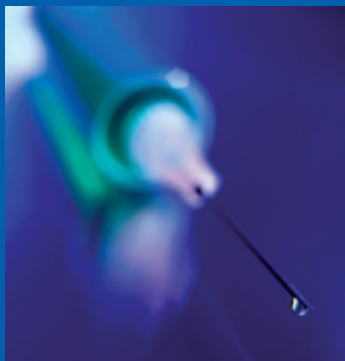


NOW

The Economy in the Tampere Region FINLAND



From heavy industry to modern technology

The economy in the Tampere Region is booming – and no wonder: the region, which is home to almost 500,000 residents, is one of the biggest economic drivers in Finland, as well as a desirable place to set up business, to study and to live. The secret to the region's success lies in a dramatic yet controlled transformation. Take a look at the success story of the Tampere Region!



POPULATION on 31 July 2007 474,366

EMPLOYED in November 2007 230,700

TURNOVER all business sectors EUR 26,546,000,000

CHANGE IN TURNOVER +10.2 %

TURNOVER industrial sector EUR 12,523,000,000

CHANGE IN TURNOVER +11.5 %

EMPLOYMENT RATE in November 2007 72.5 %

CYCLE OF SUCCESS

In recent years, the Tampere Region has been Finland's number one growth centre. Turnover, employment figures and population have all gone up. Projections for the future are also excellent.

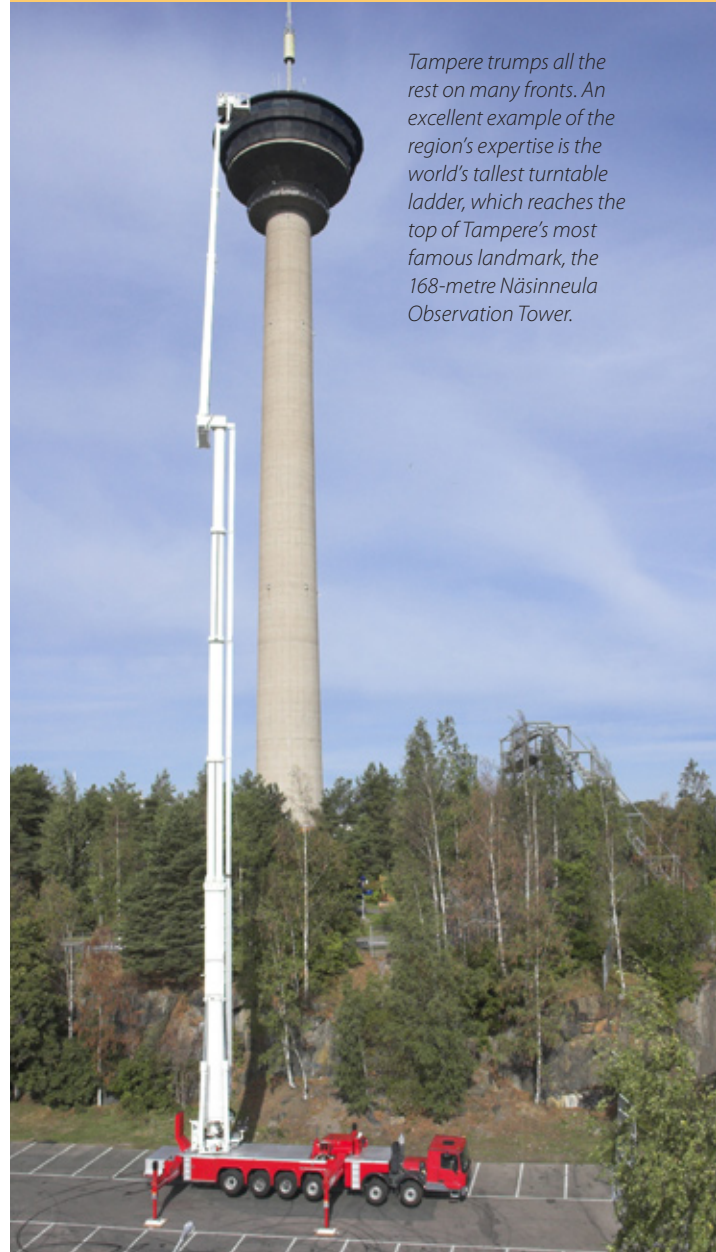
Whichever way you look at it, Tampere enjoys an immensely central location. Everything is a short distance away. Around two thirds of Finland's economic activity is concentrated within two hours of Tampere.

Tampere, which has even been dubbed the "Manchester of Finland", is the birthplace of Finnish economy and one of the most important industrial towns of today's Finland. The country's industrialisation began in Tampere in the 19th century. Traditional industries are still going strong, but the service sector, retail sector, ICT and communications, construction and rubber and plastics industries are starting to race ahead. Tampere has managed to turn its traditional industrial competence into modern high-tech expertise.

