



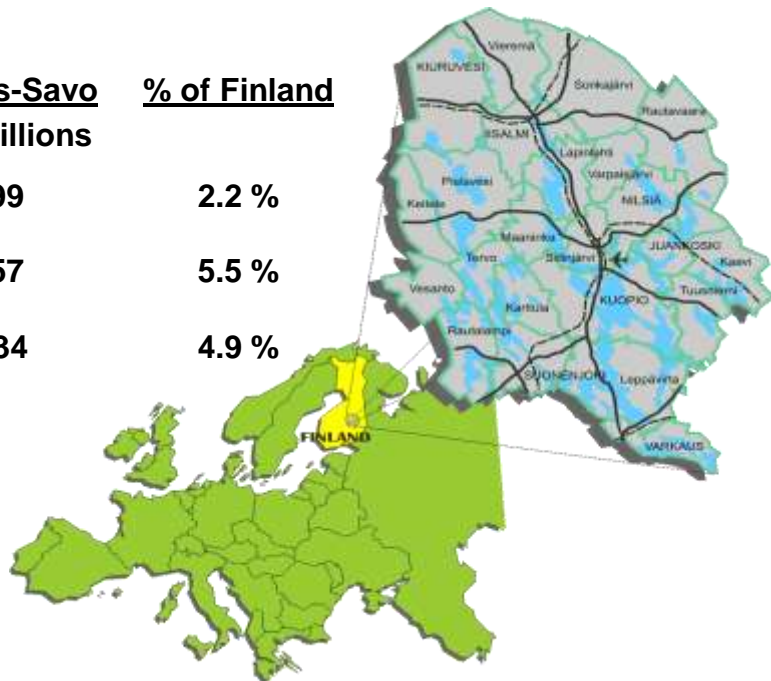


Pohjois-Savo in a nutshell

Total area	20 367 km²	
- of that water	18 %	
	<u>Pohjois-Savo</u>	<u>% of Finland</u>
Population	248 400	4.7 %
	<u>Pohjois-Savo</u>	<u>Finland</u>
Jobs		
- agriculture	8 %	4 %
- industry	24 %	26 %
- services	68 %	70 %
Unemployment rate	9.7 %	7.6 %

