


UUSIMAA REGIONAL COUNCIL

HELSINKI-UUSIMAA REGION

COMPETENCE AND CREATIVITY.
SECURITY AND URBAN RENEWAL.
WELCOME TO THE MODERN
METROPOLIS BY THE SEA.





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HELSINKI-UUSIMAA REGION AT THE HEART OF NORTHERN EUROPE

- CAPITAL REGION of Finland
- 28 MUNICIPALITIES,
the largest demographic and consumption centre in Finland
- EXCELLENT environmental conditions
 - 300 km of coastline
 - two national parks
- QUALIFIED HUMAN CAPITAL
and scientific resources
- INTERNATIONAL AIRPORT
- four large INTERNATIONAL PORTS
- concentration of CENTRAL FUNCTIONS:
economy, administration, leisure, culture
- privileged GEO-STRATEGIC LOCATION



Helsinki-Uusimaa
Region

POPULATION

- 1,5 MILLION inhabitants
- 28 % of the population of Finland
- average POPULATION GROWTH in the 2000s: 13,780 / year
- OFFICIAL LANGUAGES:
Finnish mother tongue 83%, Swedish mother tongue 9%
- other WIDELY SPOKEN LANGUAGES:
Russian, Estonian, Somali, English, Arabic, Chinese
- share of total FINNISH LABOUR FORCE: 31.5%
- 98 400 business establishments (2009)
- share of Finland's GDP: 37.4%
- DISTRIBUTION OF LABOUR:
services 80.4%, processing 18.8%, primary production 0.8%

FINLAND

- republic with 5,4 MILLION inhabitants
- member of the EUROPEAN UNION
- 1,8 MILLION SAUNAS,
500 of them traditional smoke saunas
- 188 000 LAKES (10 % of the total area)
- 180 000 ISLANDS
- 475 000 SUMMER HOUSES
- 203 000 reindeer
- 35 national parks
- 5,2 million MOBILE PHONES

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A METROPOLIS BY THE BALTIC SEA

GROWTH

KNOW-HOW

INTERNATIONAL ACTOR

EUROPEAN ENTREPRENEURIAL REGION

NEW IDEAS FOR THE FUTURE

ONE OF THE BEST

UUSIMAA REGIONAL COUNCIL



A METROPOLIS BY THE BALTIC SEA

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THE HELSINKI-UUSIMAA REGION is at the heart of northern Europe. Located on the south coast of Finland, it is home to around 1.5 million people – more than a quarter of the country's total population.

Uusimaa is the most urbanized area in Finland with the Baltic Sea playing a major role in its life.

The Helsinki Metropolitan Area consists of Helsinki, Espoo, Vantaa and Kauniainen. These cities form the core of the region.

More than one third of Finland's GDP is generated in the metropolitan region. The region serves an engine for economic growth in the whole country as well as a logistic hub with regard to the international market.

The global economy is going through a strong transition phase that requires renewal and rethinking. The Helsinki-Uusimaa region is vibrant and pulsating. It is an excellent location to live, work and succeed in. We wish you warmly welcome to Helsinki-Uusimaa.

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GROWTH

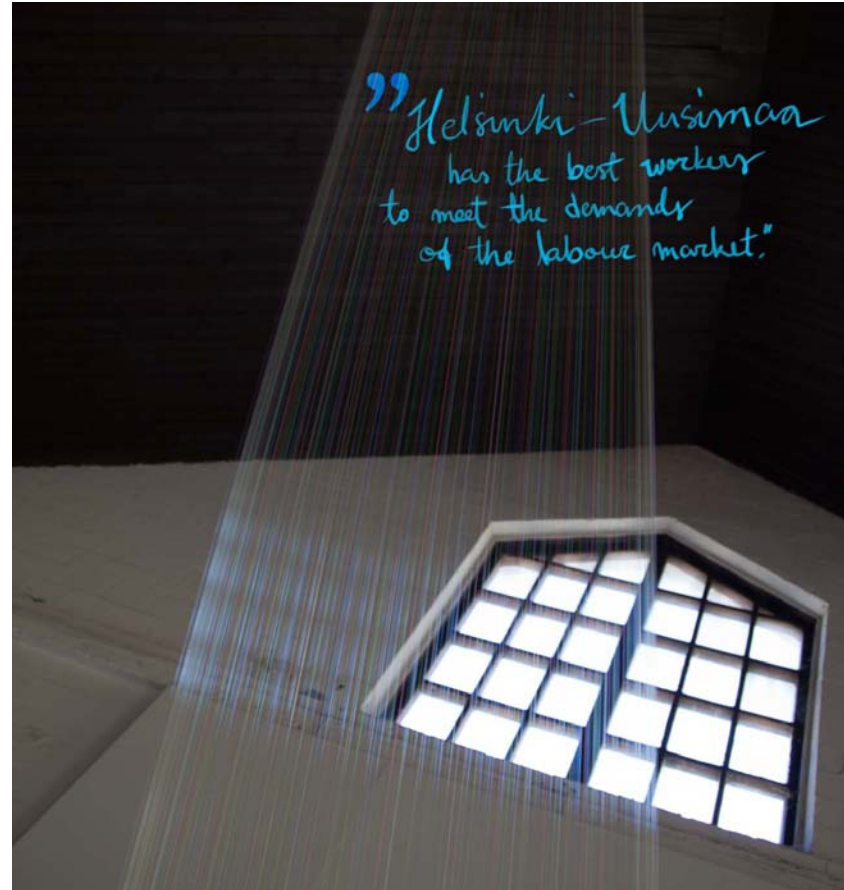
The future for the region looks good. The population is growing: the birth rate is high and people are moving to the region, both from within and from outside of Finland. The population is young and the share of the working population is high.



