



Kainuu



I stood on the Vuokatti hills, admired the view, fell in love and yelled: "O beautiful land of Kainuu!" The distant mountain peaks were now blue-tinged, and giddy rock chasms yawned beneath me. **And forested hill slopes with villages, fields and bright blue lakes with beautiful islands.** I saw the morning sun in all its radiance and felt joy in my heart: "This is Finland!"

Eino Leino 1890

Kainuu, with its nine distinctive municipalities, is a colourful synthesis of pure nature, rich culture and history, a variety of activities, modern services and top expertise in various fields.

Kainuu has been blessed by favourable winds for many years and the forecast for the future is also bright. Unemployment, for example, has plunged dramatically, and belief is strong in forthcoming economic development.

Construction of the Talvivaara nickel mine in Sotkamo and the region's sizeable investment in tourism are, in tandem with internationalisation, creating solid belief in the positive development of Kainuu, both for its inhabitants and for those living beyond its perimeters. The Talvivaara mine will employ about 400 people directly, but it is anticipated that up to a thousand new jobs will be generated in its wake over and above those provided by the province's experience industry and tourism services.

Apart from the large investment taking place in the region, Kainuu has caught the attention of the media through the performances of home-grown racing driver Heikki Kovalainen. This young Grand Prix star, whose path to joining the world's motoring elite started in Suomussalmi, is one of the rare Finns to achieve the honour of competing in Formula 1, the pinnacle of motor sport.



Today Kainuu, which equates in size to Belgium, is home to close on 84,000 Finnish citizens. There is a great deal more life in Kainuu than the modest population figures might suggest. Something for any of the five senses to savour can be found in Kainuu whatever the season.

The opportunities for success inherent in Kainuu stem from excellent transport connections combined with a location at the very heart of Finland. The province straddles National Road 5 and trains cross the region from south to north and back again several times a day. Southern Finland is one hour away by the fastest route, and Europe is also close thanks to the busy airport at Oulu with its convenient connections. A one-hour drive by car will bring you to the border crossing between Finland and Russia at Vartiuss-Lytta.



From as early as the Stone Age, Kainuu inhabitants have demonstrated the capacity to draw strength from nature's riches. Daily food, raw materials for clothing and necessities, or animal skins used for trade, as well as peat, were obtained from the hills, forests and lakes, or else cultivated in the domestic fields.

Today, the symbols chosen to represent the province — heather, the Siberian Jay, the European Smelt, and Greenschist — are a reminder to the Kainuu people of what we are made of. And today, nature remains the source of the province's independent identity, the seed of its endurance and strength.



The objective of the Joint Authority of Kainuu Region is a close-knit Kainuu with unity of purpose, securing basic public services for each and every inhabitant and developing well-being in the province.

The distribution of tasks between region and municipality under the Administrative Experiment of the Kainuu Region, which started in 2005 and ends in 2012, has been reorganised. Responsibility for practically all social and health care services, for example, as well as for upper secondary and vocational education, has been transferred from the municipalities to the region. The highest decision-making body is the Regional Council, elected by the citizens of Kainuu.

The Joint Authority is also responsible for general economic development policy and regional development ensuring that its inhabitants continue to earn their bread and butter from Kainuu. The set objective is the strengthening of the province's economic development, and regional economic growth which outpaces that in other parts of the country. The most recent data reveals Kainuu's success in achieving this, measured over a wide range of indicators. Opinions on the future according to consumers and businesses alike are more optimistic in Kainuu than anywhere



else in Finland. For Kainuu citizens the most visible change from previous experience arising from the Administrative Experiment of the Kainuu Region is the freedom of choice in health care services. Services are no longer restricted to the place of domicile, and can be taken advantage of even in a neighbouring municipality if so desired.

The Joint Authority's social welfare and health care sector comprises services in the region's eight municipalities, discounting child day care. Services are divided into three sections according to the needs of the inhabitants: local services, including home help for the aged, regional services, and centralised services, such as specialised medical care.



