



BUSINESS LAPLAND

ABOVE ORDINARY BUSINESS OPPORTUNITIES IN LAPLAND

FACTS AND CONTACTS

**LAPLAND IS INTERNATIONAL AND SUSTAINABLE.
OUR STABLE BUSINESS ENVIRONMENT,
STRONG EXPERTISE AND GOOD NETWORKS
SUPPORT BUSINESS AND INVESTMENTS.**

**WE HAVE A GOOD REASON TO SAY THAT
YOU SHOULD DO BUSINESS HERE AND
INVEST IN LAPLAND!**

CONTENT

4	BUSINESS IN LAPLAND
5	FUTURE INVESTMENTS
6	TOURISM INDUSTRY
8	BIO- AND CIRCULAR ECONOMY
10	MINING AND METAL INDUSTRY
12	LOGISTICS AND DATA CENTER LOCATION
13	ARCTIC TESTING
14	IMPORTANT CONTACTS



8 REASONS TO DO BUSINESS IN LAPLAND

1. AN EXCELLENT LOCATION

In Lapland, the entire demand potential of the wide Euro-Arctic region is within reach.

2. A STABLE OPERATING ENVIRONMENT AND FUNCTIONAL LOGISTICS

The operating environment in Lapland is stable and functional. Finland is a member of the European Union, it is the only Nordic country using the euro, and it has a low corporate tax rate of only 20%. Lapland has 5 international airports and 2 harbors. The region's energy network is reliable and energy costs reasonable. Data transmission is also constantly improving.

3. A TRULY INTERNATIONAL REGION

Lapland's share of Finland's goods exports amounts to over 7%. Lapland is also Finland's forerunner in the tourism industry, along with Helsinki. From an international perspective, Lapland is a trendy and interesting region.

4. WORLD-CLASS NATURAL RESOURCES

Forest growth exceeds felling volumes and other types of reduction. The bedrock has potential for the commercial use of various metals and minerals.

5. MANY INDUSTRIES ARE GROWING IN LAPLAND

The combined turnover of all industries has grown for several years in a row. The most important industries include forestry, metal industry, mining, and tourism.

6. EXPERTS FOR BUSINESSES' NEEDS

The graduates of the University of Lapland are experts in fields such as education, law, social sciences, and design, while the Arctic Centre is a top-class international hub for multidisciplinary research. The Lapland University of Applied Sciences and the region's vocational schools provide professionals for the local businesses.

7. KNOWLEDGEABLE SERVICES AND ESTABLISHED NETWORKS

Vital networks and synergies are created by municipalities' development companies, the Chamber of Commerce, entrepreneurs' associations, and excellence and business clusters.

8. A FIRST-CLASS LIVING ENVIRONMENT

Not just business, but also people thrive in Lapland.



BUSINESS IN LAPLAND



12 500
COMPANIES



70 200
JOBS



TURNOVER
14 BILLION €



EXPORT TURNOVER
4,3 BILLION €

In recent years, Lapland's economic growth has been more positive than Finland's average growth. Lapland's largest industries include forestry, metal industry, mining, and tourism. Industry's share of companies' combined turnover is approximately 50%.

In the long term, business operating in mining, construction, tourism service, accommodation, and restaurant have developed the best. Lapland is also very export-intensive. Lapland's exports amount to 7% of the exports of the whole of Finland, even though Lapland's population only makes up 3% of Finland's total population.

