Seinäjoki
Will to succeed
Excellent location along the Helsinki-Oulu growth corridor
Population 63 000
+0.85% / 2016
7th fastest population growth in 2016
Entrepreneurship Capital of Finland

Here, everyone is a born entrepreneur. Finland’s best industrial policies are debated and implemented here.

- No 1. (cities with a population of more than 50,000 residents, the municipality index of the Confederation of Finnish Industries 2017)
- Best business environment in Finland (The Federation of Finnish Enterprises 2016)
Event capital

Extensive experience in hosting major events. Events of 2017 visited by almost 500,000 people.
City of Alvar Aalto

The administrative and cultural centre of Seinäjoki, the Aalto centre, was designed by Alvar Aalto, and it attracts visitors from all over the world. The Aalto centre is complimented by the beautiful Apila library (designer: Asmo Jaaksi) which has quickly won a number of awards.
The Silicon valley of agrobioeconomy

There is a high concentration of food systems companies and a strong network of researchers and developers in the Seinäjoki area.
Healthy kids of Seinäjoki

Bringing down obesity -concept

Seinäjoki is a global model city for the systematic work done to reduce childhood obesity.
University city

Seinäjoki University of Applied Sciences
(5 000 students),
The University Consortium of Seinäjoki and Research network Epanet
(UTU, UTA, TUT, UVA, UH, Uniarts)
The strongest will in Finland

Seinäjoki has never shied away from building BIG. ”Too outlandish” is not really part of the local vocabulary. And once work gets underway, there is no brake pedal.

1960 The Aalto Centre – an internationally renowned architectural destination
1980 Jouppilanvuori (118 m) - we could not find a mountain, so we made one
1980 Kyrkösjärvi - we could not find a lake, so we made one
2000 Frami – the heart of the city’s business and science park
2012 Apila – A library building of unrivalled beauty
2016 OmaSP Stadion – Finland’s classiest football stadium
2021 Boosting the city’s vitality with investments of €1 billion
INVEST Seinäjoki
Why Seinäjoki?

- The steady increase in the value of property and land in a growing city
- The attraction of the city supports the availability of labour
- Positive, active attitude, stability of the work force
- Excellent location in the growth corridor of Helsinki-Tampere-Seinäjoki
- Cost-efficient and fast highway logistics, the new East route
- Main railway connection to the Vuosaari harbour, railway connection to the Kaskinen harbour
- Strong network of business partners nearby
- Maintenance and supply security, fewer production outages
- Good accessibility: 2 h 35 min to Helsinki, 1 h 5 min to Tampere and Vaasa
- International flight connections through Helsinki, Tampere and Vaasa
- Lower level of costs than in larger cities
- The supply of services of a growing city
- Seinäjoki University of Applied Sciences and the university centre, study and research cooperation
- Seinäjoki is a youthful, growing city with a nice rhythm!

REACHABILITY

<table>
<thead>
<tr>
<th>by car</th>
<th>30 min</th>
<th>100,000 people</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>60 min</td>
<td>270,000</td>
</tr>
<tr>
<td></td>
<td>105 min</td>
<td>515,000</td>
</tr>
<tr>
<td></td>
<td>120 min(2 h)</td>
<td>900,000</td>
</tr>
<tr>
<td></td>
<td>240 min(4 h)</td>
<td>3 million</td>
</tr>
</tbody>
</table>

| by train | Tampere  | 1 h 5 min |
|          | Helsinki | 2 h 35 min |
|          | Oulu     | 2 h 44 min |
|          | Vaasa    | 45 min    |
|          | Kaskinen | 1 h       |
|          |          | 2.5 million passengers annually (VR) |

<table>
<thead>
<tr>
<th>by plane</th>
<th>Helsinki, Vaasa, Tampere</th>
</tr>
</thead>
</table>

| by boat  | Umeå, Sweden  | 5 h 30 min |
|          | 200,000 passengers annually (Vasa Line) |
The building never stops in our city of cranes

Seinäjoki has been one of the top growth areas in Finland all along the 21st century. By 2021, one billion euros will be invested in vitality of business.

