

An aerial photograph of a serene natural setting. 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. On the far left, a small wooden cabin with a dark roof is partially visible. The overall atmosphere is peaceful and secluded.

# Seinäjäjoki

THE CAPITAL OF SPACE

# 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

# Seinäjoki Airport





24.6.2019

# Air traffic and logistic development between the EU rural areas and China - Seinäjoki Airport

- Project period 1.9.2019-31.8.2021
- Funded by Leader Liiveri (LAG of Seinäjoki Region), City of Seinäjoki and Airport Company
- Project Budget: 80 000 € (salaries 52 000 €, external costs 15 000 €, flat rate 13 000 €)
- Project submitted in May, financing decision expected in September
- Project coordinator Into Seinäjoki Ltd (city owned development company and business centre)
- Project Manager Elisabet Kivimäki (50%)
- Partners: SEDU (vocational training centre), SeAMK (Seinäjoki University of Applied Sciences), Seinäjoki Airport Company, local companies, municipalities (Seinäjoki, Ilmajoki, Kurikka)

# Continues...

- **Potential challenges and solutions:**
  - **general management costs → part of external costs or paid by Into Seinäjoki outside project budget**
  - **Insufficient time resource by project coordinator → Into Seinäjoki's other experts' contribution outside project budget**
  - **Lack of commitment from companies → focus on short term and long term benefits, concrete actions**
  - **Lack of interest locally → so far great interest towards the project idea**
  - **Lack of further funding for pilots → importance of partner network in identifying possible funding sources**

# Module 1 (WP2)

- The joint activities are agreeable to us.
- Our reasoning for carrying out these activities:
  - Based on previous Seinäjoki Airport development projects, there is a need to find new and innovative business models to develop the Seinäjoki Airport and the surrounding environment.
  - Traditional models have not been proven feasible. Therefore, there is a need to collaborate in this WP.
  - Our aim is to concentrate on ecological solutions for the airport industry especially from cargo and passenger travel point of view.
- We will actively take part in formulating a joint strategy and carrying out the feasibility study. These activities will have an impact on the long term development of a more efficient and ecological airport environment and aviation industry as well as identify new financing sources to carry out piloting of the identified actions.





# Module 2 (WP 3)

- Based on the huge demand on the airport services in the future, Seinäjoki Airport is an ideal rural airport to take part in a development project with the focus on rural airport services both in cargo handling and passenger services, and be part of the training consortium that will be established, due to already existing training in logistic area organized by SEDU vocational education and training centre at the Seinäjoki Airport premises.
- SEDU is interested to look into new areas of training collaboration.
- We will also start discussions with Seinäjoki University of Applied Sciences on possible new areas of training that could be organized in close cooperation with SEDU and the Seinäjoki Airport Company.
- We will actively take part in all joint activities and also proactively discuss new possible areas of training cooperation.



# Module 3 (WP 4)

- New international business contacts and partners will spur new business into the Seinäjoki region, which is a good justification for the Seinäjoki Airport to be part of these development activities.
- Our focus is based on development needs deriving from the private sector in order to boost the existing business and enhance vitality of the region. The aim is to establish new connections that will in the long term bring more cargo and passenger traffic to the Seinäjoki Airport.
- We will actively take part in all joint activities. Additionally, our own activities will focus on the following:
  - Establishment of local company consortiums in sectors like technology, tourism, online commerce, logistic (incl. drone technology) and renewable energy.
  - Focus on SME's
  - "Business with China" workshops for private sector operators
  - Activation of our local companies to join the cooperation network
  - Collaboration with Embassies of partner countries
  - Invest in promotion work and soft landing services for international companies

# Module 4 (WP 5)

- Seinäjoki region is happy to partner with other partner regions in promoting the Visit Rural Europe goal.
- Active participation in all joint activities.
- Additionally, our focus will be on:
  - Gathering our own Seinäjoki Region offering to the joint Visit Rural Europe platform
  - Linking our tourism operators with partner countries' operators
  - Business tourism model (for example "Spot the big five" = our highlighted tourism locations for business tourists)

# MODULE 5 (OUR OWN WP) - SEINÄJOKI AIRPORT AS A LIVING LAB -TEST ENVIRONMENT FOR AN ECOLOGICAL FUTURE CARGO AND PASSENGER MODEL AIRPORT

Seinäjoki Airport serves as a good testing environment for alternative and ecological solutions developed for airport environment. Seinäjoki Airport has an interest to test utilization of excess heat to clear runways in winter conditions and during the harsh winter months. Seinäjoki Energy Ltd power plant is located in near proximity to the Seinäjoki Airport. Currently the excess heat is flooded to a nearby lake Kyrkösjärvi.

If the piloted model is successful in Seinäjoki, it can be duplicated in other airports to achieve great environmental impact and cost saving in the long term. Selling the concept can create new business opportunities to companies and the business community in Seinäjoki region.

# Continues...

- Joint activities and own activities:
  - Integrating testing environment to the current operation of the Seinäjoki Airport:
    - Testing future technological solutions for an ecological and efficient model cargo handling airport (IoT, robotics, automation, 5G, ROS programming in airport environment etc)
- Establishment a business consortium
- Testing utilization of excess heat for ecological clearing of runways in winter conditions
- Preparatory activities for making the Seinäjoki Airport a test environment for ecological clearing of runway with excess heat
- Preparing an action plan
- Networking with key stakeholders and companies
- Establishment of a business consortium
- First mile-last mile model as a continuation of the logistic chain
- Preparatory activities to utilize drone technology as part of ecological cargo model (pilot will be financed from other sources, possibly by Business Finland)





**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.



**Elisabet Kivimäki**  
Key Account Manager

**Into Seinäjoki Oy**  
mob. +358 40 7603 907  
[elisabet.kivimaki@intoseinajoki.fi](mailto:elisabet.kivimaki@intoseinajoki.fi)  
[www.investseinajoki.fi](http://www.investseinajoki.fi)

● **Seinäjoki**