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HERE GROWTH
IS A FORCE OF NATURE

KUOPIO – CAPITAL OF LAKE LAND

KUOPIO 2030

CAPITAL OF GOOD LIFE

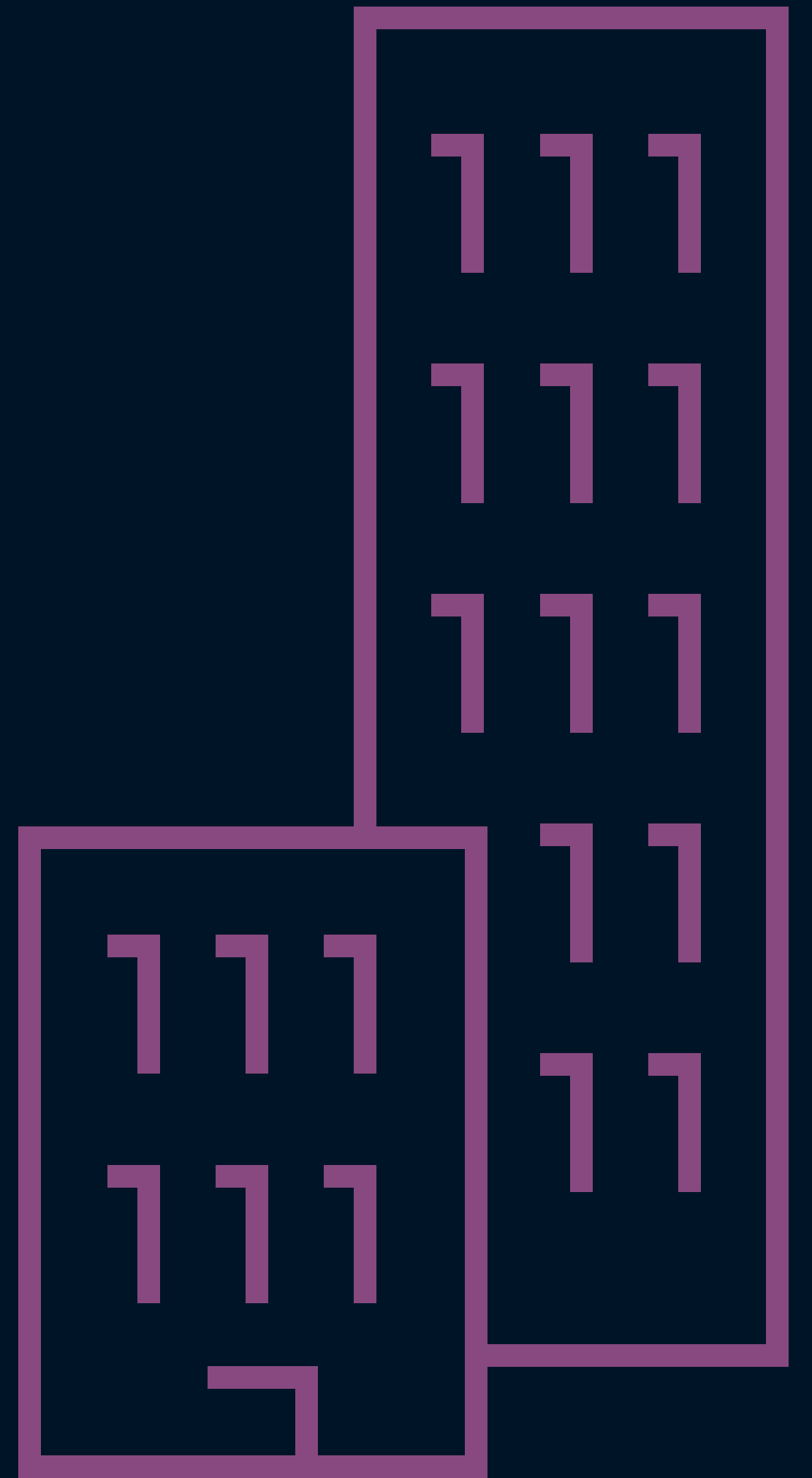
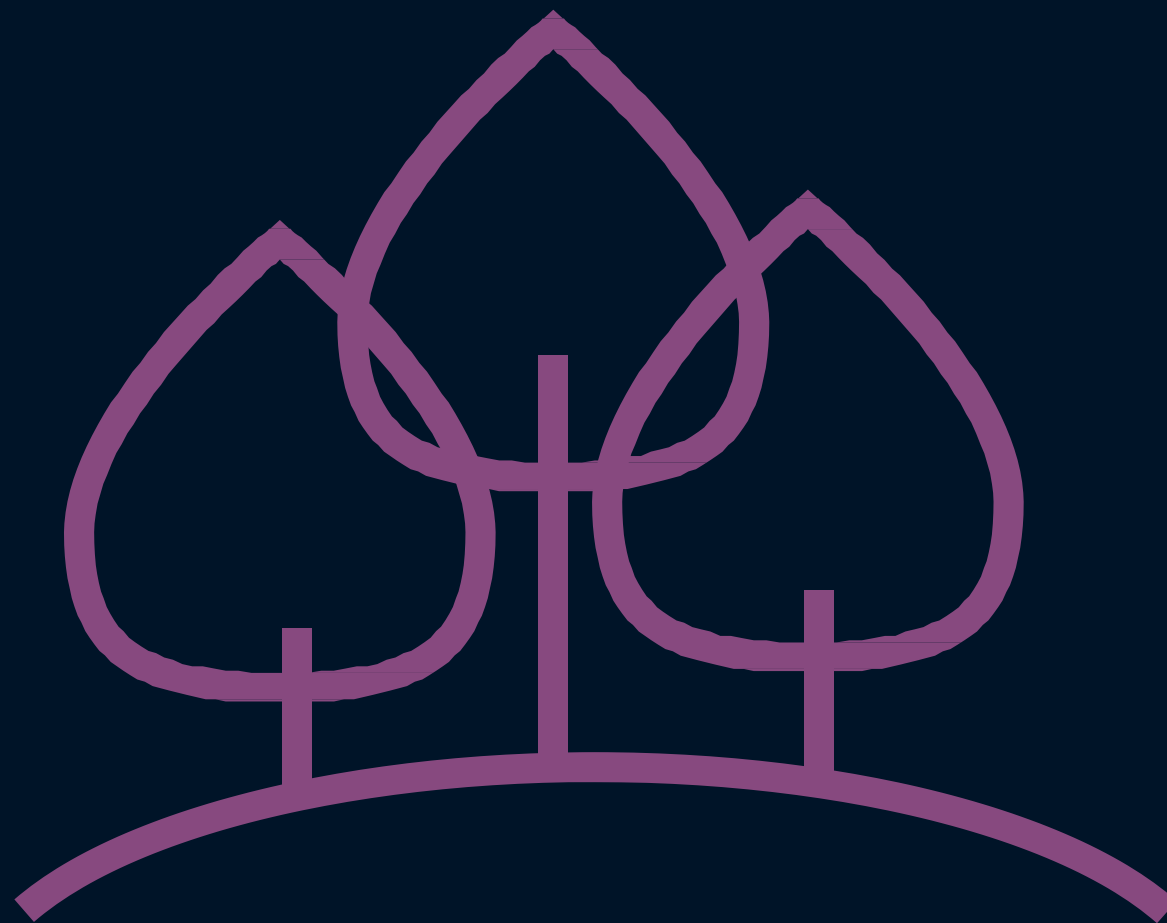
Health, vitality and happiness