- New city centre
- New station area
- 1 000 ha of business areas around the Itäväylä district
- Investments in production
- Dozens of apartment buildings
- Thousands of new residents
A completely new city centre

- Almost 20 construction projects
- Tens of thousands of square metres of business space, offices and apartments
- Centre’s population from 2,500 to 10,000
- Number of those commuting in daily for work will double, from 3,000 to 6,000
30 hectares for business use

- The Seinäjoki railway station is one of the country’s busiest railway stations
- Over 2 million passengers pass through Seinäjoki each year
- The station will remain an important crossing point for the foreseeable future but it will also begin to act as an inspiring, functional and supremely presentable gateway to Seinäjoki and the whole Southern Ostrobothnia region
A 1 000 hectares boost to industrial and commercial construction projects

- Helsinki–Oulu main road’s new alignment Itäväylä will create a great number of new viable locations for the area’s businesses
- During the next few years, city planners will allocate over 1 000 hectares for business
- Companies investing in the new areas include
  - Posti Oy (Logistics terminal for approx. 8 000 m²)
  - Inex Partners Oy (Logistics terminal for approx. 8 000 m²)
  - Finn-Power (Industrial and office buildings with approx. 20 000 m²)
- Several plots of land are purchased by transport companies and companies serving transport companies.
TOP 3 new business areas

ROVES - Logistics and business area

Next to main road 19 (Helsinki-Tampere-Oulu) and 18 (Jyväskylä-Vaasa) and access to main road 67 (Seinäjoki-Kaskinen).

Infrastructure enables intermodal road & rail transportations (railway connections to Helsinki, Oulu, Jyväskylä and Kaskinen).

Approx. 160 hectares of business plots now available (28 ha for commerce and services), new detailed plan for 150 hectares currently being developed.

Business opportunities e.g. for manufacturing, terminal operations, intermodal transport operations, machine and equipment maintenance operations, spare-part retail shops, truck parks and service stations, restaurants and cafes, security operations, cleaning and maintenance operations, real estate services and temporary staffing operations.

ESKOO - Commerce and services

Next to main road 19 (Helsinki-Tampere-Oulu) and access to main road 18 (Jyväskylä-Vaasa).

39 hectares in total, commercial building rights for 60 000 m² of floor space (detailed plan to be finalised by 4/2017).

Plan will include apartments for a total of 15 000 residents, creating an immediate market area of 30 000 consumers.

Business opportunities e.g. for retail operations, shops requiring extensive floor space, well-being services, restaurants and cafes, entertainment and leisure operations.

PIHLAJANIEMI - Data centre operations

Next to main road 19 (Helsinki-Tampere-Oulu) and access to main road 18 (Jyväskylä-Vaasa).

Electrical grid capacity of 25-100 MW,

Close proximity to national fibre optic trunk line. Multiple IT communications operators and electricity generators.

Heat capture applications possible on neighbouring commercial area of Eskoo.

15 hectares in total (can be divided into multiple plots).

Business opportunities for data centre operations.
Ideapark Seinäjoki

- Opens 12/2019
- 70 000 square meters
- 1000 jobs
- 2 km from the city centre
I strongly recommend Seinäjoki
RAIMO SARAJÄRVI  
Entrepreneur, Real-Estate Investor  
“Seinäjoki is a city of commerce. The chain stores located in our shopping centres do better than almost anywhere else in Finland, and both purchasing power and customer numbers are going up. We will definitely continue to invest heavily in the city’s centre area.”

TIMO MANTILA  
CEO, Lakea  
“The growth and overall drive we are currently experiencing in Seinäjoki makes this a great place to do business. There is a lot of untapped customer potential. At the same time, compared to the bigger cities, the city is very compact.”