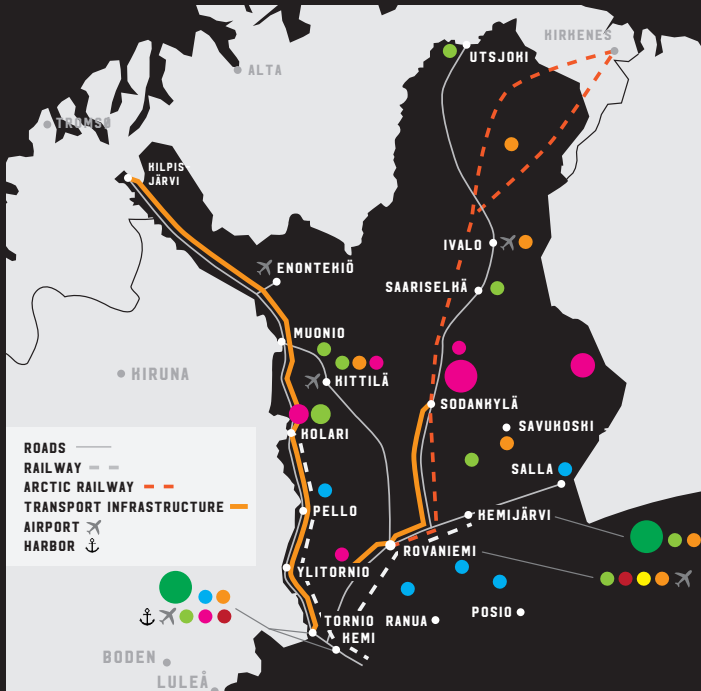
NUMBERS TO BACK UP THE CLAIMS

WWW.LAPLAND.FI/BUSINESS/FACTS-FIGURES/

"In 2018, the turnover of all industries in Lapland grew by 3.4%. It's particularly noteworthy that all of Lapland's industries have been growing for nearly 10 years."

- Heino Vasara, Sector Manager,
Lapland Centre for Economic Development, Transport and the Environment

FUTURE INVESTMENTS



Significant investments are being planned in Lapland for the next decade, amounting to nearly 14 billion euros in total. The largest planned investments are related to heavy industry and mining, while the remarkable growth of Lapland tourism has inspired tourism-related investment plans.

INDUSTRY	4 350	
MINING	4 040	
TOURISM	2 370	
ENERGY	1 405	
TRANSPORT	1 255	
PUBLIC	170	
TRADE	100	
TOTAL	13 690 MILLION €	

INVESTMENT POTENTIAL IN NEIGHBOURING AREAS	NORTH SWEDEN	19 720 MILLION €
	NORTH NORWAY	40 065 MILLION €
	NORTHWEST RUSSIA	18 210 MILLION €
	ÖLU REGION	14 040 MILLION €

“The 2020s will be a time of significant investment in Lapland. The planned huge industrial investments also require the development of transport infrastructure in Lapland and from Lapland to neighboring areas. In growing tourism industry, there are development projects looking for partners and investors”

- Timo Rautajoki, CEO, Lapland Chamber of Commerce

LAPLAND'S TOURISM INDUSTRY IS GROWING STRONGLY

3,1 MILLION

REGISTERED STAYS (2019)



INTERNATIONALITY DEGREE

52%



TOTAL DEMAND OF TOURISM INDUSTRY

OVER 1 BILLION €

The appeal of Lapland's tourism is based on unique and pure Arctic nature and the related natural phenomena, such as the northern lights and the midnight sun. In the past decades, Lapland's businesses have developed excellent tourism expertise and partner networks both locally and internationally.

Tourism in Lapland is growing steadily and significantly faster than the average growth rate of the industry. Lapland benefits from a strong international brand, with growth coming from international markets, the most important growth markets being in Central Europe and Asia. The growth of international tourism has been boosted by the direct international air routes that have been opened, particularly for the winter season.

Our largest tourism hubs include **Rovaniemi, Levi, Inari-Saariselkä, Ylläs, Sea Lapland, Pyhä-Luosto** and **Salla**.


The development of wintertime tourism has been a great success story. Now, Lapland is expecting strong growth for the snowless season. The tourism industry is focusing on developing sustainability, product and activity development for the snowless season, cross-country biking, and various wellness products. The high-quality accommodation services and the rapidly growing tourism service industry have immense potential.

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JOIN THE SUCCESS STORY!

“International tourism has increased radically in Rovaniemi in the last few years, and currently, two-thirds of overnight stays come from visitors from outside Finland. The largest visitor markets for us are China, the UK, and France, and some surprising markets, such as Australia and the US, are also growing.”

- Sanna Kärkkäinen, CEO, Visit Rovaniemi



READ MORE ABOUT BUSINESS AND INVESTMENT OPPORTUNITIES IN LAPLAND'S TOURISM INDUSTRY
WWW.LAPLAND.FI/BUSINESS/TOURISM/

CURRENT TOURISM STATISTICS CAN BE FOUND IN THE RUDOLF STATISTICS SERVICE
[HTTPS://BIT.LY/2HRGSZQ](https://bit.ly/2HRGSZQ)

**"Aurora Estate's concept is based on high quality and personal service experience.
There are wealthy individuals all over the world,
and they want to come to Lapland to experience something unique."**

- Sirly Schinmann, Owner, Aurora Estate

**"Having already visited the project location twice, experiencing first-
hand the amazing services and activities available in this region, I am very
enthusiastic about investing in the Aurora Estate Inari Project."**

- Lloyd Amsdon, Investor, Co-Founder of Watchfinder.co.uk

STEADY AND SUSTAINABLE GROWTH FROM FORESTS

- LAPLAND'S BIOECONOMY AND CIRCULAR ECONOMY HAVE POTENTIAL

FOREST SECTOR'S TURNOVER
1,5 BILLION €



FOREST SECTOR'S EMPLOYMENT
3 600 PERSONS (2016)

The forest resources of Lapland are a significant raw material source for both traditional forestry and bioeconomy. The traditional forest industry is currently Lapland's second largest industry. Significant investments are being made in bioproduct plants. The forest industry is currently concentrated in Sea Lapland, but there are sawmill and timber construction operators elsewhere in Lapland, as well.