These are the strategic priorities of the vision of Kuopio in 2030:

- A centre of sustainable growth for one million people – 200,000 inhabitants in 2040.
 - Progressive and international business life and business-friendly environments.
- Strongly developing urban area Savilahti – Europe's most captivating learning and innovation environments.
 - Finland's fastest growing region of conventions, events and tourism.
 - Forerunner in health, environment and wellbeing.
- Unique and inspiring nature and environments. The best place for children.



INFLUENCE AND ACCESSIBILITY



840.000
inhabitants

310.000
jobs

55.000
Available beds



IMAGE OF MUNICIPALITIES 2018

2

In the image survey Kuopio keeps it's place on top of the biggest cities in Finland (Image survey of Finnish municipalities in 2018)



KUOPIO FACTS & FIGURES

Big cities no2
Imago survey 2018

LIVING

The most
happies citizens

10 700
Summer
cottages

4. BEST
CITY TO
LIVE

77 %
Of people
living in urban
areas

One of the best
environment for
children

3000
FOREING
RESIDENTS

23 %
Of people living
in coutryside

- 40 % CO₂
target by 2020

100 different
nationalities

14 000 of poeple
living in the town of
islands

EDUCATION

City of education

Excellent studying opportunities

Education in English from daycare
to primary and secondary school up
to University level

