

A Smart Partner for IoT Solutions

With a strong Finnish heritage, UROS brings its holistic problem-solving approach to connect more people digitally.



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UROS

The Internet of Things (IoT) has developed exponentially in the past decade. Years ago, Finnish telecom entrepreneur Jyrki Hallikainen became frustrated by connectivity issues for travellers and businesses. His vision for a more connected world through new mobile technology led to the establishment of UROS. Since then, UROS has grown into a global company with offices around the world. It offers a portfolio specialising in the eSIM IoT connectivity - UROS Connect, smart water solutions - UROS Sense and UROS Flow.

Simplify complex things

“We are proud to work with many different industries,” said Herbert Chan, General Manager (Greater China & APAC) with UROS. “It is one of the most exciting things about having a broad solution portfolio.” He believes that UROS’ holistic problem solving approach makes the company unique in the technology market, as complex things are simplified. “Our turnkey approach yields solutions that are modern, often cloud-based,” Chan stated. “As an agile, low hierarchy company, we are able to move fast. We have strong industry relationships and believe in the power of partnerships.” These include its corporate memberships in associations such as 5GTN and its strategic partnership with University of Oulu to bring research findings to businesses.

“Even though UROS is past its startup phase, we are still strongly involved in helping fellow companies in their early stages gain access to the latest tools and technologies with our newly opened UROS Innovation Centre in Oulu, Finland where we welcome startups, students and companies to accelerate their innovations and product development in IoT and 5G,” Chan revealed.

Promoting smart tech

In the immediate future, UROS plans to develop and promote smart city technologies in Southeast Asian countries. “Hong Kong is a subsidiary hub in the region,” Chan said. “It is one of the best business cities in the world and an ideal platform into Mainland China and Asia. The city is a perfect base to bring our cutting-edge technology to the Guangdong-Hong Kong-Macao Greater Bay Area and IoT for research and development. We are also looking into opening a new office in Chengdu and expanding our team in Taiwan.”

Chan believes that having a local team in Hong Kong is important for UROS’ success. “It is more straightforward to run a business in China when we have local understanding of Chinese culture,” he noted. “We can learn many valuable lessons from the team in Hong Kong. For example, the Hong Kong

team created a local WeChat account to provide the latest company news and insights for the Mainland China market.”

Chan appreciates the insight and advice that InvestHK has provided in different ways for UROS to grow its business. “The fast pace of Hong Kong gives me a lot of new ideas,” he added. “It is an ideal place to develop business in the Greater Bay Area.”

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- Established in Oulu, Finland in 2011, UROS builds Internet of Things ecosystems and solutions for verticals including natural resources, industries, cities and services for individuals and organisations
- Its Hong Kong office was set up in 2017 and offers predominantly sales and marketing services

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