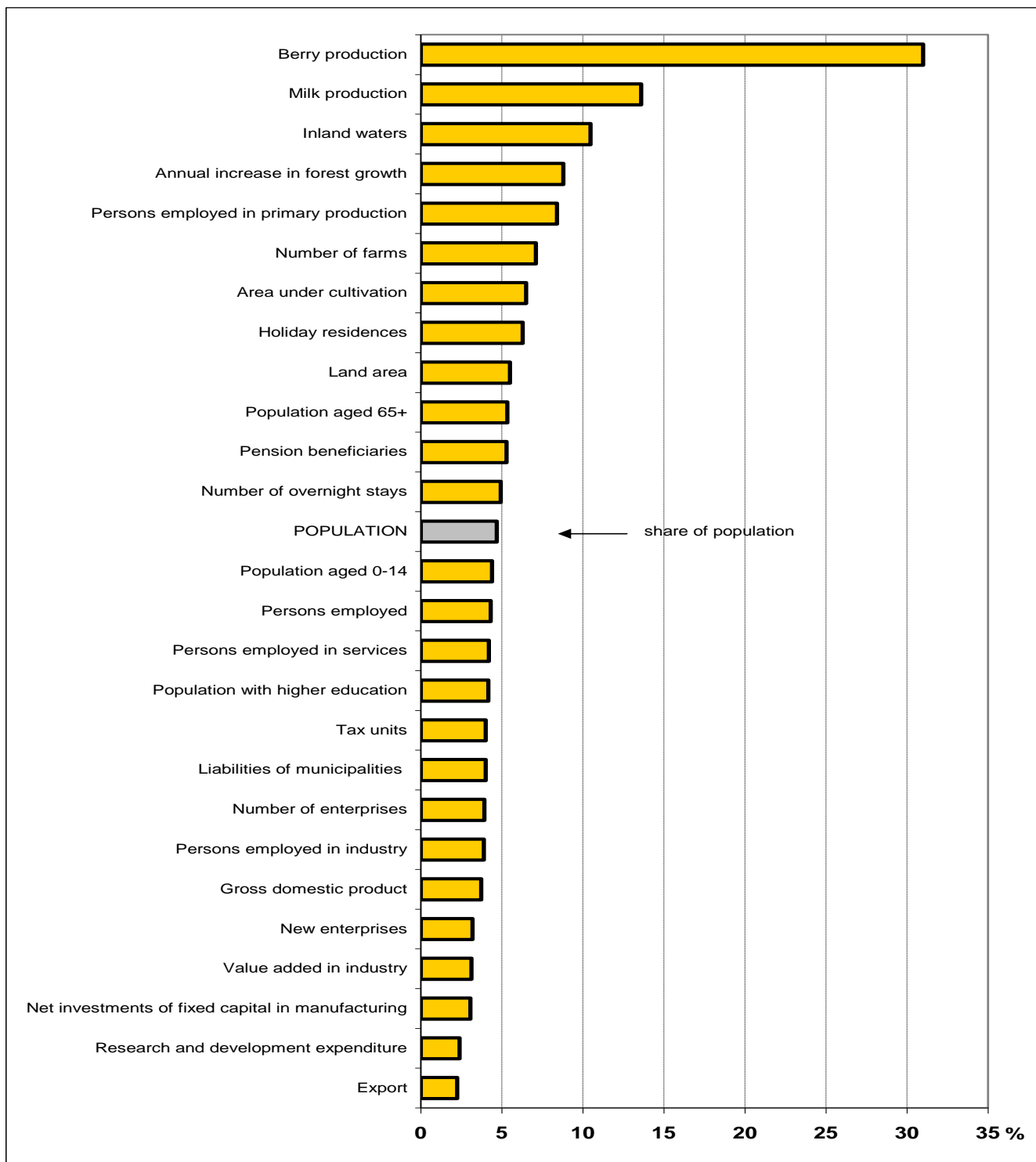
Greatest branches of industry

	<u>Pohjois-Savo</u>	<u>% of Finland</u>
	EUR millions	
- metal and metal products	1 299	2.2 %
- wood and paper	1 157	5.5 %
- food and beverages	434	4.9 %



