

**BUSINESS
KUOPIO**



BUSINESS KUOPIO

BUSINESS KUOPIO

BusinessKuopio is a partner for businesses, bringing together the services provided by the City of Kuopio to companies and the support of an active partner network. The services of BusinessKuopio are aimed at Finnish and international businesses, startups and investors.

BusinessKuopio supports a healthy business life by promoting business activities, developing business environments for companies and attracting investments and talent into the region.

We partner with business events, such as Kasvu Open and Tahko Ski Lift Pitch, to help businesses in our region overcome challenges to growth and discover new opportunities that drive growth.

VISION

The best Nordic community for growth-oriented businesses.

MISSION

BusinessKuopio helps both new and growing businesses to develop and go international. We bring investments to the Kuopio region from Finland and abroad.

Service Packages of Business Kuopio

Existing Businesses

EXPAND AND DEVELOP YOUR BUSINESS.

Allow our strong scientific and business communities and our versatile services to support your business. We provide:

- Business and financial advice
- Services for planning business growth and expansion
- Export promotion and internationalization services
- Finding suitable plots and business premises
- Development of business environments
- Networks and cooperation
- We also develop the business environments of companies and serve as a pathway to the city's services.

International Businesses

EXPAND TO SAFE AND RELIABLE KUOPIO REGION.

Business Kuopio helps you land successfully in entrepreneur-friendly Kuopio. We are your helpful guide while expanding your business to the Kuopio region. We provide e.g. soft landing services and skilled workforce to help you with recruitments.

Startups

START A SUCCESSFUL BUSINESS.

The services aimed at startups and new companies cover the entire life cycle of a company from starting a business to developing it later on. We provide:

- Business and financial advice in cooperation with other players in the region – including sparring, business idea testing and development services
- Networks and cooperation to support activities, and events and training
- We also help look for plots and business premises

Investments

INVEST IN RESEARCHED BUSINESSES.

The development of health and wellness technology and the bio, medical and environmental fields in Kuopio as well as the ICT expertise in the region have given rise to numerous startups and high-growth companies in the city, which provide excellent opportunities for investors.

- Local knowledge and strong business competence
- Available surveys of potential investments
- Contact networks
- Personal meetings and introductions

**THE BEST NORDIC
COMMUNITY FOR
GROWTH-
ORIENTED
BUSINESSES.**



HERE GROWTH
IS A FORCE OF NATURE

INVESTMENTS AND REGIONAL DEVELOPMENT



Latest News of the Business Sector in Kuopio

- A total of 1.7 million euros of support for sole entrepreneurs was channelled through the city to almost 1,000 businesses.
- The North Savo Startup Fund was launched.
- The project entitled Invest and Grow in Kuopio continued under the name Invest and Expand in Pohjois-Savo.
- The Future Savo project produced kuopionalue.fi, a website for new residents and others, and Kuopio Highlights, a site describing the promotion of the city's interests and its development projects.
- Navigator, a guidance and counselling service for young people, immigrants and adults, was set up.

SAVILAHTI

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

KUNTOLAAKSO-HATSALA

€380-420 million
+ 2000 inhabitants
+ 50-100 jobs

ASEMANSEUTU

€170 million
+ 500 inhabitants
+ 550 jobs

MALJALAHTI

€125-135 million
+ 450-500 inhabitants

KUOPIONLAHTI

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

MALMGRENINRANTA (Sairaalakatu)

€110-120 million
+ 700-800 inhabitants

MÖLYMÄKI

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

DEVELOPMENT OF THE TAHKO TOURIST AREA

ITKONNIEMI

URBAN
DEVELOPMENT
PROJECTS
UP UNTIL 2030

€4 BILLION



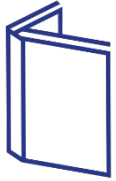
**EUROPE'S
MOST
INTERESTING
LEARNING AND
INNOVATION
ENVIRONMENT**

Latest News of Savilahti



- Infrastructure and network construction is progressing widely and as planned. Incl. the ramp, moving the 110 kV line.
- New construction projects are under preparation. Incl. exercise and event centre, parking facility.
- The designing and town planning of Savilahti is proceeding according to the goals. Incl. Old Depot area, KUH.
- The hub of competence is developing through various agreements, cooperation and new functions. Incl. ecosystem agreement, FinVector, Neurocenter Finland.
- Estimate of the situation in 2020: 14,500 students, 13,500 jobs and 900 inhabitants. Roughly €450 million in investments since 2015.

Investments of the City Group in 2020



Schools
**€10,3
million**



Day care
centres
**€1,6
million**



Sports and
exercise venues
**€10,1
million**



Cultural
institutions
**€7,4
million**



Municipal
engineering
**€21,7
million**



Parks and recreational
areas
**€2,7
million**



Harbour area
**€2,6
million**



Rental
apartment
**€22,4
million**



Kuopion Energia
energy company
**€23,9
million**



Kuopion Vesi
waterworks
**€11,6
million**

An aerial night photograph of a city, likely Kuopio, Finland, covered in snow. The city lights are visible, and a large white graphic is overlaid on the right side. The graphic consists of the letters 'IN', 'S', 'P', 'IR', 'AT', 'L', 'IO', and 'N' arranged in a square pattern with lines connecting them. The letters are white and stand out against the dark night sky and city lights.