The Joint Authority's education sector is responsible for organising upper secondary education in the province. Its objective is to guarantee the availability and high standard of upper secondary and vocational education throughout Kainuu. Upper secondary education is arranged by seven municipalities in four separate units.

Overall implementation of vocational education is the responsibility of Kainuu Vocational College. The College, recognised in a nationwide comparison for its functionality and economic management, offers a total of approximately 30 degree programmes in six branches of education.

The task of the Joint Authority planning and development unit is to draft a regional plan and programme, as well as a regional land use plan. Coordination and preparation, including project drafting, relating to EU Structural Fund programmes is also the responsibility of the unit. Further tasks include the drafting of business policy, assessment of changes to the operating environment, and international collaboration. The profit area is also responsible for the Joint Authority's own strategic and economic planning.

Sunit



The roots of the Kainuu ICT and electronics industry lie deep within the wood processing industry, whose development wave has generated top-level expertise of benefit to the forest industry and measurement technology. Tachographs and telematics or software have been needed for equipment designed for wood processing or for transport.

The ground for businesses in the ICT sector was laid, most notably, by Kajaani Ltd, a forestry company which invested heavily in electronics in the 1970s. Today, in-vehicle computers and a variety of measurement devices number among our more important export products in the ICT and electronics field. Kajaani is also home to a highly-regarded measurement equipment laboratory.

Approximately 2,500 Kainuu citizens are employed in the ICT and electronics industry. The importance of this sector is set to increase further, as of all industrial sectors outside the metal industry it is ICT and electronics which has been enlarging its turnover and workforce in Kainuu. The sector's businesses apply the latest technology and conduct a variety of research and development work in areas embracing software, data processing, design, manufacturing, production

and consultancy. A notable gain from growth in this sector is in the diversity of educational opportunity Kainuu is able to offer.

Sunit Ltd is a leading manufacturer in the field of high level in-vehicle computers. Sunit equipment is designed to withstand sudden changes in, for example, humidity, temperature or electrical voltage.

The dependability of Sunit products has resulted in their use by the police and rescue services and in taxis, buses and commercial vehicles. Sunit has also developed a wide range of auxiliary equipment, such as a multimedia system for taxi use which includes TV, DVD and radio.

Ebsolut



Ebsolut Ltd is a software development service company producing information technology solutions intended, for example, for vehicles. The company produces taxi meter software (Sunit Taximeter STM) and a logistics management system (EMobile Transportation). The products take advantage of wireless data transmission, satellite navigation and digital maps. Connection to the customer's own information system is by means of a communications interface. Software subcontracting and project services also make up a significant portion of the company's business activities.

Although Ebsolut operations are swimming in complicated terminology, the company's business idea is perfectly straightforward: success for the customer with the aid of Ebsolut products and expertise.

Transtech



Transtech Ltd is a Finnish rail equipment supplier and engineering product contract manufacturer. The flagships of the company's production — double-decker InterCity railway carriages and sleeping cars — are constructed in Transtech's Otanmäki factory.

With its engineering product contract manufacturing Transtech concentrates on medium-sized welded metal structures and their surface treatment, fitting out and testing stages right up to the finished product.

Company turnover for 2007 was EUR 64 million and personnel numbered approximately 450. After the shipyards, the Otamäki factory is Finland's largest individual engineering works in terms of steel consumption.

Suokone



The metal industry has always been a major employer in Kainuu. Mining began in the 1950s and the 1980s were the heyday of eastbound exports of railway carriages.

The manufacture and furnishing of railway stock continues to this day in Transtech factories, and includes Finland's entire fleet of double-decker InterCity railway carriages. In addition to the manufacture of high quality rail equipment and its related subcontracting is an engineering works at Otanmäki.

Kainuu's other metal industries also have a solid base. Peat production waste management equipment manufactured in Kainuu and a variety of industrial maintenance apparatus find their way to all corners of the country and beyond its borders.