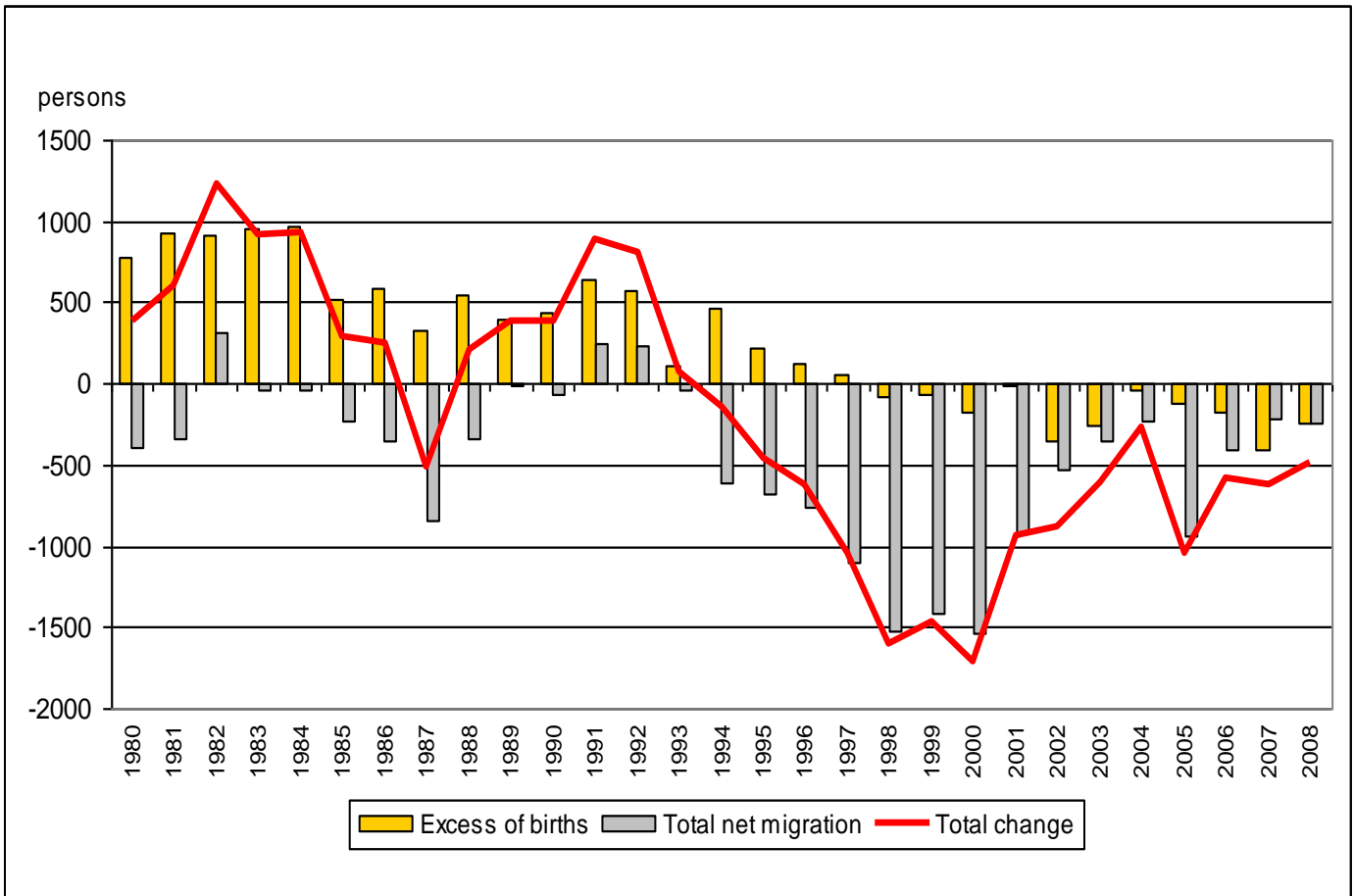


The regional profile of Pohjois-Savo (percentage of the whole country)