The Tampere Region invests in research, product development and state-of-the-art education considerably more than other Finnish cities, on average.

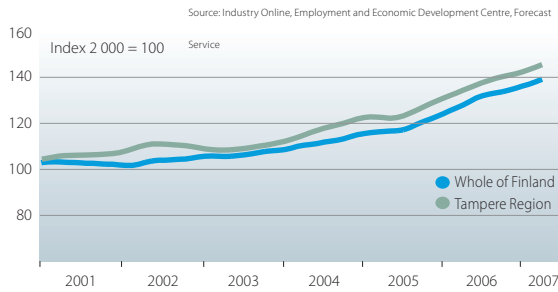
Increases in turnover and sales from industrial operations broke new records in 2007. Studies indicate that the region is one of the most desirable in Finland. Housing, services, excellent transport links, numerous international enterprises and education keep the cycle of success firmly in motion.

Tampere trumps all the rest on many fronts. An excellent example of the region's expertise is the world's tallest turntable ladder, which reaches the top of Tampere's most famous landmark, the 168-metre Näsinnenla Observation Tower.

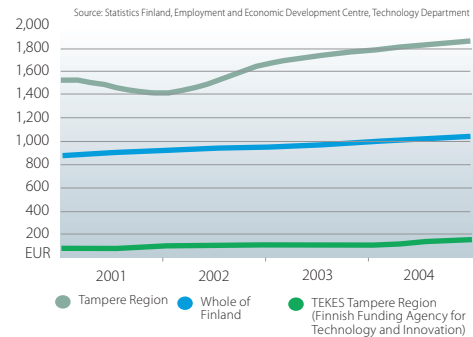




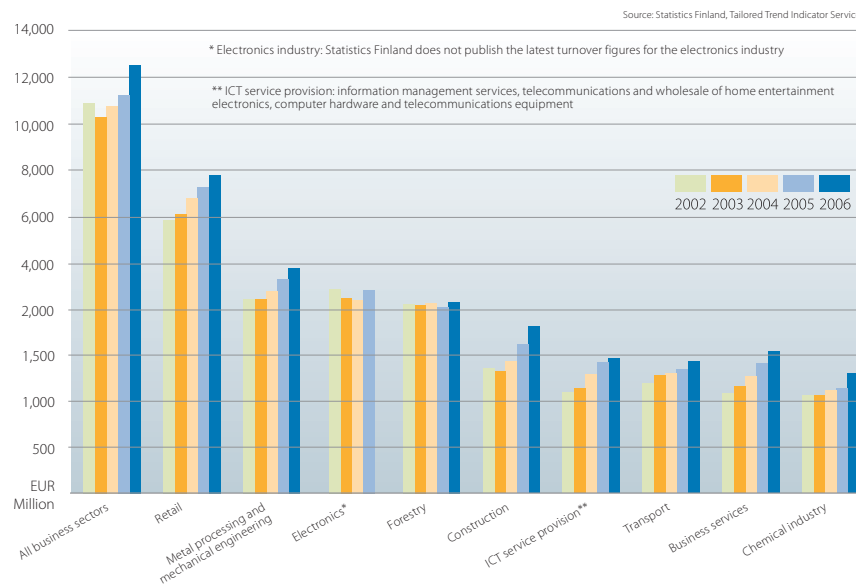
TURNOVER TRENDS IN ALL BUSINESS SECTORS



RESEARCH AND DEVELOPMENT COSTS PER RESIDENT IN THE TAMPERE REGION AND IN FINLAND OVERALL

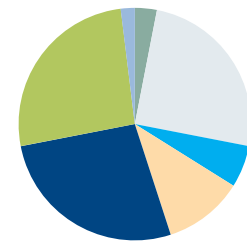


DEVELOPMENT IN TURNOVER 2002-2006, ALL BUSINESS SECTORS



JOBS PER SECTOR IN THE TAMPERE REGION

Total: 201,584



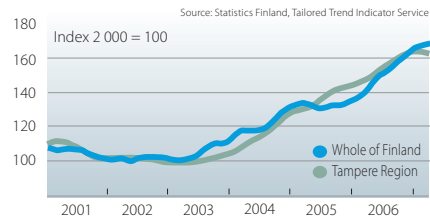
Primary sector	3%
Industrial sector	25%
Construction	6%
Retail	11%
Private services	27%
Public services	26%
Unknown	2%

Source: Council of the Tampere Region



HIGH-TECH RESEARCH ORGANISATIONS SPEARHEAD DEVELOPMENT

TURNOVER TRENDS IN METAL PROCESSING AND MECHANICAL ENGINEERING



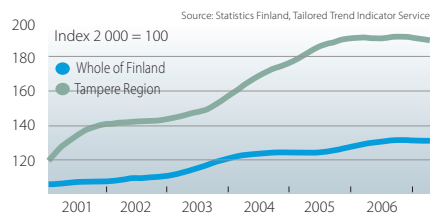
TECHNOLOGY INDUSTRY, NOKIA'S PRODUCT DEVELOPMENT...