IN — S
P IR
AT
L IO — N

REGIONAL ATTRACTIVENESS

Overall rating given to the city:



By residents

4,09/5



By potential
residents

3,75/5


**Kuopio is the
second most
attractive city
among large
cities in Finland**

Pull Factors of Kuopio from a Business Perspective

- Kuopio is the growth centre of Eastern Finland.
- Kuopio is home to skilled workforce.
- It is easy and convenient to run a business in Kuopio. Good networks.
- Cooperation between financiers and BusinessKuopio works smoothly.
- The Savo mentality is a pull factor for businesses.
- An exceptional environment to live in.



(Businesses were asked to assess the pull factors of the Kuopio region and reasons why a company should locate in the region. Responses were given by 13 businesses representing 9 industries.)



Kuopio is the growth centre of Eastern Finland. The city is not too big, but just the right size to provide all the services you need. There is no congestion and you can make your way anywhere in no time, even on foot. In Kuopio, it is easy to work and build a safe, good life that feels right to you.

G
R
O
W
T
H

HERE GROWTH
IS A FORCE OF NATURE

FACTS AND FIGURES

Distances and travel times to Kuopio

The city is easy and safe to reach and travel times are predictable. Improving transport connections is vitally important to eastern Finland in terms of attracting businesses, daily travel and corporate investments.



4 H

FROM HELSINKI
TO KUOPIO BY TRAIN



4 H 50 MIN

FROM HELSINKI
TO KUOPIO BY CAR



45 MIN

FROM HELSINKI
TO KUOPIO BY PLANE

15 MIN

FROM THE AIRPORT
TO THE CITY CENTER BY CAR



Working life & Business

Success stories emerge from places where they have room to grow.
The attitude of Kuopio's residents is built on courage, persistence
and, above all, collaboration.

200,000

RESIDENTS LIVING IN
ITS COMMUTING AREA

TOTAL COMBINED
TURNOVER OF
THE COMPANIES AT
€7,423
MILLION IN
THE KUOPIO AREA



200

EXPORT
COMPANIES

300

IMPORT
COMPANIES

TOP

2

RECOMMEND LOCATION
FOR COMPANIES AMONG
LARGE CITIES IN FINLAND



7,000

COMPANIES



1,100

COMPANIES IN
HEALTH SECTOR

TOTAL INVESTMENT
VALUE OF THE CITY'S
DEVELOPMENT PROJECTS

€4

BILLION

53,000

JOBS

NATIONAL AGREEMENTS
IN HEALTH AND
WELLBEING ECOSYSTEM
AND WATER CLUSTER

Kuopio – the Capital of Good Life

Kuopio is the center of Eastern Finland – the Capital of Lakeland – and one of the most dynamic cities when it comes to residential development, attractiveness, job opportunities and population growth.



THE **8TH**
LARGEST CITY
IN FINLAND

25,000
STUDENTS

A POPULATION OF
120,000
RESIDENTS

TOTAL INVESTMENT
VALUE OF THE CITY'S
DEVELOPMENT PROJECTS
€4
BILLION


112
DIFFERENT NATIONALITIES

SURROUNDED BY OVER
100
LAKES

THE
HAPPIEST
RESIDENTS AMONG
THE LARGEST
CITIES IN FINLAND

THE IMAGE OF KUOPIO
THE **2ND**
MOST POSITIVE
(AMONG FINNISH CITIES)


53,000
JOBS

KUOPIO IS KNOWN FOR
**THE MARKET
SQUARE, PUIJO
AND TAHKO**


7,000
COMPANIES

THE LARGEST NATIONAL
CITY PARK WITH
A SURFACE AREA OF
7,200
MILLION SQUARE METRE

Kuopio lukuina

Kuopio is the growth centre of Eastern Finland and an encouraging growth platform for talented individuals, businesses and new generations.

“Success stories are born when they have freedom to grow. In Kuopio you can build your own story in a unique atmosphere – with courage, creativity, and using your own strengths.”