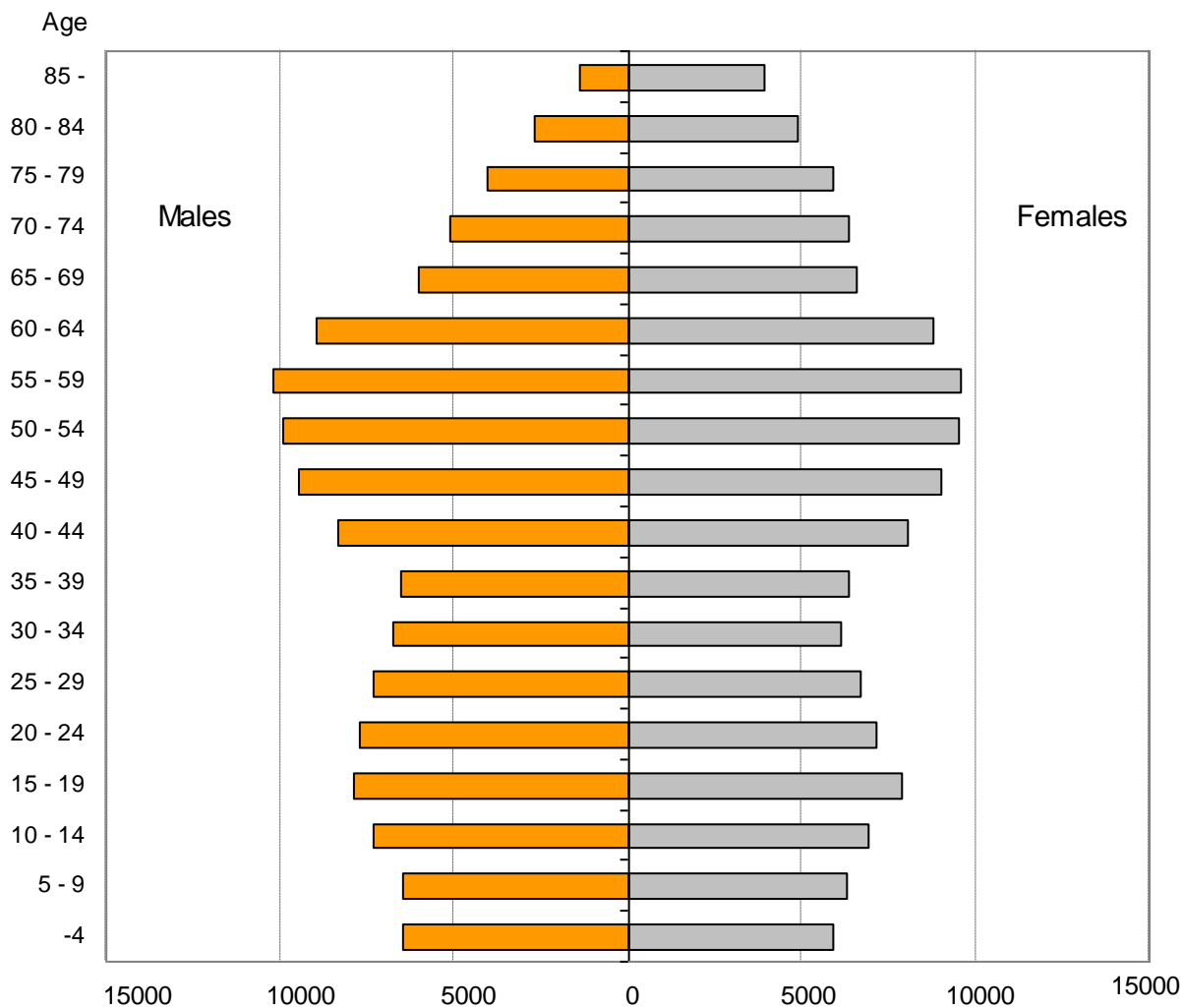


Population changes in Pohjois-Savo





Population of Pohjois-Savo by age and sex in 2008





Population aged 15 or over by level of education in Pohjois-Savo 2007

	Pohjois-Savo	Whole country
Population with educational qualification (%)	64.2	64.8
Higher education (%)	22.9	26.2
Upper secondary education (%)	41.3	38.5
Only lower secondary education (%)	35.8	35.2

Educational institutes in Pohjois-Savo

University of Kuopio (The University of Eastern Finland 1.1.2010)