PETRI PIHLAJANIEMI  
Entrepreneur, Hotelli-Ravintola Alma  
“By skilfully combining traditional and modern elements, we are planning to turn it into something akin to a shared living room for the entire region of Southern Ostrobothnia. Seinäjoki is a great place to do business; the atmosphere is extremely entrepreneur-friendly. Things usually start to happen really fast here, people rarely hesitate for very long.”

JUHA GRÖHN  
CEO, Atria Oyj  
“Seinäjoki is a great place for conducting operations, primarily because the people here are highly skilled and diligent. The overall atmosphere is also good. The city also keeps on growing and changing, the people just never stop.”

MARK WILTSHEAR  
Entrepreneur, Xport Oy  
“Seinäjoki boasts a supportive business community, where creative people help each other to thrive. The renowned entrepreneurial spirit of Etelä-Pohjanmaa is alive and well, and has become more diverse and more international”.
MIIKKA VOIPIO
Unit manager, Peab
“The centre is clearly becoming a bigger draw which is also creating more and more opportunities for commerce and entrepreneurs. The completion of Highway 19’s new Itäväylä section will create new logistics opportunities for industrial operators.”

SAMI RUMPUNEN
Head of festival, Provinssi
“I’ve always seen Seinäjoki as a bold and open city, full of positive madness and entrepreneurs and decision-makers who never fail to react quickly and provide innovative solutions.”

MAARIT KARVONEN
Entrepreneur, CEO Seinäjoki Activity Park
“Seinäjoki is just right for families for children. In addition to basic services, the city offers all kinds of specialist services and shops, and also a whole bunch of sports and leisure activities.”

MIKKA VOIPIO
Unit manager, Peab
“The centre is clearly becoming a bigger draw which is also creating more and more opportunities for commerce and entrepreneurs. The completion of Highway 19’s new Itäväylä section will create new logistics opportunities for industrial operators.”

JARI HIETALA
CEO, Ahma ympäristö Oy
“Ahma ympäristö Ltd started operations in Seinäjoki in the spring of 2015. The primary reasons for starting operations here were the exceptional business premises available at the Roves business area and the city’s great location. In addition to its great logistics location, the best thing about Seinäjoki is the fact that it is a very entrepreneur-friendly place.”

JARL-MATTI ANTTILA
Entrepreneurs, Jakamo
“Its positive atmosphere and an unstoppable cycle of economic growth give people the impetus to shake things up and develop. It’s easy to get on board, welcome!”
The number of new apartments in relation to the population base 2010–2015
(number of new apartments per 1,000 residents per year)

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Number of New Apartments per 1,000 Residents per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Seinäjoki</td>
<td>10.6</td>
</tr>
<tr>
<td>2</td>
<td>Oulu</td>
<td>9.4</td>
</tr>
<tr>
<td>3</td>
<td>Vantaa</td>
<td>8.8</td>
</tr>
<tr>
<td>4</td>
<td>Espoo</td>
<td>8.8</td>
</tr>
<tr>
<td>5</td>
<td>Joensuu</td>
<td>8.3</td>
</tr>
<tr>
<td>6</td>
<td>Järvenpää</td>
<td>8.0</td>
</tr>
<tr>
<td>7</td>
<td>Jyväskylä</td>
<td>7.8</td>
</tr>
<tr>
<td>8</td>
<td>Nurmijärvi</td>
<td>7.6</td>
</tr>
<tr>
<td>9</td>
<td>Rovaniemi</td>
<td>7.4</td>
</tr>
<tr>
<td>10</td>
<td>Tampere</td>
<td>7.1</td>
</tr>
<tr>
<td>11</td>
<td>Kuopio</td>
<td>6.8</td>
</tr>
<tr>
<td>12</td>
<td>Vaasa</td>
<td>6.3</td>
</tr>
<tr>
<td>13</td>
<td>Helsinki</td>
<td>5.8</td>
</tr>
<tr>
<td>14</td>
<td>Lahti</td>
<td>5.6</td>
</tr>
<tr>
<td>15</td>
<td>Hämeenlinna</td>
<td>5.1</td>
</tr>
<tr>
<td>16</td>
<td>Turku</td>
<td>5.1</td>
</tr>
<tr>
<td>17</td>
<td>Kokkola</td>
<td>5.0</td>
</tr>
<tr>
<td>18</td>
<td>Hyvinkää</td>
<td>5.0</td>
</tr>
<tr>
<td>19</td>
<td>Porvoo</td>
<td>4.5</td>
</tr>
<tr>
<td>20</td>
<td>Lappeenranta</td>
<td>4.3</td>
</tr>
</tbody>
</table>
“It is rare to see this kind of economic growth in a city so far up north. Truth be told, the Tampere and Helsinki regions are where most of the growth is occurring”.
- Development manager Erkki Välimäki, City of Seinäjoki

