

An aerial photograph of a serene landscape. A deep blue lake is nestled within a dense, lush green forest. A sandy beach curves along the left side of the lake, where a few small figures of people can be seen. To the left of the beach, there are several small, simple structures, possibly a small settlement or a camp. The overall scene is peaceful and natural.

# Seinäjäjoki

THE CAPITAL OF SPACE

An aerial photograph of a natural clearing in a dense forest. In the center, there is a calm lake with a vibrant, multi-colored reflection on its surface. To the left of the lake is a sandy area where several people are gathered, and a few small structures are visible. The surrounding forest is lush and green, with sunlight filtering through the trees.

Space for all the good things

**We have courage and a strong  
can-do attitude.**

**We love doing great things to develop our  
city. We get excited by big projects.**

# Space in the growth corridor



Business investments by 2021

**over €1 billion** 



**6<sup>th</sup> biggest**  
market area in Finland

**Number 1 city of  
entrepreneurship**

(Federation of Finnish Enterprises 2018)



**3<sup>rd</sup> highest**

number of active companies  
in relation to population

**1,000 hectares**  
of new business areas



**over 63,000**  
residents (+ 1% / year)

**10,000**  
students



(second level &  
higher education)

**Right in the middle**  
of the Helsinki-Oulu  
growth corridor



# Space for big ideas

Seinäjoki has a unique attitude.

- Seinäjoki was flat and without water areas, so we built a mountain and five lakes.



# Space for the future

- The completely renewed station area extends the city centre (30 ha)
- Central square and Ideapark shopping centre 2019
- Nearly 20 construction projects are under way in the centre
- New business areas over 1,000 ha
- Investments of more than €1 billion by 2021
- Cultural centre Kalevan Navetta
- Tammi-campus, civil campus

# Space for entrepreneurship

- Entrepreneurship is in our DNA.
- Seinäjoki has been chosen as Finland's best city for entrepreneurs twice already.
  - No. 1. (over 50,000 residents, Confederation of Finnish Industries local authority ranking 2017)
  - Finland's best business environment (Federation of Finnish Enterprises 2016 and 2018)







# Space for business

- Finland's 6th biggest trade centre /market
- Number one in retail stores in cities of at least 40,000 residents
- A major investment Ideapark Seinäjoki: will be completed 12/2019, €100m, 70,000 m<sup>2</sup> on various floors, 1,000 jobs



## Space for food production

- Some of the world's cleanest food is produced in Seinäjoki.
- Our food is exported globally, with China among the growing markets.



# Space for big events

For us half a million festival visitors is an everyday event.

- Provinssi
- Seinäjoki Tango Festival
- Vauhtiajot Race&Rock
- Solar Sound

# Space for architecture

- The unique administrative and cultural centre designed by Alvar Aalto is a world class attraction.
- The Aalto Centre is complemented by the Apila Library (JKMM Architects).





# Space for education

- 10,000 students
- Seinäjoki University of Applied Sciences
- Educational Institution Sedu
- University Consortium of Seinäjoki
  - Tampere University
  - Helsinki University
  - University of Arts
  - Vaasa University
- The education of Seinäjoki citizens is on the level of university cities. Up to 32% of the residents have an academic degree.

# Space for welfare

- Healthy Kids of Seinäjoki
- Seinäjoki is a global model city for the systematic work to reduce obesity in children.