Savonia University of Applied Sciences

HUMAK University of Applied Sciences

Emergency Services College

Savo Vocational College

Ylä-Savo Vocational College

Kuopio Conservatoire

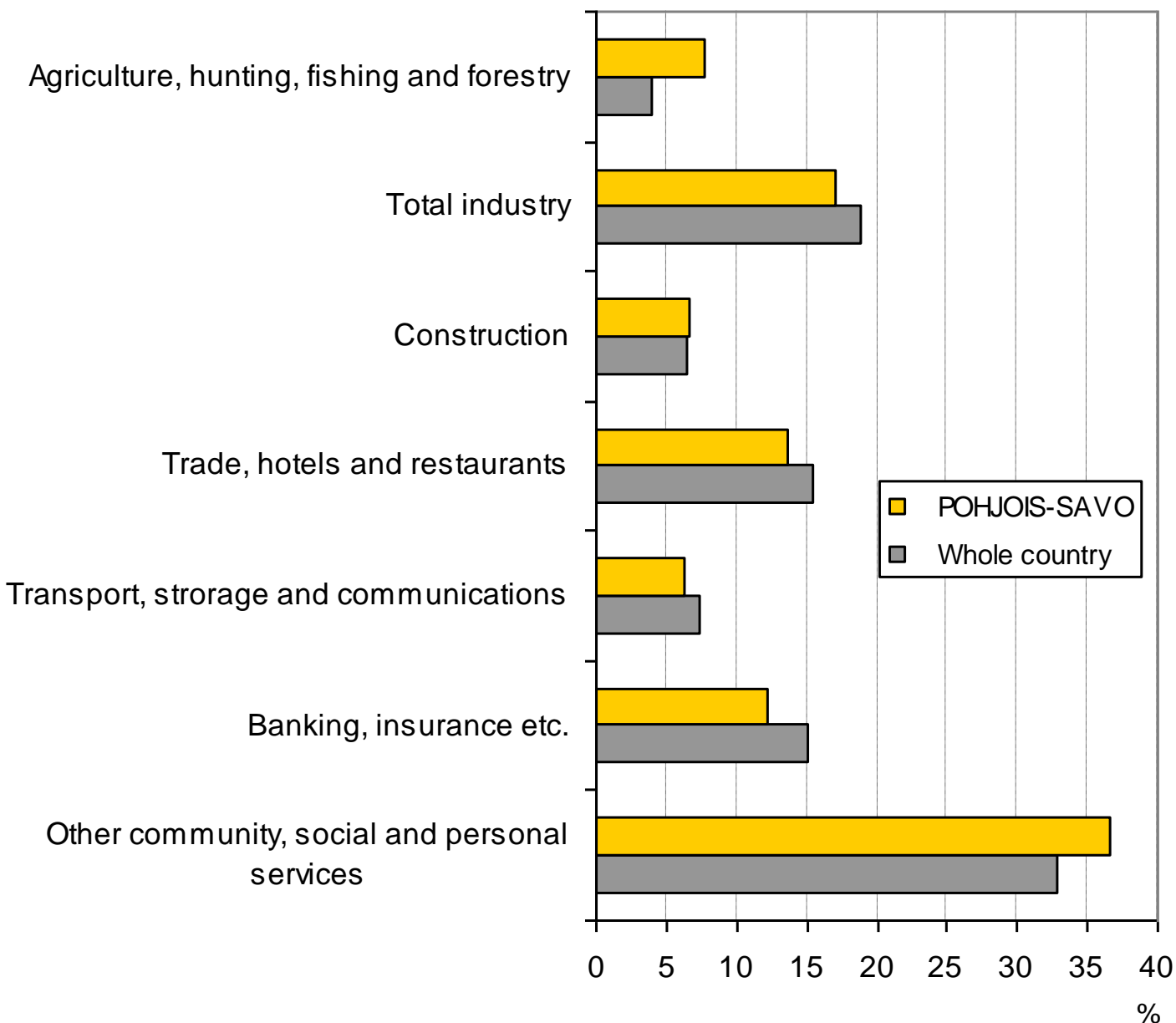
Sibelius Academy, Department of Kuopio

Ingman College of Crafts and Design

Kuopio Institute of Home Economics



Jobs by sector of economy (%) in Pohjois-Savo and in the whole country in 2006





Some important employers in Pohjois-Savo

Stora Enso Oyj, Varkaus	<u>www.storaenso.com</u>
Foster Wheeler Energia Oy, Varkaus	<u>www.fwc.com</u>
Ponsse Oyj, Vieremä, Iisalmi	<u>www.ponsse.com</u>
Yara/Kemira GrowHow Oyj, Siilinjärvi	<u>www.kemira-growhow.com</u>
Atria Suomi Oyj, Kuopio	<u>www.atria.fi</u>
Tamfelt Oyj Abp, Juankoski	<u>www.tamfelt.fi</u>
Powerflute Oy Savon Sellu, Kuopio	<u>www.powerflute.com</u>
Honeywell Oy, Kuopio	<u>www.honeywell.com</u>
Olvi Oyj, Iisalmi	<u>www.olvi.fi</u>
Valio Oy, Lapinlahti	<u>www.valio.fi</u>
Keitele Forest Oy, Keitele	<u>www.keitelegroup.fi</u>
Bella-Veneet Oy, Kuopio	<u>www.bellaboats.com</u>
Karelia-Upofloor Oy, Kuopio	<u>www.kareliaparketti.fi</u>
Oy Danfoss Ab, Leppävirta	<u>www.danfoss.com</u>
Junttan Oy, Kuopio	<u>www.junttan.com</u>



The industrial activity by branch in Pohjois-Savo 2006

	Gross value of production		Share of exports	
	EUR millions	%	EUR millions	%
Mining and quarrying	135	3.5	20	1.3
Manufacturing	3 535	92.4	1 572	98.7
* Food, beverages	442	11.6	10	0.6
* Textiles etc.	108	2.8	33	2.1
* Wood and paper	1 157	30.2	710	44.6
* Chemicals, chemical products	244	6.4	43	2.7
* Metal and metal products	1 299	34.0	735	46.2
* Other manufacturing	285	7.5	40	2.5
Electricity, gas and water supply	155	4.1	0	0.0
Total industry	3 825	100.0	1 592	100.0



Tourism in Pohjois-Savo

Number of hotels and restaurants in 2007	520
Number of overnight stays at accommodation establishments in 2008	950 500
Tourism receipts in 2006	330 EUR millions/year

