



# Finland 100 years celebration



## Status quo is over

Can we find some similarities in the past?

- The birth of Telecom and GSM
- Mobile internet and related services



## Chaos – or Business as usual

- EU GDPR and PSD2
- Bitcoin and Blockchain
- From Teradata to Petadata
- Law in Big data VS. Data hacking
- ...

# Australia jet and navy data stolen in 'extensive' hack



## Is this Klondike of our era?



1913: Fordism (massproduction)

1991: commercial Internet (Tim Berners-Lee)

1999: i-mode by NTT DoCoMo

2008: AppStore by Apple

2017: Fintech



## Major FinTech players in Finland 2017

### **Nordea:**

Open development Lab with over 700 specialist. Launched 2017; Nordea Accelerator Program

### **OP:**

Start of wide mobile banking development on 2015. Key team from ex-Nokia/Microsoft telecom experts. Now ca. 450 employees on this area

### **S-Pankki:**

Team Gregory: "I speak human", says their Chat Bot

### **Financial Supervisory Group (Finanssivalvonta):**

Regularion in process, PSD2 in law by latest Jan 13, 2018. Established PSD2 Monitoring group (runs until summer 2019)




## Need for legislation and re-regulation

UNIVERSITY OF COPENHAGEN

Faculty of Law

### Conclusions

- Paradigm shift results in overlapping challenges
- Interplay of IPRs with new policies & business strategies requires further studies
- Urgent need to modernize trad. IP system due to law, business & tech. changes
- Clashes and tensions at the interface of BIG Data/AI, IPRs and competition law on health & life science frontiers.
- Recalibration of substantial & procedural IP rules + governance necessary
- SMART & FAIR DATA please!!!! Need for cross (Atlantic)-fertilization, studies & alignment of strategies



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Centre for Information and Innovation Law

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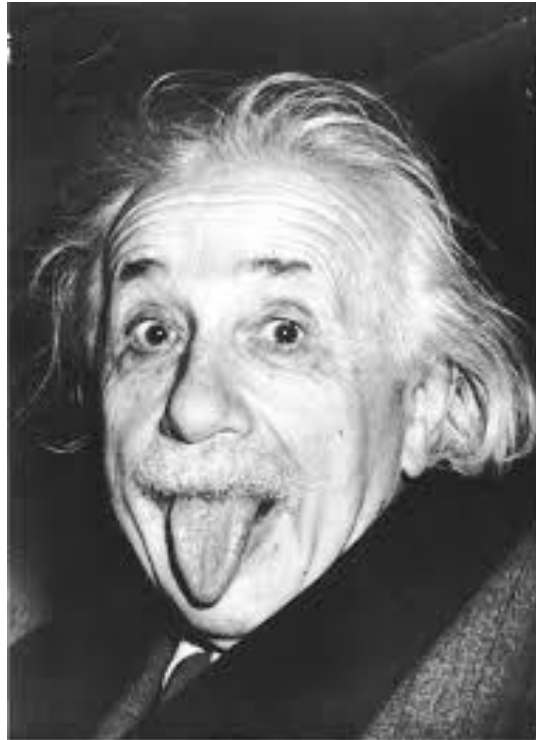
Timo Minssen,  
Professor of Biotechnology Law/  
University of Copenhagen

## Smart contracts...



Aleksandr Savelyev,  
Associate Professor  
Higher School of Economics, Moscow

# WHAT CAN HAPPEN DURING NEXT 30 YEARS?



**Deep Learnig – intelligence from Big Data**

# ANYTHING IS POSSIBLE!!



2006 Eurovision song contest: Hard Rock Hallelujah by Lordi



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