cluster

Selected Forerunner Solutions from Finnish Traffic Data Ecosystem



Partnering with world class companies

Led by **Fintraffic**

www.trafficdataservicecluster.fi

Digitized and Smart Traffic Management & Analytics

- Harmonized NAP services
- Data Analysis
- Situational & Condition Awareness
- Critical Infrastructure Management
- Traffic & Maintenance Optimization
- Digitraffic Road Data Platform

Digitized and Smart Mobility Services & Analytics

- Passenger Information
- Mobility as a Service
- Parking & Ticketing Systems
- Automated Driving
- MMTIS NAP
- Digitransit Route Engine

Digitized and Smart Maritime & Ports

- Maritime Single Window
- Port Activity Service
- Port Marketplace
- Master's Guide

Digitized and Smart Rail Systems

- ERTMS
- Autonomous Rail
- Data Analytics
- Living Labs

Digitized and Smart Logistics

- Electronic Freight Transport Information (eFTI)
- Multimodal & Combined Transport
- Living Labs

Futureproof Airport

Fintraffic data-driven innovation leading the way

- Air navigation & condition systems
- Digitized terminal management (AOP - Airport Operational Plan)
- Airport as a multimodal hub

Funded by the European Union - NextGenerationEU



The Cluster - How We Deliver Value?

- ✓ **COMPETITIVE OFFERING – Stronger together**
Combining the most competitive solutions from industry frontrunners.
- ✓ **MARKET FIT – The right solutions for the right needs**
Actively seeking markets that match our strengths and needs - together with companies, partners and Team Finland network.
- ✓ **RIGHT LEADS & DOORS – The right match with customers**
Identifying the key players in the target markets together with members and partners - and deciding which doors to open.
- ✓ **SALES FROM VISITS & EVENTS – Sharp actions**
Highly sales-driven and concrete meetings and visits – based on identified needs, market dynamics and customers.

Why?

Accelerate export together

Open the doors – the right doors

Leverage collective offering

Deliver new business to members



“Being associated with the cluster led by Fintraffic has helped us to get meetings. Cooperation with local embassies and the visits arranged by the cluster have worked well”,

- Anssi Krooks, Director of Mobility and Logistics
at Solita



Proven model: "From leads to sales"