Tampere is known for its metal processing and mechanical engineering expertise. This expertise is built on a steady foundation of education, research and innovation. The turnover and, importantly, export volumes of the metal processing and mechanical engineering sector have come along in leaps and bounds in recent years. The sector is also one of the region's most important employers.

HUB OF BIOTECHNOLOGY. The

region's strong cluster of health and biotechnology is built on education and on in-house research by local universities and businesses. In the future, growth is expected especially from biomaterials and tissue engineering technology, health informatics, well-being services and biotechnology. Tampere is home to some of the leading developers of biodegradable implants and vaccine and stem cell research in the world.

TURNOVER TRENDS IN ICT SERVICE PROVISION



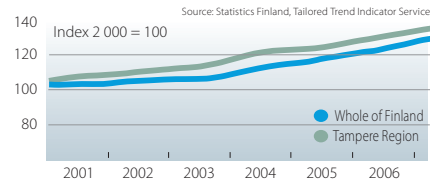
MORE RECENTLY, THE TAMPERE REGION

has also evolved into an electronics pioneer. Nokia is one of the top brands worldwide and has its roots in the Tampere Region. Its research and product development unit also makes Nokia the region's largest private sector employer.

CUTTING-EDGE RESEARCH AND DEVELOPMENT.

Tampere is known for education, research and technology. Up to 15% of Finland's national R&D budget is spent in the Tampere Region. The region's strength lies in the way its development resources continually expand. The city's current R&D programmes include, amongst others, a biotechnological programme called BioneXt and the Creative Tampere innovation programme along with several centre of expertise programmes that rely on the region's international cutting-edge know-how.

TURNOVER TRENDS IN ICT CONTENT PRODUCTION



ICT – TODAY AND TOMORROW. The ICT sector has strong connections to the region's top experts and its tradition of product development. ICT service providers in the Tampere Region have been recording faster turnover growth than anywhere else in Finland for some time now. Tampere also offers a versatile operating environment for ICT content producers.

Tampere is an economic region with a high level of education. The three universities of applied sciences and two academic universities enrol a total of 40,000 students.



Kuva: Tampereen kaupisto/Karén

ICT SERVICE PROVISION

TURNOVER	EUR 1,500,000,000
CHANGE IN TURNOVER	+3,4 %
OFFICES in December 2006	686

ICT CONTENT PRODUCTION

TURNOVER	EUR 373,000,000
CHANGE IN TURNOVER	+4,8 %
OFFICES in December 2006	855



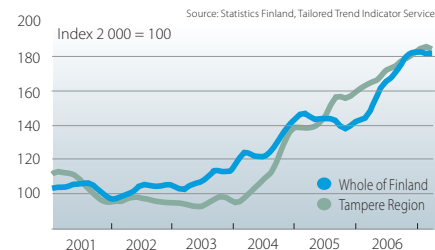
KEEPING TRADITION ALIVE

TEXTILES AND SHOES BECOME MORE SPECIALISED. The Tampere Region also has long traditions in textile and shoe manufacture. Today, the industry mostly focuses on specialist products, and turnover has been climbing since 2006. The Tampere Region boasts strong expertise in technical and industrial textiles.

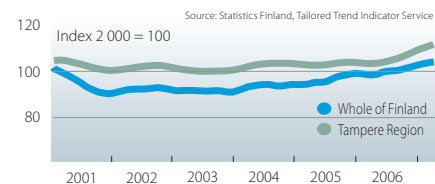
BAKED GOODS AND MEAT PRODUCTS. The Tampere Region is home to numerous food processing enterprises, including bakeries, meat processing companies and producers of processed foods. Tampere is also an important hub of sustainable development and organic and local produce.

FORESTRY CLUSTER. Tampere is one of Finland's most important clusters of forestry and paper and pulp industries. Although factories have generally disappeared from the townscape in modern Finland, factories still thrive in the heart of Tampere, thanks to responsible, environmentally friendly techniques.