32 %
academic degree

76 %
of people highly
educated

1000 exchange
students

BUSINESS

7 000
ENTERPRISES

50 000
JOBS

€ 4 billion to
be invested in
city center

200 Export
companies in
Northern Savo

Cluster of expertice
**helath, wellbeing and
cleantech sectors**

Over 300
Import companies in
Northern Savo

TOP 3 in tourism in
Kuopio-Tahko area

15 sister cities
around the world

9. BIGGEST
GROWTH CITY

118 200
RESIDENTS

200 000 ERSIDENTS
IN TRAVE TO WORK AREA

4320 km²
CITY AREA

36 resident/km²
POPULATION DENSITY

SURROUNDED
BY 100 LAKES

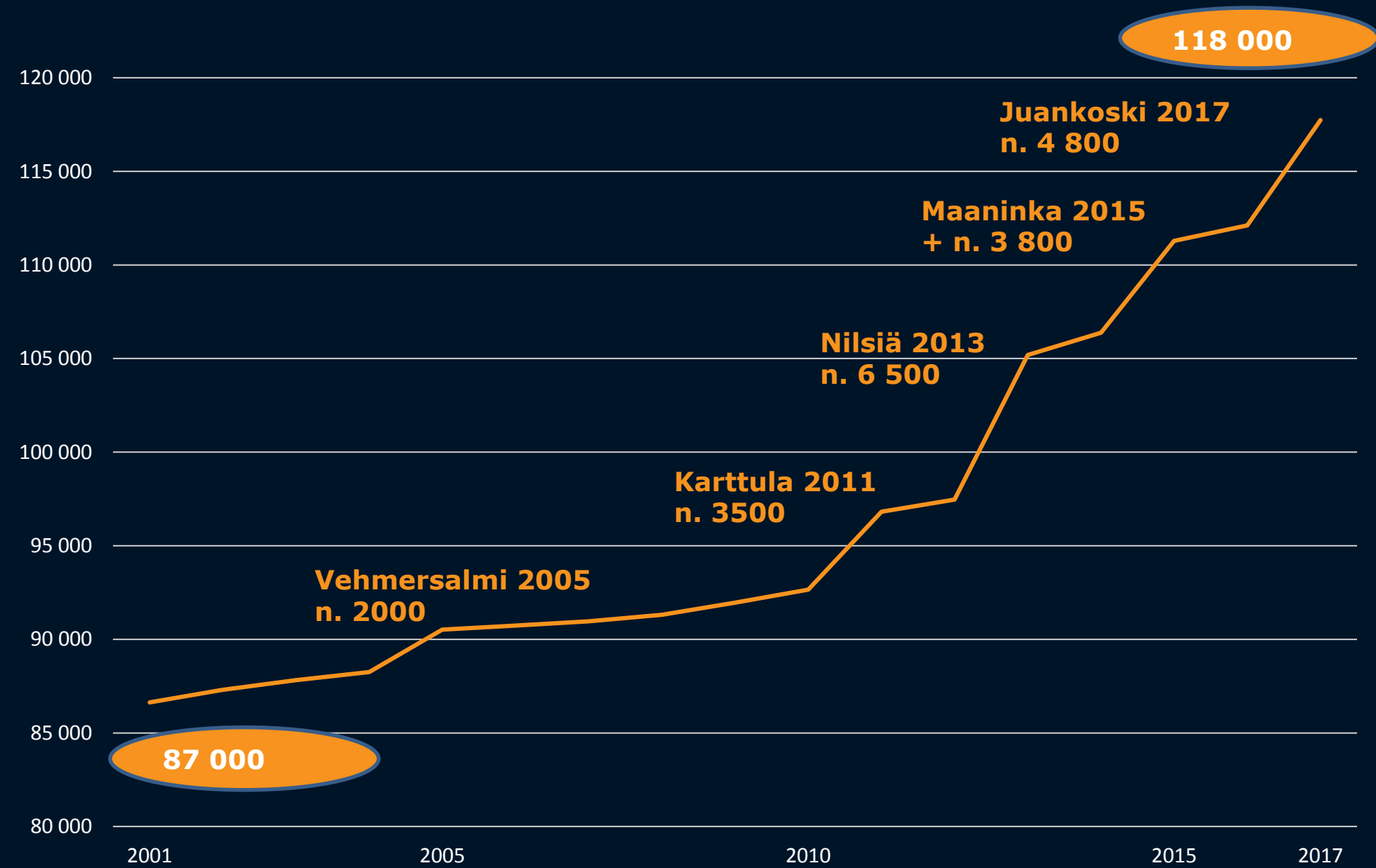
6340 km
COASTLINE

KUOPIO'S GROWTH SINCE 2000



Kuopio, the Capital of Lakeland, is one of the most dynamic cities in Finland in terms of residential construction, attractiveness, job opportunities and population growth. Kuopio's growth has been especially rapid in the 2010s

