



Welcome to Central Finland

The Central Finland region lies in the centre – and the spiritual heart – of Finland. Thanks to excellent transport connections it is a straightforward journey to both the capital Helsinki, including the lively, prosperous area that surrounds it on Finland's south coast, and the wilderness of Lapland lying beyond the Arctic Circle to the north. Central Finland is easy to reach – for a holiday, to study, to set up home, to work – or to attend a conference, for which we are fortunate to have first-class facilities, as well as a wealth of experience in the staging of such events.

Central Finland is a forward-looking region that places emphasis on quality of life. We take pride in the safe, pleasant environment in which we live, our quality services, buoyant labour market and the wide variety of opportunities to study. The region is also rich in culture and can offer excellent recreational facilities.

Nature in Central Finland is characterized by forests and lakes. Of the total area – close on 20 000 square kilometres – some 13 000 km² is covered by forest and over 3 000 km² by lakes. In summer the region's lakes and rapids are a major draw for fishermen, holidaymakers and nature-goers while the snowy winter attracts both cross-country and downhill skiers.

Central Finland has a population of 270 000, of whom the majority live in the Jyväskylä Region. Central Finland possesses a number of industrial towns. The strongest traditional branches of industry are metal, the forest sector, paper, machinery and timber. New growth branches include ICT, energy and environmental technology, as well as wellness and nanotechnology. Central Finland's rural areas are characterized in equal measure by their vitality and attractive scenery. Traditional agriculture is developing rapidly in the direction of modern rural entrepreneurship,

complete with the latest technologies and business ideas.

Central Finland's vision is to be a region big on quality of life, building its future on knowledge, skill and entrepreneurship. The Regional Council of Central Finland is the body entrusted with the region's strategic development, whose task is to create the conditions necessary for the realization of this vision. In developing the region we make considerable use of cluster thinking. Our strong themes are bio-society, technologically evolving machines and equipment, designs for living that incorporate quality of life, well-being and education. We eagerly anticipate the valuable contribution of The Competitive Institute and its network of experts around the world to our development and learning processes.

Anita Mikkonen

Executive Director, CEO
Regional Council of Central Finland