- In 2016, the city awarded a total of 1 200 new building rights
- 150 houses built/year
- Nearly all of the big Finnish construction companies are currently operating in Seinäjoki
New homes, new opportunities

The historical Törnävä hospital area is an example of vision and cooperation that crosses boundaries. In the next few years, the hospital area will grow into a diverse living and working area.
Hobbies and community spirit

• Over 60 sports clubs and organisations
• Basic education in music, dance, theatre, arts and crafts, visual arts and rhythm music
• Numerous opportunities for cultural hobbies at the adult education centre, various associations, etc.
• Strong community spirit, community efforts
visit
Seinäjoki
More to experience in the city of Alvar Aalto

More than 70,000 people visit the Aalto Centre every year. The largest group of foreign visitors are the Japanese.

Various services catering to tourists - such as restaurants - are currently being constructed around Alvar Aalto.

As an architectural creation, the Aalto Centre is one of a kind in the world. The entity of administrative and cultural buildings designed by Aalto include:

- Cross of the Plains church (1957-1960)
- Parish Centre (1965-1966)
- City hall (1961-1962)
- Municipal Library (1964-1965)
- Government office building (1966-1968)
- City Theatre (1968-1987)
- Seinäjoki civil guard’s headquarters built in 1925 is an early work of Aalto
At the heart of the best family attractions in Finland

Seinäjoki is an hour away from the best family attractions in Finland.
Southern Ostrobothnia is the best Finnish region for family attractions Lakeudelle.fi:

Duudsonit Activity Park
Power Park
Härmän kylpylä spa
Veljekset Keskinen department store
Ähtäri Zoo

Seinäjoki is also home to, for example Wanha Markki animal retirement home and children’s traffic park.
City full of outdoor activities

Seinäjoki and its surrounding municipalities have a unique outdoor exercise trail that is dozens of kilometres long. Some of the trails are also accessible to the physically impaired.

Nature trails near the city centre:
• Jouppilantuori easy-access trail 23 km with resting stops and lean-tos
• Paukaneva duckboards 8 km
• Kyrkösjarvi nature trail 3/5 km
• Kyrkösjarvi paddling centre

www.elamysliikunta.fi
Active sports destination

150,000 annual visitors to Finnish championship games.

Finnish championship sports
SJK football
SPV floorball
Crocodiles American football
The driving force of a food province

Culinary treats of Southern Ostrobothnia from Seinäjoki and the surrounding areas

Local ingredients and flavours come together in local restaurants and culinary events organised in the city.

We are working towards becoming the top city of original flavours and culinary delights.

Visit Seinäjoki
Visit Seinäjoki

This is where the best meetings in Finland are held

Seinäjoki is among the most interesting meeting cities in Finland

- The city’s accommodation capacity is growing, new hotel projects are underway
- Diverse meeting facilities
- Accessibility, everything is within a walking distance
- Reliable event organiser; we make it work
Seinäjoki

seinajoki.fi  investseinajoki.fi  elamaniseinajoki.fi  visitseinajoki.fi