KUOPIO'S GROWTH OVERALL



population

+30.000

foreigners

+1.600

dwellings

+10.000

jobs

+6.600

POPULATION

87.000

In 2000

118.000

In 2017

+31.000

In the period 2000-2017, Kuopio's population increased by 10,500 (+12%), excluding municipal mergers. Taking mergers into account, the increase was 31,000 (36%).

JOB

42.400

In 2000

51.000

In 2017

+7.600

Job growth in the Kuopio region was proportionally highest in 2005-2014.
In 2015, there were about 6,000 businesses in Kuopio.

KUOPIO'S TOP PROJECTS



TOTAL OF

TOTAL INVESTMENTS OF THE CITY PROJECTS

BILLION

EUROS

Kuopio
€230 million

New business opportunities and services,
wellbeing and quality of life.

13.000

residents

9.000

apartments

9.000

jobs

7.000

students

SAVILAHTI

€1.5-2 billion
+ 7000-8000 residents
+ 5000-7000 jobs
+ 6000-7000 students

KUNTOLAAKSO-HATSALA

€380-420 million
+ 2500 residents
+ 50-100 jobs

ASEMANSEUTU

€150-160 million
+ 450-550 residents
+ 400-500 jobs

MALJALAHTI

€125-135 million
+ 450-500 residents

KUOPIONLAHTI

€130-150 million
+ 100-150 residents
+ 100-150 jobs
+ 500-600 students

SAIRAALAKATU

€110-120 million
+ 700-800 residents

MÖLYMÄKI

€480-520 million
+ 3000 residents
+ 40-60 jobs

DEVELOPMENT OF THE TAHKO TOURISM AREA

ITKONNIEMI

FINNPULP

€1.4 billion
+ 3400 työpaikkaa

Projects
To the year 2030



KUOPIO 2030

Capital of good life

Health, vitality and happiness

GROWTH GOAL
200 000

MALJALAHTI

'15 SAVILAHTI

'17 SAIRAALAKATU

'18 ASEMANSEUTU

MÖLYMÄKI

'20 KUOPIONLAHTI

'19 KUNTOLAAKSO-HATSALA

FINNPULP

'23 ITKONNIEMI

GROWTH GOAL
112 000

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

2040

SAVILAHTI 2030

Europe's most captivating learning and innovation environment.

€1.5–2 billion project during the 2020s.

35,000 people. Residential, educational and occupational hub.

16.000 : **15.000** : **7.000**
jobs : students : residents



FACADE ARTWORK "EVOLUTION"
PARTANEN & LAMUSUO LTD

FINNHEALTH

INTERNATIONAL HEALTH TOURISM PROJECT



Internationalisation Project for Asian Tourism 2017

In 2016, the People's Republic of China granted Kuopio the China International Friendship-City Exchange and Cooperation Award in recognition of the sister city relationship between Kuopio and Shanghai's Pudong New Area. Kuopio was the first Finnish city to receive the award.

Kuopio is engaged in multi-level cooperation in the fields of culture, school and university education and business. Cooperation is being extended in 2017 to tourism as well, with productisation of the Lakeland region for Chinese tourists.

BUSINESS



BUSINESS ECONOMY OF NORTH SAVO

In comparisons between the regions, North
Savo is among the best.

+1%

Growth 2015
(Finland -1%)

+6,7%

Growth 2017
(Finland +6,1%)

Total turnover about € 12 billion

Origin: The Regional Council of Pohjois-Savo and OECD Territorial reviews

BUSINESS ECONOMY OF NORTH SAVO

Export share about €1.7 billion

+3%

Growth 2015

(Finland -3%)