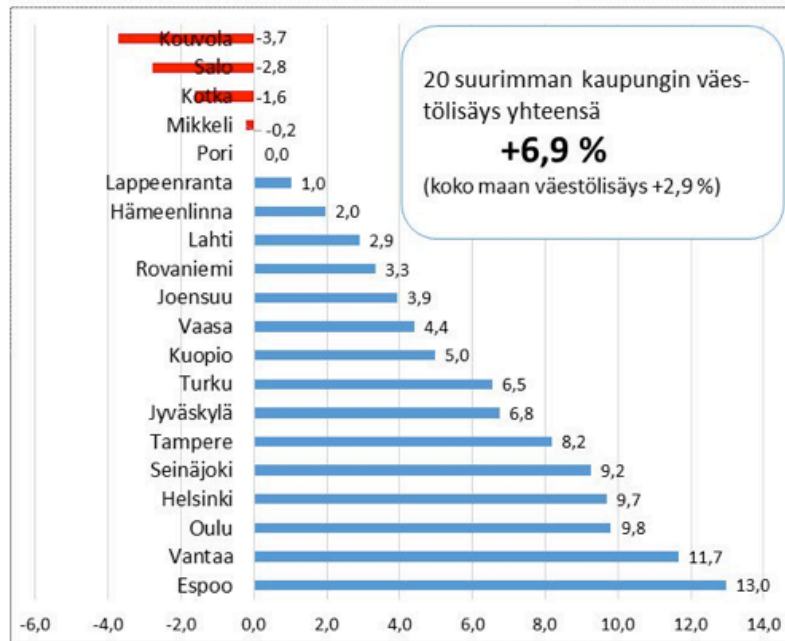
# Space for sports, play and relaxation

- More than 60 sports clubs and organisations, offering a big variety of sport activities.
- We compete at the highest national level in several team sports.
- In Seinäjoki nature meets city life.

# SPACE FOR GROWTH

Population 63 000, Yearly growth close to 1 %

Väestölisäys suhteellisesti (muutos%) 2010-2017/6



Lähde: Tilastokeskus, väestö 2010-2016; ennakkoväkiluku 2017  
Graafit ja luokittelu: Timo Aro 2017



Sei





**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 center”*



**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.”*



**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.”*



**MARK WILTSHEAR**  
Entrepreneur, Xport Oy

*“Seinäjoki boasts a supportive business community, where creative people help each other to thrive. The renowned entrepreneurial spirit of Southern Ostrobothnia is alive and well, and has become more diverse and more international”.*





# A 2000 HECTARES BOOST TO INDUSTRIAL AND COMMERCIAL CONSTRUCTION PROJECTS

- Helsinki–Oulu main road’s new alignment Itäväylä (East Route) will create a great number of new viable locations for the businesses in the area
- 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 m<sup>2</sup>)
  - Inex Partners Oy (Logistics terminal for approx. 8 000 m<sup>2</sup>)
  - Finn-Power (Industrial and office buildings with approx. 20 000 m<sup>2</sup>)
  - 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, permitted building volume for 60 000 m<sup>2</sup> of floor space (detailed plan to be finalised by [4/2017? onko tässä virhe vuosiluvun osalta?](#))

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 retailers, shops requiring extensive floor space, well-being services, restaurants and cafes, entertainment and leisure activities.

## 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,

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

Heat capture applications possible in neighbouring commercial area of Eskoo.

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

Business opportunities for data centre operations.

# SPACE FOR LARGEST SOLAR POWER PLANT IN FINLAND

- 24 000 Solar panels
- 36 000 m<sup>2</sup>
- 5600 MWh/year
- 5 % of Atria's annual energy consumption

# SPACE FOR WORLD CLASS KNOW HOW IN LASER AND SHEET METAL MACHINERY



- Prima-Power moved to the brand new Seinäjoki factory by the end of 2018
- Prima Power is a leading specialist in machines and systems for sheet metal working
- Almost 400 employees
- 20 000 square meters of space
  - 13 000 square meters for production
  - 5000 square meters for offices
  - 1300 square meters for show room

# SPACE FOR SHOPPING

Seinäjoki is No 1 city in Finland in retail/capita when compared to cities over 40 000 people

Ideapark Seinäjoki: Opens 12/2019, 70 000 square meters, 1000 jobs, 2 km from the city centre



Seinäjoki

# SEINÄJOKI IN BRIEF

- 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 path of Helsinki-Tampere-Seinäjoki
- Cost-efficient and fast highway logistics, the new East route
- Strong network of business partners nearby
- Maintenance and supply security, fewer production outages
- Good accessibility: 2 h 50 min to Helsinki, 1 h 5 min to Tampere and 45 min. to Vaasa
- International flight connections through Helsinki, Tampere and Vaasa
- Lower cost level than in larger cities
- Main railway connection to the Vuosaari harbour, railway connection to the Kaskinen harbour
- Seinäjoki University of Applied Sciences and the university centre, students and research cooperation
- Seinäjoki is a youthful, growing city with a great rhythm!