Sport and freetime attractions

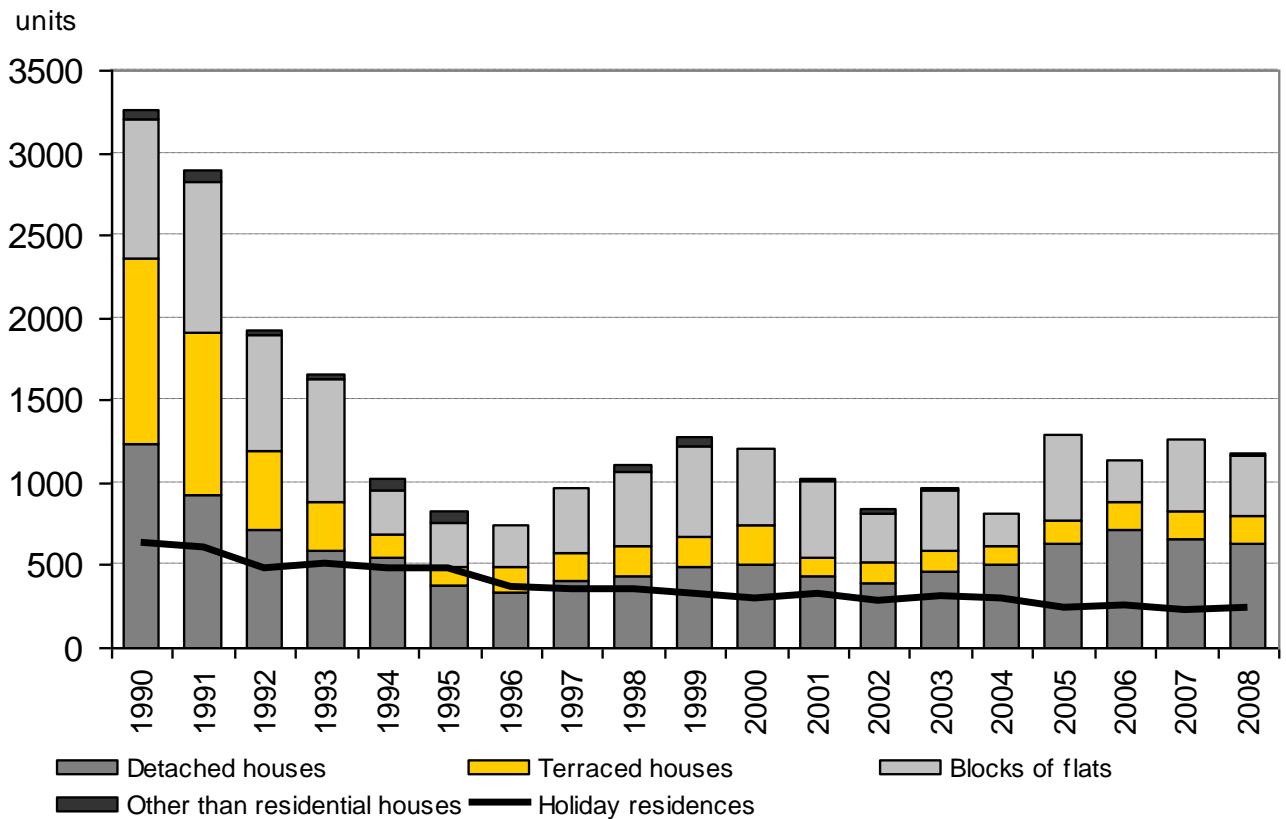
- Tahko, The Holiday Resort, Nilsinä
- Puijo Tower and Ski Centre, Kuopio
- Kasurila Ski Centre, Siilinjärvi
- Holiday Centre Rauhalampi, Kuopio
- BlueWhite Resorts Lohimaa, The Fishing and Holiday Centre, Tervo
- Kymppi Arena, Skiing and Curling, Leppävirta
- Metsäkartano Wilderness Centre
- Spas
 - Spa Hotel Rauhalampi, Kuopio
 - Fontanella Leisure Spa, Siilinjärvi
 - Spa Hotel Kunnonpaikka, Siilinjärvi
 - Runni Spa Hotel, Iisalmi
 - Spa Hotel Vesileppis, Leppävirta
 - Tahko Spa

Events

- Kuopio Tanssii ja Soi - Dance Festival
- Kuopio International Wine Festival
- Finland Ice Marathon, Kuopio
- Wife Carrying World Championships at Sonkajärvi
- Suonenjoki Strawberry Carnival
- Oluset Beer Festival at Iisalmi
- Vekara-Varkaus, Children's Festival