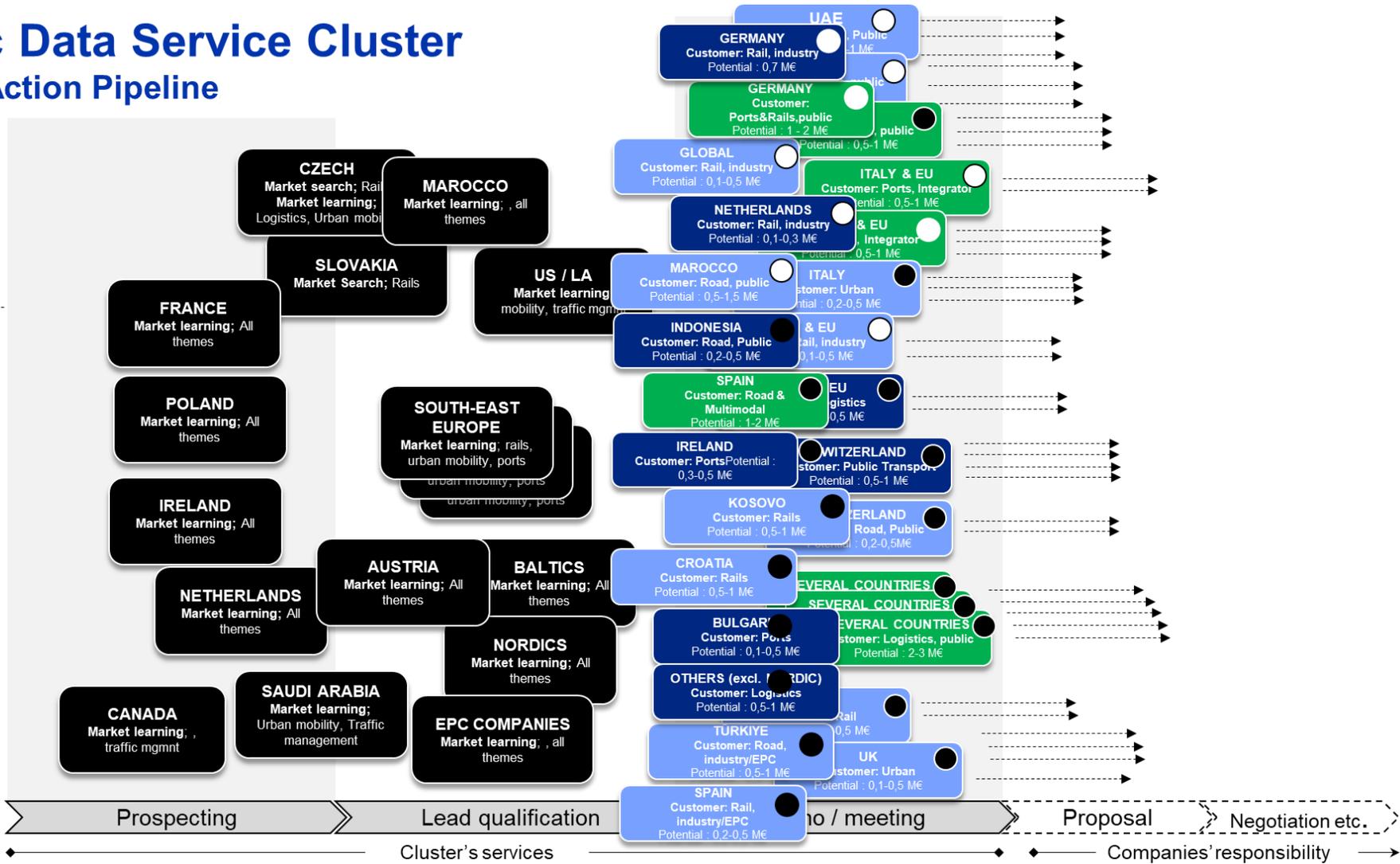
Traffic Data Service Cluster Market Action Pipeline

Probability

- > 70 % (Green)
- > 40 % (Dark Blue)
- > 15 % (Light Blue)
- < 15 % (Black)

Lifetime

- 0-6 months
- > 6 months



First 2 Cluster Years & Beyond

Active cluster months from 06/2024



25+

Number of Countries with Activities

2024-2025

2026-2027

20+

Targeted Mission Visits & Delegations (INT & FIN)



60+

Potential leads

+100

New potential leads

30-40 M€

Cumulative value of new potential leads

+50 M€

Cumulative value of new potential leads

10+ M€

Cumulative member sales linked to cluster operations

+20 M€

Cumulative member sales linked to cluster operations

10+

Congresses & Events



15

Number of joined members

+30

Number of joined members

What Membership Brings You?



Export & New Business Opportunities

- ✓ **Led by Fintraffic – a trusted lead company**
 - ✓ Open doors as a trusted governmental partner and lead company
 - ✓ Strong visibility for the cluster across industry platforms
- ✓ **Joint missions, market insights & door-opening - all in one package**
 - ✓ Market opportunities together with partners
 - ✓ Market insights and connections
 - ✓ Target market entry support & door-opening services
 - ✓ Dedicated delegations and export missions
 - ✓ Networks for lead & partner validation
 - ✓ Joint offering for portfolio themes
- ✓ **Expanding Global Export Network**
 - ✓ More connections. More markets. More growth.

What you get?

“Easier, cheaper & faster market entry”

”Multiple countries, valuable contacts, qualified leads & doors opened”

“All for one fee”

2026 membership fees for companies:

- Turnover max 10 M€ - 4.000 €/year
- Turnover over 10 M€ - 9.000 €/year

Key Takeaways - What's next?

More to sell. More sales.

Expanded Offering from Nordic+

“Which kind of companies and solutions does your cluster have for...?”

References for Market Fit

“Can you prove the solutions are scalable and replicable – used at least in two countries?”

And do they follow our standards?



Boost the Sales for Companies

“There are lots of opportunities and need – How to make this even easier, faster, cheaper and more competitive? For multiple companies?”





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