## REACHABILITY

### by car

30 min	100.000	people
60 min	270.000	“
105 min	515.000	“
120 min (2 h)	900.000	“
240 min (4 h)	3 million	“

### 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)

### by plane

Helsinki, Vaasa, Tampere

### by boat

Umeå, Sweden 5 h 30 min

~200.000 passengers annually (Vasa Line)

# Seinäjoki Airport Future Vision







20.3.2019

# Status Analyses Conclusions in 2013

- **Need to find new innovative income sources**
- **Helsinki route not feasible**
- **Business travel alone will not sustain the functionality and feasibility of the airport**
  - Taxi flights etc/focused services for lighter cost-structure
  - Possibility to develop activities
  - Need to change the whole view and approach!
  - Need to develop an innovative and unique airport concept!
    - Specialization
    - Broader than traditional airport operations concept

# Light Airport Concept

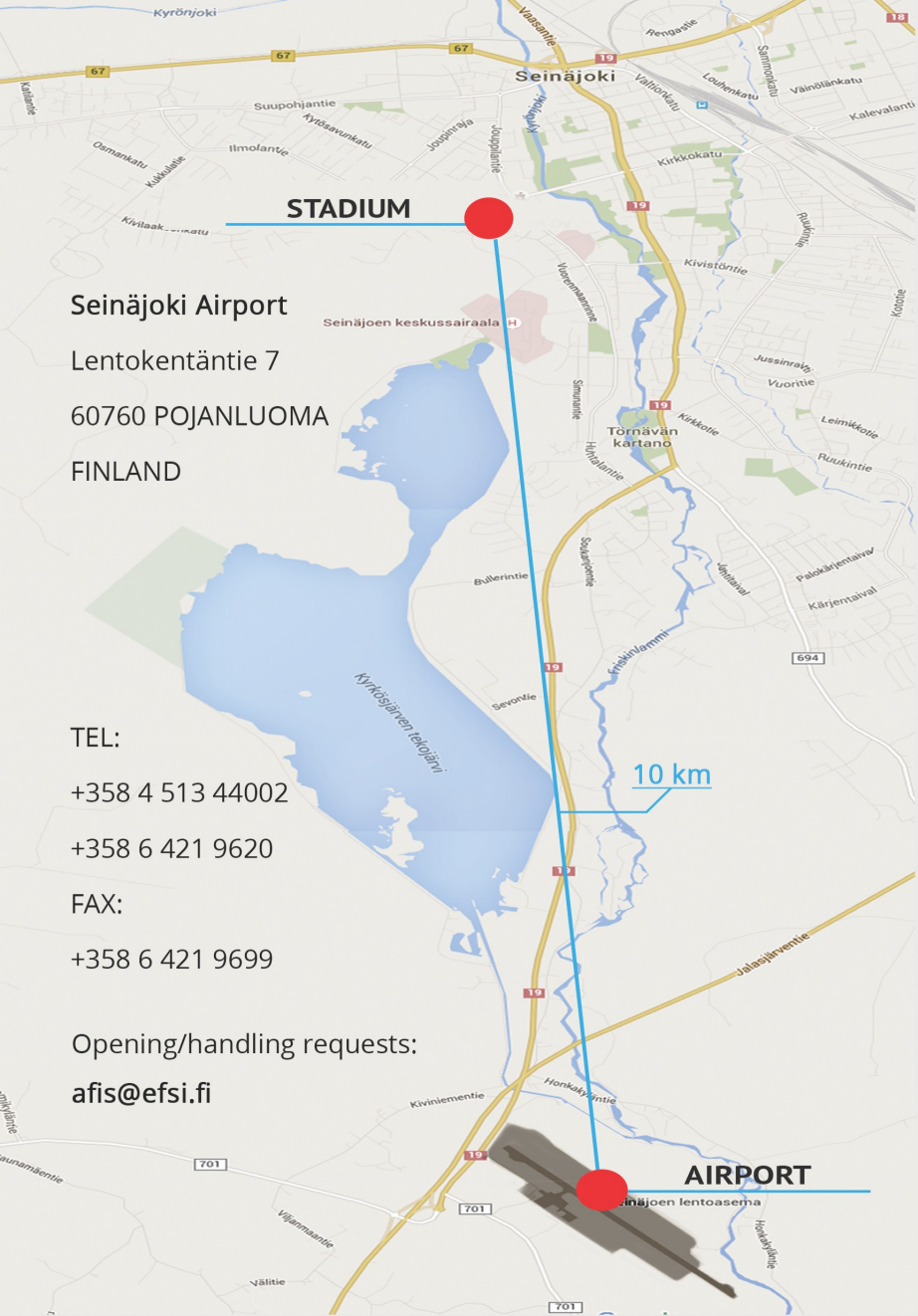
**State support suspended in 2015 → Seinäjoen Lentoasema Oy established on 25.1.2016**