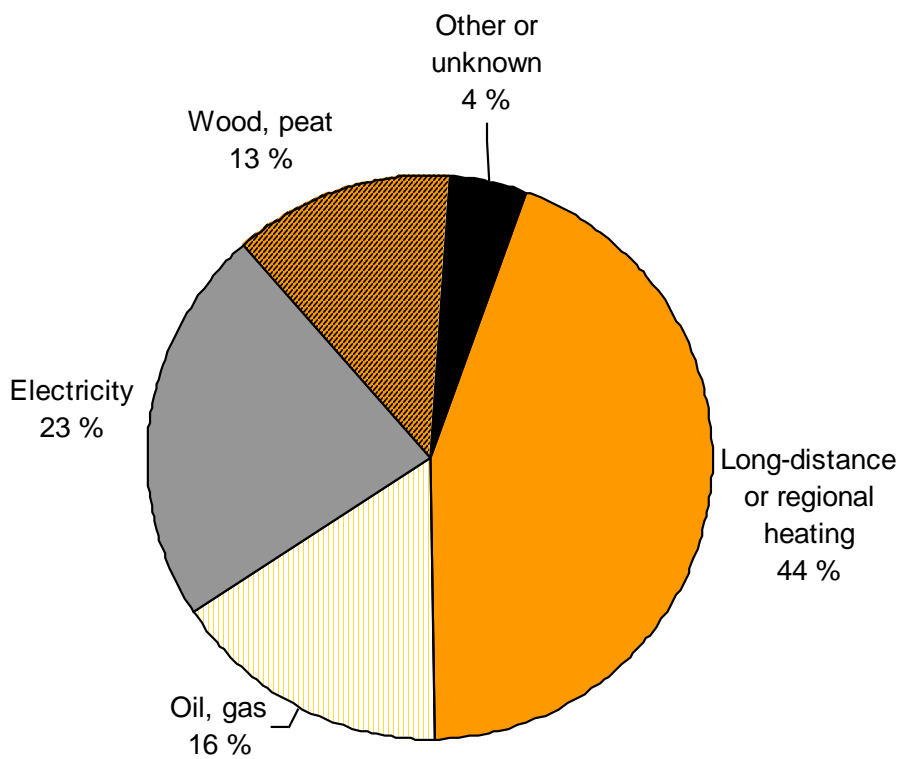


Dwellings and holiday residences by year of construction in Pohjois-Savo 1990-2008



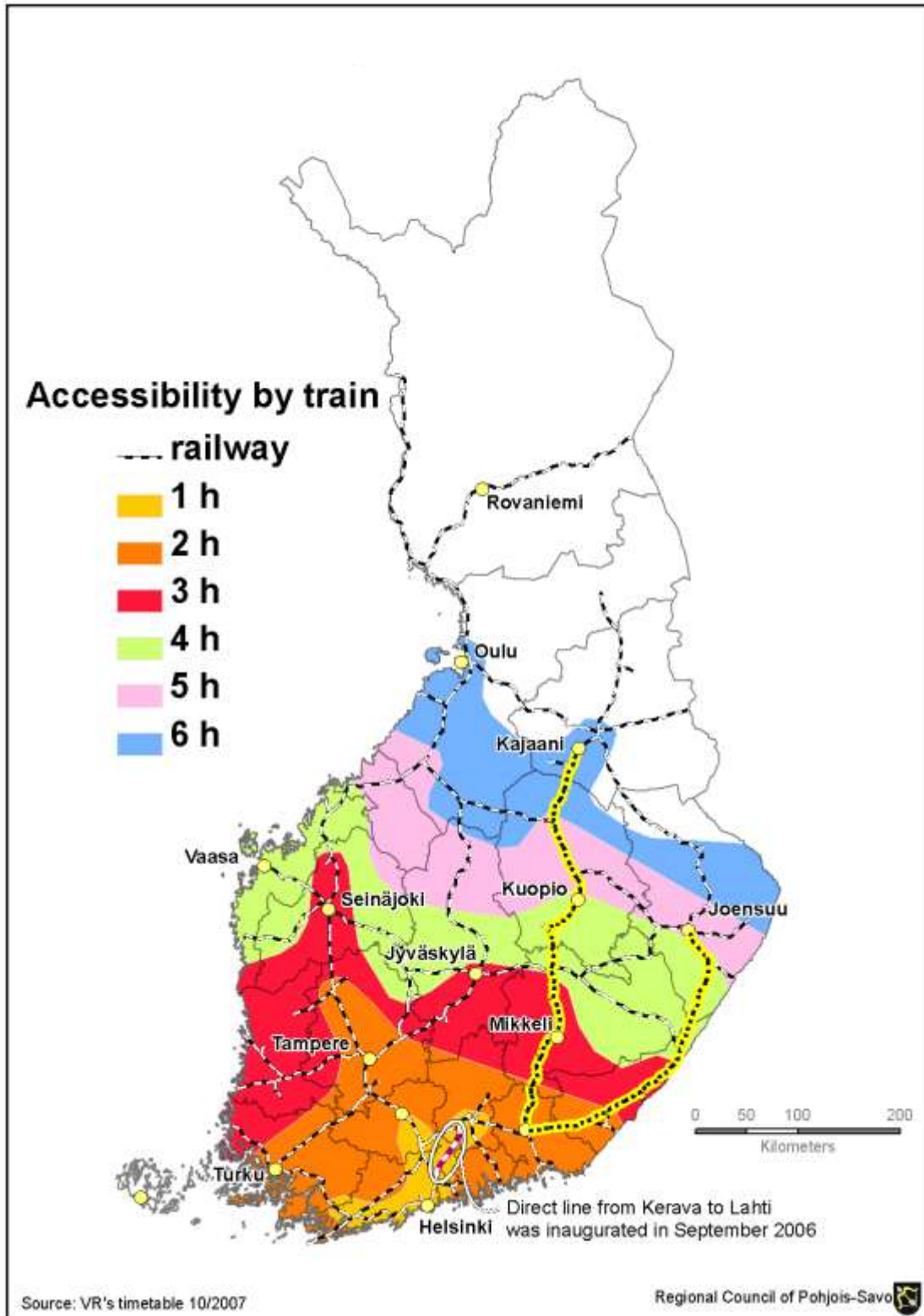


Heating of buildings by fuel in Pohjois-Savo 2008





Time distances by train from Helsinki in 2007





Regional competitiveness and employment objective

-  EU regional Competitiveness and Employment Objective area
-  Transition period areas
-  Additional funding 35€ / inhab. / year