7000

COMPANIES

200

EXPORT
COMPANIES

300

IMPORT
COMPANIES

€4 BILLION

TOTAL INVESTMENT VALUE OF
DEVELOPMENT PROJECTS UP
UNTIL 2030



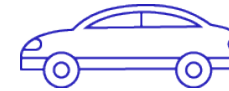
53,000

JOB



FINLAND'S **2ND**
MOST
RECOMMENDED
LOCATION FOR
COMPANIES

**HAPPIEST
RESIDENTS**
AMONG THE
LARGEST CITIES
IN FINLAND



4H 15MIN

FROM KUOPIO TO
HELSINKI BY CAR



45MIN

FROM KUOPIO TO
HELSINKI BY PLANE



120 000

RESIDENTS

POPULATION
120 246

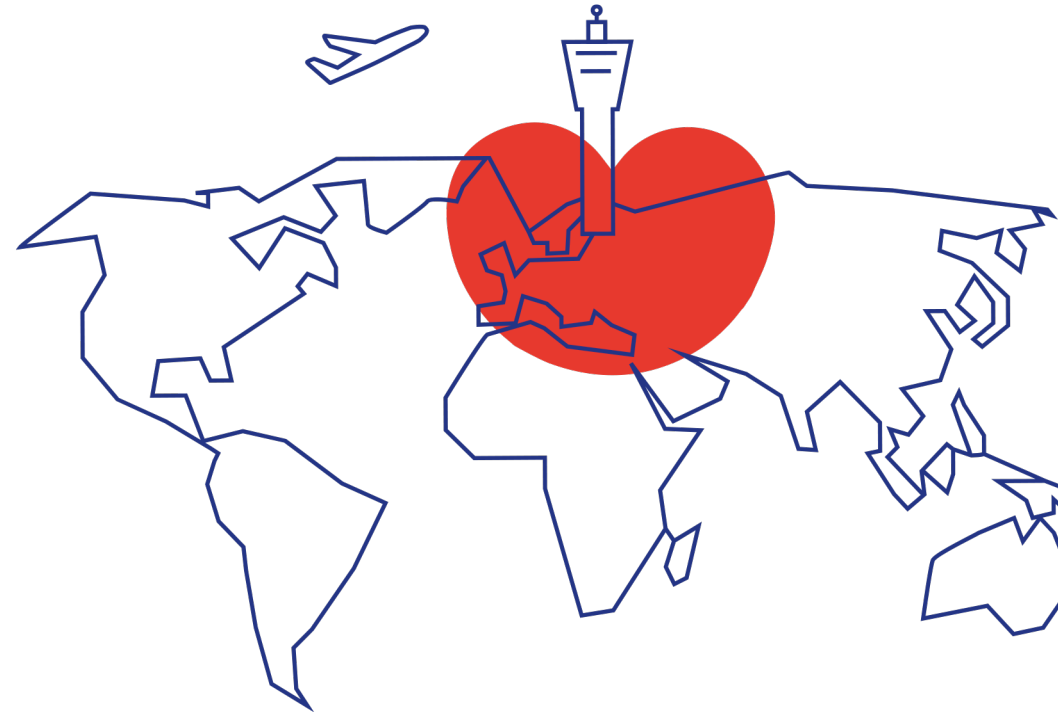
JOB
53 000

COMPANIES
7000

PUBLIC TRANSPORT TRIPS
5 milj.
/YEAR 2020

SUMMER COTTAGES
10 800

COMPLETED
APARTMENTS
1330



GREENHOUSE GAS
EMISSIONS
-35%
SINCE 1990

RECYCLING RATE OF
HOUSEHOLD WAST
45%

SCHOOL CHILDREN
10 800

CHILDREN IN EARLY
CHILDHOOD EDUCATION
AND CARE
5700

STUDENTS AT THE
COMMUNITY COLLEGE
21 000

VISITS TO EXERCISE
VENUES
1 milj.



IN — S —
P
AT
IO — N

TOOLS FOR BUSINESSES AND STAKEHOLDERS

Business Kuopio

- Latest news and current events on the Business Kuopio website
- Monthly success stories featuring local businesses
- Marketing and presentation materials
- Soft Landing model being built through Invest In work.

www.businesskuopio.fi/en

"Success stories are born when they have freedom to grow. In Kuopio you can build your own story in a unique atmosphere – with courage, creativity, and using your own strengths."

Kuopio Highlights

Through lobbying, the City of Kuopio aims to have all its stakeholders speak in the same tune about themes that are important to Kuopio.

Kuopio Highlights is a website that gathers together the latest and most important information about Kuopio, e.g., for decision-makers.

- Up-to-date information about the promotion of interests, success factors and development projects of the City of Kuopio.
- News and what's new in the promotion of the city's interests
- The Material Bank contains marketing and presentation materials and the city's annual publication, Kuopio by Nature.
- The website is aimed at decision-makers, councillors, ministries, businesses, networks, political groups, other stakeholders, local residents and the media.

www.kuopiohighlights.fi/en

Kuopio by Nature – Annual Publication and the City's Business Card for the Rest of the World

The English publication Kuopio by Nature presents Kuopio through three themes – Nature, Live Like Local and Future Kuopio – while explaining the double meaning behind the name of the journal and the Kuopio brand. First issue published in 2020.

Kuopio by Nature is not only about the stunning, quintessentially Finnish lakeside nature that surrounds Kuopio and living close to nature in Kuopio, but also about the nature of the city itself and its inhabitants.

The annual publication is built around three elements: hard business facts describing development, soft aspects concerning the atmosphere and family values, and the ease of enjoying leisure time. Elements of good life.

The annual publication is aimed, e.g., at businesses, investors, stakeholders, decision-makers, the media, tourists, international operators and twin cities.

kuopiohighlights.fi/en/materiaalipankki/kuopiobynature/



BUSINESS KUOPIO

**CLICK HERE TO
SUBSCRIBE TO THE
NEWSLETTER**

@businesskuopio



www.businesskuopio.fi