Suokone Ltd, located in Vuokatti, Sotkamo, is an engineering company specialising in the production of peat and crusher machines. The company was founded in 1971. The company was awarded a prize in 1976 for its invention in bog machinery development. Innovation continues to play a significant part in Suokone's success.

Today, Suokone products are regularly exported to 20 different countries around the globe.

Kainuu has always made its living from the forest and the forest is part of our identity. Wood has been used in the preparation of food and for heating, as well as in the construction of furniture, houses and sheds for animals.

Wood has produced the finest paper for use in newspapers and magazines, and tar from burning as a preservative agent for the sailing ships traversing the world's oceans. More than 90% of Kainuu's land surface remains covered in forest, indicating the continuing significant role of forest and wood for the province's inhabitants.

The wood processing industry competence cluster, Woodpolis, at Kuhmo was established for the purpose of developing wood expertise in Kainuu. The future challenge for Kainuu's forest industry has been set as extending the refining process from raw material right through to finished product. The Woodpolis, for its part, targets the development of new inventions and system products with particular reference to wood construction.



Talvivaara



The Talvivaara mine operated by **Talvivaara Mining Company Plc** is launching production according to plan in the fourth quarter of 2008. The company has passed a number of milestones in its operations, along with achieving all the year's significant objectives. Talvivaara's mineral reserves have been common knowledge for some years, but their exploitation was made possible thanks to a new bioheapleaching process developed by Talvivaara. The mine's principal products are nickel, zinc, cobalt and copper.

At the end of 2007 Talvivaara Mining Company Plc employed 75 people in preparation of the mining project, totalling almost 1,000 when including those working for onsite contractors. When in full production Talvivaara will have approximately 400 employees, with more than 1,000 employed indirectly.

Tolarock



Tolarock Ltd is a company specialised in underground mining operations. Diversified equipment and experienced professional staff guarantee the company's ability to fulfil a variety of underground tasks. Excavation of underground tunnels and related support work is Tolarock's speciality. The company employs 25 persons and operates throughout Finland.

A remarkable quantity of different ores, industrial minerals and construction stone has been discovered in Kainuu. It has been calculated that raw material exists to cover industrial production for decades. The soil is rich in talc, lime, China clay, soapstone, shale and granite, in addition to diamond, nickel and gold.

Also counted as stone and mineral products are various gravels, crushed and coloured aggregates, and peat and other soils.

The stone and mineral sector in Kainuu is developing rapidly and the five-year objective is for a total of 3,500 jobs and a turnover of EUR 600 million. The influence of the Talvivaara nickel mine in particular will become evident.

Talvivaara occupies an important role in the province. It is estimated that Talvivaara's output amounts to three percent of the world's entire nickel production. After the nuclear power facility at Olkiluoto, Talvivaara is the largest plant in Finland. In addition to the impact on employment, business and marketing expertise and international contacts in the region's stone and minerals sector have increased dramatically and will continue to develop in the coming years.

Kainuu is a region of all-year-round experiences. The most diverse opportunities for these are offered by nature in its various forms. Large wild animals, fresh evergreen forests, clear waters, Europe's last wilderness, the variety of activities and a wealth of pursuits, distinct history and traditions, clearly-defined seasons and all-year-round accessibility, are Kainuu's trump cards.



Kainuu is formed of nine municipalities: Kajaani, Hyrynsalmi, Sotkamo, Suomussalmi, Kuhmo, Puolanka, Paltamo, Vaala and Ristijärvi. Nowadays the municipalities are known by their tourism centres, activities and events. Sotkamo, for example, possesses the international holiday world at Vuokatti, while Hyrynsalmi hosts world championships for swamp and snow soccer. Paltamo is home to the country's finest golf course, and Lake Oulujärvi, known as the "Sea of Kainuu", which offers a wealth of opportunity for recreation. Puolanka's landmark is the splendid Paljakka with its magnificent slopes, and the pure evergreen forests and clear waters of Kuhmo and Suomussalmi form the beautiful Kainuu Taiga, famous especially in Central Europe.