KNOW-HOW

The educational level in the region is amongst the highest in the country. The educational system is effective all the way through: from basic education to top-class universities, research institutes and innovation clusters. This ensures a broad, well-balanced education. Helsinki-Uusimaa has the best workers to meet the demands of the labour market.

The Programme for International Student Assessment (PISA) carried out by the OECD assesses the learning performance and progress of 15-year-old pupils. On several occasions, Finland has been one of the highest-scoring countries in the survey. The PISA survey evaluates performances in mathematics, natural science, reading and problem-solving.







INTERNATIONAL ACTOR

One of the strengths and keys to success in the Helsinki-Uusimaa region is its international competitiveness. Connections to other Baltic Sea countries are superior, the region is actively involved in various EU projects and has a strong international presence in general.

EUROPEAN ENTREPRENEURIAL REGION

The EU Committee of the Regions has labelled Helsinki-Uusimaa, together with Catalonia in Spain and Trnava in Slovakia, as the European Entrepreneurial Regions (EER) 2012. This award is a recognition for regions with the best prerequisites for promoting entrepreneurship.

In the Helsinki-Uusimaa region, one of the top themes is to promote young entrepreneurship. The region's special asset is a good co-operation between companies, educational institutes and the public sector.

The EER recognition is important. It spurs us to promote entrepreneurship, emboldens young people and boosts economic growth in the whole country. The European Entrepreneurial Region 2012 wishes international companies welcome to Helsinki-Uusimaa.



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NEW IDEAS FOR THE FUTURE

The region offers a variety of possibilities enabled by highly educated work force and top-quality research. Supporting various research projects as well as building up global networks with other innovation clusters is the region's trump card.

The growing market in Russia and in the Baltic countries is close at hand. Those planning to start a business in the Helsinki-Uusimaa region benefit from a close co-operation between companies and an open market for new, innovative products.

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*Nature, clean water,
good infrastructure,
as well as
a stable social system
and security."*



ONE OF THE BEST

Helsinki-Uusimaa is international, multi-cultural, modern and tolerant. Uusimaa is a good place to live and work in.

We are also proud of our nature: it is diverse, offering both recreation and tranquillity. Nature, clean water, good infrastructure, as well as a stable social system and security, are all values that we embrace.

Economist Intelligence Unit conducted a survey amongst 140 cities around the world. In the survey, Helsinki was the only Nordic city to make it to the top ten.





UUSIMAA REGIONAL COUNCIL – A DEVELOPER OF THE METROPOLITAN REGION

Uusimaa Regional Council is one of the 18 regional councils in Finland. Regional councils are statutory authorities for regional development and regional planning. Regional councils are leading actors for planning and lobbying in the region. They co-ordinate and implement a number of national and EU projects.

Regional councils emphasize the interests of people, businesses and municipalities in the region. They produce research material and various scenarios and surveys. Regional councils collaborate with different actors in the region.

The officials in the regional councils are politicians elected by the member municipalities for a mandate of four years. They represent the political will of the inhabitants of the region according to the results of the local elections.

Both long-term and short-term action plans are essential in the work of a regional council.

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PRESIDENT OF THE COUNCIL

Mr Eero Heinäluoma

MP

Social Democratic Party, City of Helsinki

PRESIDENT OF THE BOARD

Ms Outi Mäkelä

MP

National Coalition Party, Municipality of Nurmijärvi

UUSIMAA REGIONAL COUNCIL

Mr Ossi Savolainen

Regional Mayor





Uudenmaan liitto
Nylands förbund

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