



Jukka Pitkänen,  
Director, Business Development.

An elevator pitch can also be made on a ski lift, when the companies at the Tahko Ski Lift Pitch event present their business ideas to investors.



Kirsi Soininen,  
Marketing Director.

# KUOPIO

- business and culture surrounded by nature



KUOPIO COMBINES A GREAT BUSINESS ENVIRONMENT, A WIDE RANGE OF EDUCATION AND RESEARCH EXPERTISE, CULTURAL SERVICES AND THE OPPORTUNITY TO LIVE AMONG NATURE. STRONG INTERNATIONAL NETWORKS, SUCH AS WITH SHANGHAI-PUDONG, PROVIDE POSSIBILITIES FOR COMPANIES IN HEALTH TECHNOLOGY AND THE BIOTECH, MEDICAL AND ENVIRONMENTAL SECTORS, AS WELL AS FOR COOPERATION IN TRAVEL, EDUCATION AND CULTURE.

**K**uopio is one of the most dynamic cities in Finland in terms of residential construction, attractiveness, job opportunities and population growth. Kuopio has around 120,000 inhabitants, while nearly one million people live in the city's area of influence. The city is home to over 5,400 companies, providing around 50,000 workplaces. More than 200 of the companies are export companies, says **Jukka Pitkänen**, Director of Business Development for the City of Kuopio.

"A new city district of 35 000 people, focusing on research, studies, business and living, is currently being built in Savilahti near the city centre, and the city is investing a total of one billion euros in the development. There are

also significant plans to invest in the forest industry in the area," Pitkänen explains.

Development of the health technology, biotech, medical and environmental sectors, as well as ICT expertise, have led to the creation of numerous startup and growth companies in the city, providing excellent opportunities for investors.

## Different elements in harmony

Kuopio is also known for its many international events, such as the Kuopio Dance Festival and ANTI – Contemporary Art Festival. In addition to the events, Kuopio also offers a wide variety of museums, exhibitions and theatre performances year-round.

**Kirsi Soininen**, Marketing Director at the City of Kuopio, points out that all elements are in place in Kuopio, including health and wellbeing services as well as culture, recreation and living. The Saaristokaupunki district, surrounded by nature, is one example of ideal Finnish living.

"The Kuopio-Tahko area is one of the country's largest year-round tourism centres.

One unique event is the Tahko Ski Lift Pitch, where startup and so-called startagain companies pitch their ideas to investors in a ski lift," Kirsi Soininen explains.

"A beautiful, natural environment near workplaces, the city centre and a wide range of services make Kuopio an attractive place to live - the city that provides true quality of life." ●