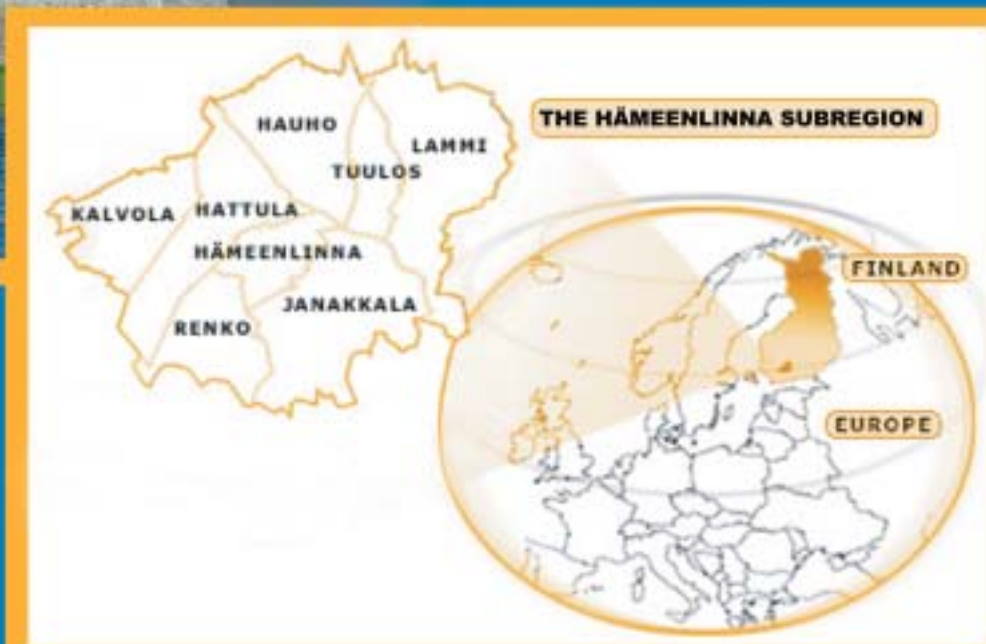


HÄMEENLINNA SUBREGION

THE SIGNPOST OF SUCCESS



Häme Development Centre Ltd.

Häme development Centre Ltd. provides the Hämeenlinna region with a full range of business services. Our mission is to develop and improve the region's entrepreneurial and competitive climate. We believe that this is the key to successful entrepreneurship, which in turn creates new jobs for our inhabitants. The hub of our activities is the Business Service Centre in Hämeenlinna. Business advisors maintain close contacts with entrepreneurs and enterprises in all of the regional municipalities.

- projects and financing: information about current regional projects and financing channels
- project design & management, finance & coordination project services
- locations
- business premises
- electronic services (business register, business exchange, registers of business premises - and meeting facilities)
- corporate cooperation
- events for entrepreneurs

Information

We supply information about the region to enterprises, locals and tourists. Our company information service covers all matters related to entrepreneurship, ranging from the start-up phase all the way to changes in ownership. We provide inhabitants with details about the economic life of the region, and tourists with information about the services.

Services

We provide high-quality business-related services with a view to promoting corporate competitiveness and prosperity. These concern

Partnership

Our aim is to be part of the entrepreneurial development process in the region. Through our capital financing and project activity we offer development-oriented firms

- capital investments (Virtaa Hämeeseen Ky): regional capital fund to support companies in their start-up and growth phases in the form of venture-capital financing
- branch-specific organisations, regional clusters
- development projects
- partner in regional business-service network, and in close cooperation with entrepreneurs, business organisations, educational institutions, municipalities and third-sector actors



An excellent operational environment for companies

The Hämeenlinna subregion offers an ideal operating environment for enterprises. Its central location and the lower cost level than in the surrounding high-growth centres are among the factors that make it a viable and competitive alternative - with its favourable prerequisites for all kinds of business activities. In terms of economic structure the region covers almost all areas of business, the main lines being the metal, food and wood industries, tourism, health care, information technology and culture.

Häme Development Centre Ltd. has established the Business Service Centre, which is an easy place to drop by for any entrepreneur or would-be entrepreneur in any kind of matter. The centre houses the Häme Development Centre Ltd., Jobs & Society Häme, the enterprise-services office of the Employment and Economic Development Centre and Chamber of Commerce Häme. Häme Development Centre Ltd. has also established the regional technology centre Innopark (www.innopark.fi) with the aim of creating a powerful concentration of technology in the region.

Technology centre Innopark contributes to the creation and

location of new expertise-intensive business activity, and to the development of the enterprises already operating in the region. The influence of the universities of Tampere and Helsinki is quite strong in the region. There is a variety of research centres, and a lot of scientific research is going on that will also prove useful to enterprises. Cooperation between businesses and educational institutions/research centres is active, an excellent example being the InnoSteel (www.innosteel.fi) operational environment in the metal industry.