- 9 shareholders, 8 South Ostrobothnian companies + South-Ostrobothnian Aviation Club Foundation
- More than 80 committed companies
- Aim is to secure current infrastructure and to support vitality of the Seinäjoki Region
- Light airport concept: services only upon request, need based approach both for commercial and private air traffic
- Cooperation with educational institutions (maintenance, security)
- Distant air-traffic control (ref. Sweden)
- Aiming for cost-efficiency, savings and better service for business, as well as innovative ecological solutions
  
- **Annual operational budget (€):**
  - Companies: 50 000
  - Municipalities: 100 000 (Ilmajoki 30% / Seinäjoki 70%)
  - State: 150 000



SEINÄJOEN  
LENTOASEMA

Seinäjoki



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# SEINÄJOKI AIRPORT

Privately owned modern airport

## GOALS

- On demand operation
- Profits to cover operational costs in 5 years from inception
- Profits to cover mandatory investments
- Diversification of airport usage to support air traffic and it's services
- Illustration of efficient high-quality airport
- Innovative distant airport concept service provider

## MISSION

- To enable international reachability in order to enhance internationalization and vitality of the Seinäjoki Region
- To be considered and recognized in international infrastructure investment plans

## VISION

- To be an independent new era light airport by 2021



# SEINÄJOKI AIRPORT

SEINAJOKIAIRPORT.FI

## Seinäjoki Airport at glance:

- Airport is well located only ~ 10 km from Seinäjoki City Center
- Nearest Hotel is located ~ 8 km from airport
- AIP: <https://ais.fi/ais/eaip/fi/> => EFSI
- 2.000 x 45m ASPH runway.
- ILS & GPS approaches.
- Shell Jet A-1 & 100LL
- Reasonable prices & fees.
- Privately owned modern airport.
- Flexible opening hours by request.

Other services  
by request:  
Handling  
Customs



## MANAGEMENT

Experienced aviation experts:

- Juhani Pakari, 30 + years of aviation experience in top management and flight operations
- Rauli Lukkarila, 6 years flight communications, communications manager
- Veli-Pekka Rajala, 15 years maintenance services + emergency and rapid response
- Tero Seppänen, 15 years of aviation experience, maintenance + rapid response
- Timo Tuuri, 30 + years of aviation experience, business pilot + wide responsibility areas

## Board members:

- Juhani Pakari, Chairman
- Jyrki Viitala
- Raimo Sarajärvi
- Pasi Jaskari
- Petri Lepistö

# CURRICULUM VITAE AVIATION



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## JUHANI PAKARI

**EDUCATION:** Airline Transport Pilot (ATPL)  
Helicopter Pilot (PPL)

### WORK EXPERIENCE:

2016- Chairman of Board, Seinäjoen Lentoasema Oy  
2011- Chairman of Board, Tifomo Oy  
2007- CEO, EPL Group Oy (Finncomm Oy)  
2004-2012 Chairman of Board, Interhandling Oy  
2008-2011 Chairman of Board, Finnish Aircraft Maintenance Oy  
1999-2007 Country Manger, Golden Air Flyg Ab  
1995-1996 Managing Director, Air Botnia (Blue 1)  
1990-1995 Management Board, Air Botnia (Blue 1)  
1987-1989 Managing Director, Air Botnia (Blue 1)

### ORGANIZATIONAL ACTIVITIES:

2018- FIA member of World MotorSport Council  
2017- Finnish Olympic Committee, board member  
2012- President, AKK Motorsport ry

### AIRCRAFT TYPES FLOWN

(COMPLEX, HIGH PERF OR MULTI ENGINE):

C402, 421

BE60

MU2

SF34

E145

E170

PC12

E55P

Total time >4.000 hours,  
(jet >1.000 hours as PIC)

### HELICOPTER TYPES FLOWN:

R44

EC120B

Total time >600 hours,  
(turbine >500 hours).



**Seinäjoki**  
elämäni kaupunki

We are ready to take action to help your  
business relocate to Seinäjoki.

First step to a succesful business is only a phone  
call away.



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