Leverage from
the EU
2007-2013



Regional competitiveness and employment objective

- The **2007–2013** structural funds, allocated under the Regional Competitiveness and Employment objective for Mainland Finland, amount to a total of **1,589.7** million euros, of which the share of the European Regional Development Fund (ERDF) will total **974.3** million euros, while the European Social Fund (ESF) will contribute **615.4** million euros.
- The total funds for the operational programmes under the Regional Competitiveness and Employment objective will be drawn from structural funds, national public funding and private funding. The ratio of structural funds to national public funds will be **50/50** in the ERDF operational programmes for the East and North of Finland.
- It is estimated that central government will allocate a total of **842.2** million euros to the aforementioned ERDF programmes over the programming period.



Leverage from
the EU
2007–2013



European regional development fund (ERDF)

- The European Regional Development Fund (ERDF) finances projects fostering entrepreneurship, innovation, regional skills structures and R&D activities.
- In Mainland Finland, four large-scale ERDF operational programmes will take place during the 2007–2013 programming period: Southern Finland, Eastern Finland, Western Finland and Northern Finland.
- The operational programmes have been drawn up under the leadership of regional councils, following the partnership principle.
- In addition to the EU and the central government, local government allocates significant funds to ERDF programmes. It is estimated that municipalities contribute around 25% of the total public funding allocated to the programmes.
- Key focus areas & funding in policies (in East-Finland):
 - 1) Business development **312.7** million euros, of that **156.3** million from EU
 - 2) The promotion of competence and innovation, and the strengthening of the related structures and centers of expertise **262.6** million euros, of that **131.3** million from EU
 - 3) Improving the accessibility of regions and services, and to enhance the operational environment **126.8** million euros, of that **63.4** million from EU
 - 4) Technical aid for the governance and project preparation & evaluation done in the regional authorities **29.2** million euros, of that **14.6** million from EU



Leverage from
the EU
2007-2013



ERDF quantitative objectives in Pohjois-Savo

- **4948** new jobs, of which **2999** for men and **1949** for women
- **756** new businesses, of which **490** men and **266** women businesses
- R&D -projects **35 %** of total ERDF funding
- New R&D -jobs **800**
- Projects that subsidize the Treaty of Lissabon **85.7 %**
- Environment positive projects **20 %**
- Projects that promote gender equality **11 %**



Leverage from
the EU
2007-2013



European social fund programme for mainland Finland (ESF)

- The ESF operational programme for Mainland Finland for **2007–2013** is nationwide and covers the whole country. The ESF Operational Programme is divided into national and regional sections.
- The ESF programme supports the achievement of the Community's social inclusion objectives laid down in the Lisbon strategy and the European Employment Strategy as well as the implementation of the relevant National Reform Programmes.
- The ESF Operational Programme encompasses four priorities. The priorities are based on the Finnish Structural Fund strategy **2007-2013** and the ESF strategy, and they will be implemented both under the national and the regional sections. These priorities are:
 - **Priority 1: Development of work organisations, the workforce and enterprises, and promoting entrepreneurship**
 - **Priority 2: Promoting access to employment and sustainable inclusion in the labour market and preventing social exclusion**
 - **Priority 3: Development of skills, innovation and service systems that promote the functioning of the labour market**
 - **Priority 4: Transnational and inter-regional ESF actions**



Leverage from
the EU
2007-2013



Funds for the priority areas in East-Finland (covers all 4 regions)

- **Development of work organisations, the workforce and enterprises, and promoting entrepreneurship**
 - **297** million euros, of that **135.9** million from EU
- **Promoting access to employment and sustainable inclusion in the labour market and preventing social exclusion**
 - **244.4** million euros, of that **111.3** million from EU
- **Development of skills, innovation and service systems that promote the functioning of the labour market**
 - **254.3** million euros, of that **116.6** million from EU
- **Transnational and inter-regional ESF actions**
 - **39.1** million euros, of that **17.9** million from EU



Leverage from
the EU
2007-2013



Regional symbols



Regional Flag



Apatite, Regional Stone



Diver, Regional Bird



Moose, Regional Animal



Verdace, Regional Fish



Kalakukko, Regional food
(oven baked, Rye bread
stuffed Fish and Pork fat)



Rowan, Regional Plant

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