EXPORT TRENDS IN METAL PROCESSING AND MECHANICAL ENGINEERING



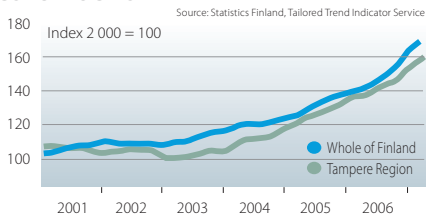
DEVELOPMENT IN TURNOVER, FORESTRY



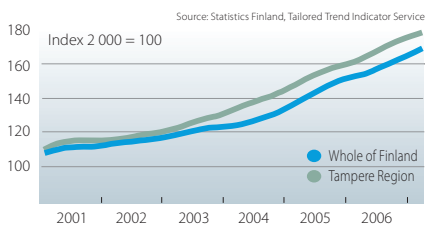


DEMAND GENERATES NEW GROWTH

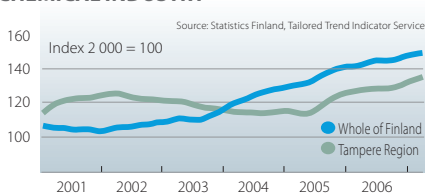
DEVELOPMENT IN TURNOVER, CONSTRUCTION



DEVELOPMENT IN TURNOVER, BUSINESS SERVICES



DEVELOPMENT IN TURNOVER, CHEMICAL INDUSTRY



ROADS, HOUSES, SHOPPING PARADISES...

In recent years, the Tampere Region has experienced a heavier investment in new building than the rest of the country. Plans are being developed for new residential estates, office complexes and massive shopping centres alike. For example, the Swedish furniture giant Ikea is planning to build a huge store in Tampere in the next couple of years. Several substantial road-building projects are set to boost the region's logistical appeal even further. Construction generates new operating environments for a variety of different kinds of enterprises and development institutions, such as the region's technology centres.

RETAIL SALES ARE UP. When a consumer has faith in the future, he will spend more and boost the turnover of the retail sector. In the Tampere Region, this process has been a little faster than elsewhere in Finland on average. The new shopping centres will ensure that sales forecasts stay positive in the future as well.

THE RIGHT CHEMISTRY. The chemical industry is another successful growth sector. The rubber and plastics industry has enjoyed the most favourable





Around 90 percent of Tampere's population use the Internet and almost as many 15–75-year-olds have an e-mail address.

development, but the Tampere Region also has pioneering know-how in adhesives development. Export volumes have risen strongly within the chemical sector.

SERVICES FOR THE BUSINESS SECTOR.

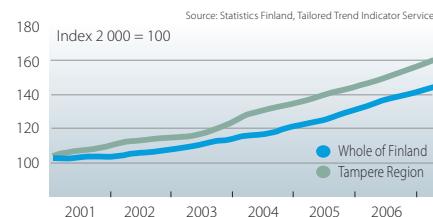
The importance of business services has increased substantially in recent years. Tampere is home to several specialised consultancies whose services are of international quality. One of the latest trends is the increasing demand for temporary staff. The competitive operating environment makes Tampere an attractive location for company headquarters and financial administration service centres.

NEW BUSINESS FROM WELL-BEING SERVICES.

Both the demand and the supply of well-being services are growing rapidly. The public sector is the most important service provider, but the private sector is pulling in more and more demand thanks to the increased expectations and wealth of consumers, as well as state subsidies.

NEW ENERGY. The Tampere Region has recently made energy its new focus area, and is investing in the sector even on an international level. The region's

DEVELOPMENT IN TURNOVER, RETAIL SECTOR



strengths in this sector include comprehensive know-how of supply chain management and new ecological technologies. Everyone is responsible for the environment. In Tampere, the newly founded environmental cluster turns the challenges of sustainable development into innovative operating models.

HOSPITALITY BOOMS. The hotel and restaurant sector has also seen a healthy increase in its turnover. Business-related travel, in particular, is on the increase. Tampere is well known for its conference facilities and tourist attractions, in addition to having a vibrant cultural scene. The Tampere Hall, which is the largest concert and congress centre in the Nordic Countries, has been voted the best facility of its kind in Finland several times.





SUPERB LOGISTICAL POSITION

Tampere is easy to get to – whether by plane, by train or by motorway. There is no sea access, but the large Finnish ports of the Gulf of Bothnia are less of a distance away than Helsinki. Tampere is also the largest inland city anywhere in the Nordic Countries. Good, continuously improving transport links boost the region's competitiveness. The local airport is the second busiest international airport in Finland. Almost 800,000 passengers use the airport every year.

Tampere also acts as a logistical gateway to the East. St. Petersburg is just 250 miles away.

TAMPERE REGION IN BRIEF

Population: City of Tampere 205,000; economic area of Tampere 474,000

Economy:

GDP 2005: 29,135 euros

Total area: 14,658 sq km

FINLAND IN BRIEF

Total area:

• 338,000 sq km, of which 10% is water

• Europe's 7th largest country

Population: 5.2 million

Capital: Helsinki, Population: 555,000

Economy: GDP 2005: 29,958 euros

Other information:

Member of the European Union;

currency: euro



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Tampere International Business Office – TIBO

www.investintampere.com