Kainuu's experience industry develops apace: accommodation capacity is being increased all over Kainuu to meet the demands of tourism. The tourism centres at Vuokatti, Ukkohalla and Paljakka, Wild Taiga on the province's eastern border, and the area around Lake Oulujärvi are all working together to develop internationalisation in the region and to increase the number of overseas tourists.

The future challenge, and the starting point for development in the province's experience industry, is the productisation of what Kainuu offers for the tourist into a suitable adventure and experience package. In addition to tourism, the experience industry also embraces culture and sport.



Aromatic game, appetizing fish, all kinds of berries and mushrooms have, in their various forms, occupied a permanent place on the Kainuu table, whether as humble daily fare or as part of the most sophisticated of festive menus. Traditional Kainuu fare also includes bread cheese, which is served heated as a dessert with cloudberry jam or by itself.

Bread and cakes have also served to raise the standing of the region's food culture, along with the publication of various culinary works. Puu-uunileipä (wood oven bread) from the Pekka Heikkinen bakery and röntönen (a pie made from oat or rye pastry and filled with a potato and berry mixture) from Kuhmo are familiar throughout Finland. A va-

riety of pies and crusts have added further gloss to the region's reputation for bakery.

The success of the food sector is founded on the purity of the raw materials available in Kainuu. The appreciation of good food has also brought about a flowering of expertise in this area. Kainuu abounds in food sector businesses preparing or refining nature's raw materials for the consumer or for the region's restaurants.

Restaurants offering high quality and delicious fare and local small food sector businesses with their hoard of tasty culinary treasures have become a major factor for the region as a magnet for tourism.

Kainuu citizens have always valued traditional, uncomplicated and tasty food, where the pure raw material provided by nature assumes its rightful place.



More and more people are seeking breathing space from the hectic rush of modern daily life through relaxation, exercise, taking a course of treatment, or by simply indulging themselves.

In Kainuu well-being for the body and the mind can also be obtained direct from nature itself: pure air, clear water, scented forest, the changing seasons, the animals and the plants. As elsewhere, the demand for various well-being service products has increased and prospects appear favourable for such services in the region. The ageing of our population is a significant factor behind the increase in demand.

The ripe market conditions have resulted in well-being services welling forth out of the old Kainuu traditions operating side by side with modern treatment and care services. The breath of thousands of years can be felt running through modern sauna rituals with steam saunas in the spas, an array of pools and hot tubs, and bathing benefiting from the healing properties of plants.

Kainuu has sought to achieve the networking of regional care enterprises with the aid of well-being projects, leading to the development and production of new high quality service concepts for the benefit of the entire region.



Kajaani Polytechnic arranges courses in the well-being, ICT, business and tourism fields. Students graduate from Kajaani Department of Teacher Education as professional class teachers with a wide range of educational skills. Focuses in training include sports education and special needs pedagogy.

The Kajaani University Consortium researches, educates and fosters the efficient communication of research results to business life and to those responsible for regional development policy. Educational areas of special expertise embrace educational science, adult education, biotechnology, sports technology, measurement technology and information processing, as well as education and research in social sciences and humanities.



Kainuu Vocational College is responsible for the implementation of upper secondary vocational education in approximately 30 different branches of education for both young people and adults.

Adult education centres active in all parts of Kainuu, together with Kainuu Music School, provide opportunities for local inhabitants to acquire a wide range of knowledge and skill for work or leisure.

The Kainuu Brigade is a significant educational provider from the national perspective, being one of Finland's largest units in terms of the number of conscripts. Each year approximately 4,000 conscripts perform their national service in the brigade. By the same token Kainuu Brigade is one of the largest employers in Kainuu.

Kainuu offers opportunities for study and training both in upper secondary vocational education as well as in high-level postgraduate studies. A variety of educational institutions and schools in Kainuu provide the skilled workforce to meet the needs of the region's businesses and to serve trade and industry.

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