



# Welcome to Jyväskylä

**D**ynamic Jyväskylä is a city of innovations, education and top-flight research – hence our nickname, Human Technology City. Jyväskylä is a growth centre of 130 000 people and the capital of Central Finland. Jyväskylä is above all a university town with a long tradition of Finnish-language schooling; a city that enjoys a rich variety of cultural offerings, excellent opportunities for sport and recreation, and beautiful natural surroundings.

Our innovation environment has been created perseveringly in the form of networks of different actors, whose fields of activity are simultaneously local and international. Effort has been put into the productization of know-how and we are currently refining our strategy in this area. By developing new dimensions of cooperation between research, entrepreneurial activity and the public sector we hope to lay the foundations for future success.

Jyväskylä's areas of expertise are IT and electronics technology, paper machine and papermaking technology, as well as bio-, nano-, environmental and wellness technologies. The latter-mentioned, in branches with a big future, represent the leading edge of international development. Specialization in carefully selected areas has been Jyväskylä's competitive edge, one that national and international networking supports.

The natural sciences, business and economics, information technology, human sciences, sport and health sciences and teacher education set the profile for the University of Jyväskylä's research, teaching and innovation activity. University resources have also been channelled into research on entrepreneurship and the productization of research and development activity. The development and quality profile of JAMK University of Applied Sciences is among the best in the country. In total, Jyväskylä has in excess of 30 000 students.

The world famous architect Alvar Aalto lived

and attended school in Jyväskylä and almost thirty buildings designed by Aalto are to be found in the city. For more than fifty years now the Finnish round of the world rally championship, staged in Jyväskylä every August, has been selected as the best organised rally in the WRC calendar. Jyväskylä is also Finland's second most popular city for fairs and exhibitions and a highly popular venue for congresses and conferences.

It is my firm belief that Jyväskylä, in the form of Jyväskylä Paviljonki's excellent facilities – located right in the centre of the city, yet on the lake shore – will provide a successful and innovative setting for The Competitive Institute's 12th Global Annual Conference 2009.

## Markku Andersson

Mayor  
City of Jyväskylä