+16,4%

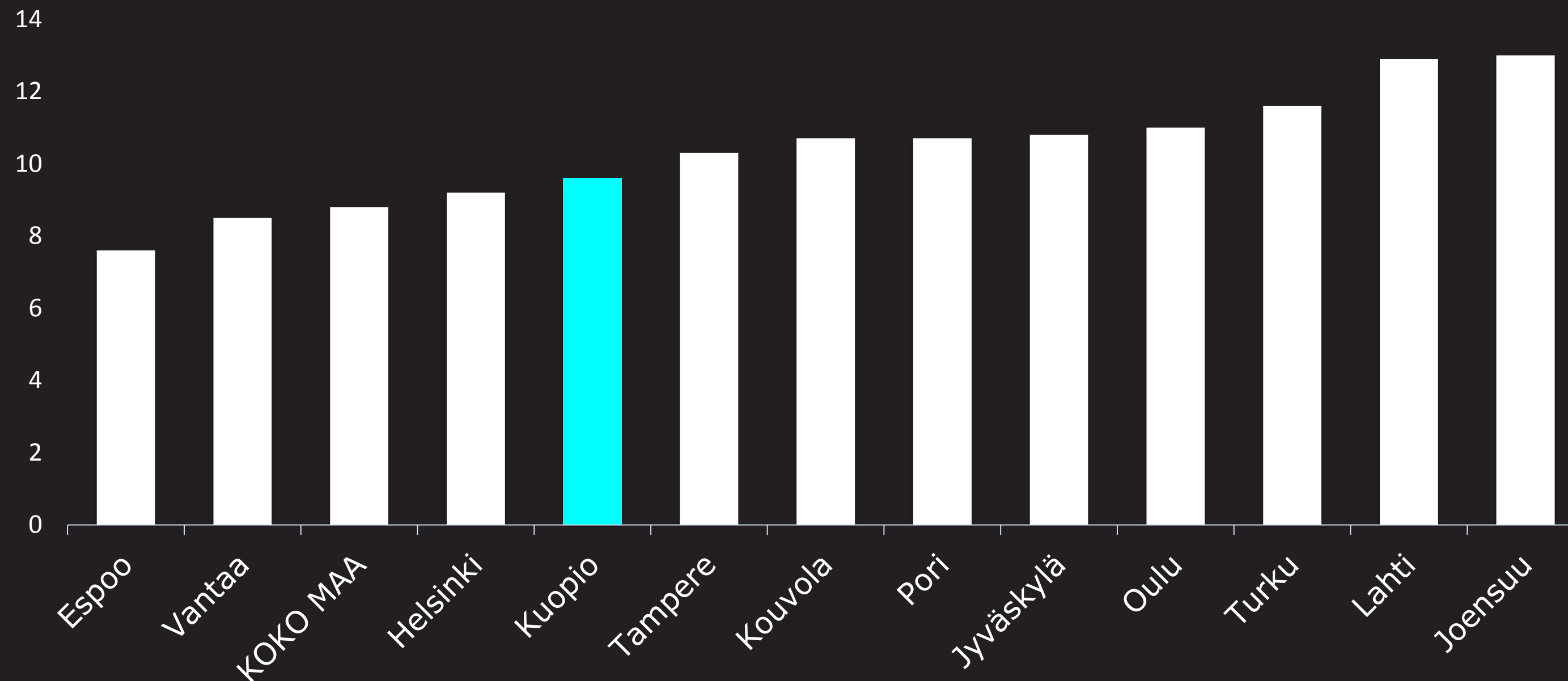
Growth 2017

(Finland 7,8%)

- **Employed workforce in 2015: 104,000**
- **Drivers of growth: engineering, construction, commerce, transportation and tourism**

UNEMPLOYMENT RATE

Kuopio and reference cities, September 2018



September 2018: unemployment rate 9,6 %

BUSINESS NEWS

FROM THE KUOPIO REGION

- In April 2018, the Chinese paper giant Hengan International partnered with **Finnpulp**, who is planning to build a giant pulp mill to Kuopio. The investment is valued at **€1.4 billion**.
- The international, stock market-listed company, Mondi Group, purchased the fluting company **Powerflute** in Kuopio. Selling price **€365 million**.
- **Stora Enso** invests **€150 million** in the mill in Varkaus.
- **Ponsse**, based in Vieremä, is continuing its record growth, with the turnover of about **€576 million** in 2017, up by **11,4 %**. The company invested in the largest expansion of their facilities so far.
- **Normet Group** and the Chinese JCHX Mining Management Co Ltd will found a joint company in China. The company will produce and sell mining equipment in China.
- Between 2008 and 2017, **Yara** has invested a total of about **€600 million** in its establishment in Siilinjärvi.
- **Lapland Hotels** is planning a new congress hotel in Kuopio.
- The Japanese Sumitomo Heavy Industries purchased the boiler business from **Amec Foster Wheeler**, the Varkaus factory with 400 employees included.
- The Swiss Dr Frederik Paulsen Foundation founded the Kuopio Center for Gene and Cell Therapy (**KCT**), an international company with 45-50 researches employed.
- The Japanese stock market-listed company, WDB Holdings, purchased the Kuopio-based **Medfiles Ltd**, a company providing pharmaceutical, medical and nutritional services. Kuopio will be the center of their European operations.
- **FinVector Vision Therapies**, manufacturing Viral-Based Gene Therapy products, invested about **€25 million** in new clean rooms in Kuopio. The investment enables a commercial production of their products.
- **Bittium Biosignals' team** in Kuopio closed a deal for **USD21 million** for the Faros ECG equipment to be exported to USA. Both the development and the production will take place in Kuopio.
- Kuopio and Tahko have hosted over **a million overnight stays**. A new center will be built to Tahko for approximately **€100 million**.
- **The Kuopio Science Park** hosts over 200 companies employing about 6,000 people.