Entrepreneurship promotion in the Hämeenlinna subregion

Various actors have built a network of entrepreneurial activities in the Hämeenlinna subregion, ranging from the entrepreneurship education offered in state schools and vocational institutions all the way to supporting SME operations. The objective is to achieve entrepreneurship readiness at every level, which itself feeds development:

1. Comprehensive and upper secondary schools: fostering entrepreneurship-friendly values and attitudes, and promoting familiarity with entrepreneurship as a concept

2. Lower-level vocational institutes: raising awareness of entrepreneurship as a career option, teaching the basics of business operation

3. HAMK University of Applied Sciences and University of Tampere: promoting knowledge of and encouraging entrepreneurship, drawing up personal business plans

4. Those founding a new business and those taking over an existing business: raising awareness of entrepreneurial competences, building up the motivation to succeed and to evolve and develop the business, strengthening business-operation skills

5. Growing, developing and internationalising businesses: raising awareness of social-responsibility issues, fostering the desire and developing the ability to expand, teaching high-level business-operation skills

The preconditions and procedures need to be improved at every level in accordance with the regional objectives. There is a need to further clarify the roles of different actors as the basis of concrete measures. The goal in every level is to further educate and train teachers, lecturers and business advisors.



The Hämeenlinna subregion

The Hämeenlinna subregion is part of the Häme region, which comprises three subregions: Hämeenlinna, Riihimäki and Forssa. The Hämeenlinna subregion includes the city of Hämeenlinna and its seven surrounding municipalities (Hattula, Hauho, Janakkala, Kalvola, Lammi, Renko and Tuulos). Logistically, the location is perfect - over two million people and most of the enterprises in Finland are located within a 100-km radius of the area. The Hämeenlinna subregion is at the crossroads of the arterial Helsinki-Tampere and Turku-Lahti routes. It is on the main railway line from Helsinki, and is only an hour's drive from Finland's main international airport as well as Finland's major seaports.

In structure the Hämeenlinna subregion is one of the most ideal in the country. There is natural interaction between town and country, and it forms a clearly defined, self-sufficient work-catchment and service area.

Quality living in the Hämeenlinna subregion

The Hämeenlinna region is a safe and peaceful place in which to live. The region is famous for its beautiful parks and landscape. The residential prices are truly competitive and the communal services such as the day-care and the health services as well as the educational possibilities are well provided.

The region offers an abundance of free-time activities, both cultural and physical. For example extensive golfing facilities like the northernmost PGA-standard course in the world, Linna Golf. There is also Hämeenlinnan Verkatehdas, the former broadcloth factory, which is the cultural centre of Hämeenlinna. It is also a home of the ARX - a centre for children and young people, a common base for creative and participatory artistic activities, such as studio work, exhibitions, performances, happenings and many other endeavours, and the ARX gallery exhibits the most unusual and the most amusing novelties in contemporary art.

Hämeenlinna is also proud of being the birthplace of the Finnish national composer, and world-known Jean Sibelius.

Tourism in the Hämeenlinna subregion

Given the region's history and location, it is not surprising that tourism has become a relatively large employer. The beautiful nature and wide selection of high-quality facilities, including various castles, mansions and manors, have made the region a very popular place for conferences and meetings. There are also lots of activities and cultural attractions to support the meeting programmes. The role of tourism in general is predicted to become even more significant in the future.



Photo: Hämeen liitto/Lentokuva Vallas



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Hämeenlinna subregion in a nutshell

Location / distances from the city of Hämeenlinna

- In southern Finland (inland)
- The city of Hämeenlinna is part of Helsinki metropolitan area
- 100 km north of Helsinki, 80 km south of Tampere, 150 km east of Turku
- About one hour's drive from the main International airports and ports in southern Finland
- Two million people live within an hour's drive of the region
- Directly on the Helsinki-Tampere main railway and the Helsinki-Tampere motorway

Area

- Total area 3080 sq. km
- Lakes comprise 10 % of the total area
- Population density 277 / sq. km (the city of Hämeenlinna)

Population

- ca. 90.000 habitants in Hämeenlinna subregion

Average local income tax (%)

- 18 % (the city of Hämeenlinna)

Lines of businesses

- The main lines of business are:
 - metal and machinery
 - tourism
 - electronics
 - civil engineering and construction
 - wood processing
 - food industry and
 - culture

Rate of employment

- In the year 2004 Hämeenlinna subregion 66.2 %, national average 65,1 % (Statistics Finland)

Education

- Secondary level education 35 %
- Post-secondary level education 22 %



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Strengths of the region

- Versatile industry
- Location
- Attractive person-size scale
- Educational & vocational Centre of Expertise
- Cultural history, nature, landscape
- Positive interaction between the city and the rural area
- Competitive services
- Culture and experience services produced by the 3rd sector (associations)

Opportunities of the region

- Renewal & improvement in the new regional entrepreneurial culture
- Faith in the future and in further growth
- Development of the attitudinal climate
- Development of the entrepreneurship education
- Co-operation between regional business service organisations & regional vocational institutions (plus administration)
- Globalisation (new market areas, foreign labour)
- Image improvement
- Open-mindedness to new possibilities