FINNPULP

Finnpulp Ltd is preparing to build a massive softwood pulp mill in Kuopio.

- **environmental permit granted in April 2017**
- **investment decision in late 2019**
- **will generate other business activity in the region and a demand for international connections**
- **a very significant boost to exports from North Savo**
- **about 1,500 jobs in North Savo**
- **employment during construction: 5,700 man years**
- **direct employment impact of the completed bioproduct mill in North Savo will be 1,500 new permanent jobs and in the whole national value chain, 3,400**



TOURISM AND EVENTS

INFLUENCE

TOURISM INCOME IN THE CITY'S
AREA 2017 MORE THAN

ABOUT

FOUR MILLION

TOURIST STAYS PER YEAR

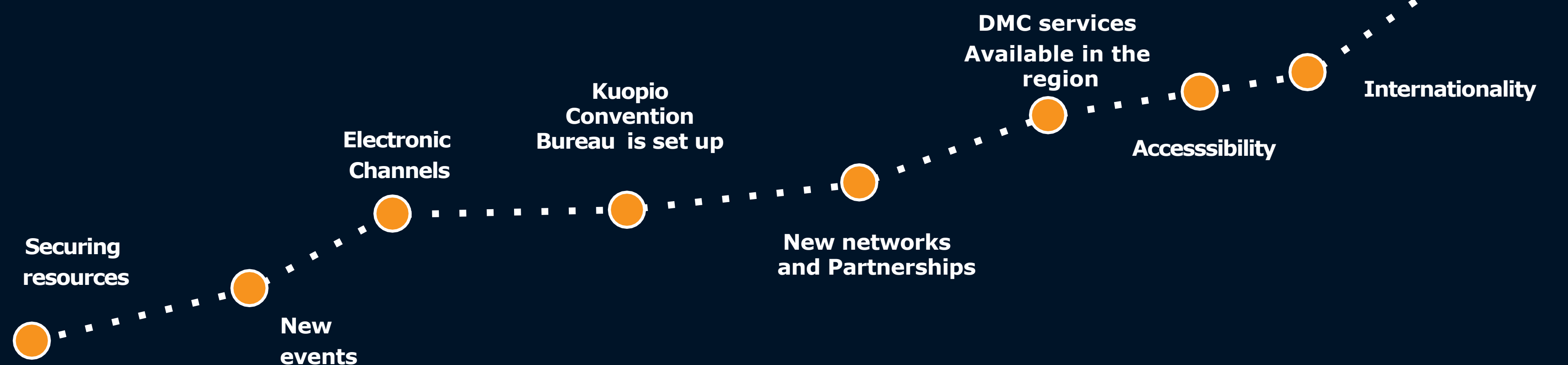
NB: The accommodation statistics do not include unregistered stays, which in the case of Tahko, for example, are very significant (about four times the number of registered stays).

2 BILLION €

VISION 2025

Finland's fastest developing conference, event
and tourism destination.

Focus areas and development projects on the way to the vision



TOURISM IN
KUOPIO AND TAHKO
GROWING WIGOROUSLY IN 2017

In KUOPIO

In TAHKO

Top 3 **+17,5%**

Total number of tourists about

n.1.000.000/year

Some of the most important EVENTS In the areas of influence

- Kuopio dance and music festival
 - Finland Ice Marathon
 - Kuopio RockCock
 - Tahko MTB
 - Kuopion wine festival
- Wife Carrying World Championships
 - Anti festival
- Ampumahiihdon maailmancup Kontiolahti
 - Savonlinnan opera
 - Ilosaarirock
 - Neste Rally Finland
 - Sulkavan soutu