BIOREFINERIES ARE THE FUTURE OF INDUSTRY

Current technology is transforming pulp mills into bioproduct mills that can manufacture plenty of other products besides pulp. In addition to this, the mills can generate renewable energy through their processes for themselves and other operators. Significant investments are being planned for bioeconomy in Lapland.

The **Boreal Biorefinery** biorefinery in Kemijärvi would mean an investment of 950 million euros, while **Metsä Fibre Polar King** in Kemi would mean an investment of 1.5 billion euros. If realized, the bioproduct plant investment will create considerable opportunities in terms of utilizing the plant's effluents. In fact, a significant cluster is forming around bioindustry in Lapland, which provides a wide range of subcontracting opportunities and generates new business activity. Major investment plans have sparked debate about the sufficiency of wood and sustainable felling volumes.

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**JOIN US IN BUILDING
A MORE SUSTAINABLE FUTURE!**



**ESTIMATE OF SUSTAINABLE LEVEL FOR FELLING
IN LAPLAND 7.24 MILLION CUBIC METERS**
(NATURAL RESOURCES INSTITUTE FINLAND)

**THE FOREST GROWTH EXCEEDS
THE VOLUME OF FELLING AND NATURAL LOSS**

**EU SETS
NATIONAL REFERENCE LEVEL
FOR THE CARBON SINK**

READ MORE ABOUT LAPLAND'S FOREST INDUSTRY AND BIOECONOMY OPPORTUNITIES
WWW.LAPLAND.FI/BUSINESS/BIOINDUSTRY-CIRCULAR-ECONOMY/

”The effluents of the Boreal Bioref plant will include energy, sugars, ash and extractives. Waste heat can be utilized in other operations requiring energy at the new business area, such as plant propagation and fish farming. Sugars produced as effluents can be utilized in operations such as bioplastic production, while ash can be refined into soil improvement substances.”

- Jari Polvi, Project Manager, Municipality of Kemijärvi

LAPLAND'S SUSTAINABLE MINING AND METAL INDUSTRY IS GROWING



TURNOVER OF THE METAL REFINING INDUSTRY
4,7 BILLION



TURNOVER OF THE MINING AND QUARRYING INDUSTRY
550 MILLION

Lapland is the center of Finland's mining and metal industry. The quarrying and mining carried out in Lapland account for more than half of the industry's overall volume in Finland. Ores are not only extracted here, but also processed, and Lapland accounts for a major proportion of the entire country's metallurgy operations.

There is a greenstone belt with high potential for the mining industry across Central Lapland. In addition to its major mineral deposits, Lapland offers a safe, functional and stable business environment for sustainable mining.

Lapland currently holds three active metal ore quarries:

- **Outokumpu Chrome** in Keminmaa
 - ◆ The only operational chrome mine in Europe
- **Agnico Eagle Finland** in Kittilä
 - ◆ The largest gold mine in Europe
- The **Boliden** Kevitsa mine in Sodankylä
 - ◆ A multi-ore mine with the highest quarrying volume in Finland

In addition to these mines, there is the **Kalkkima** industrial mineral mine in Tornio and the **Lampivaara** amethyst mine in Pelkosenniemi.

The existing mines are expanding and developing their operations. New projects are being planned. The mining industry offers a lot of opportunities. The investment potential of the sector in Lapland amounts to more than 4 billion euros. The most significant new mining project is the **AA Sakatti Mining** copper and nickel mine in Sodankylä. Other projects being planned include the **Yara** phosphorus mine in Sokli, Savukoski, and the **Hannukainen Mining** multi-ore mine in Kolari. There are also many research and prospecting projects underway for gold and battery minerals, among other resources.

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**LAPLAND IS A STABLE ENVIRONMENT
FOR SUSTAINABLE MINING INDUSTRY!**



25% LAPLAND'S SHARE OF THE TOTAL TURNOVER
OF THE FINNISH MINING AND QUARRYING INDUSTRY

37% LAPLAND'S SHARE OF THE TOTAL TURNOVER
OF THE FINNISH METAL REFINING INDUSTRY

“There is significant mining potential in the Sodankylä area, even on a global scale. The municipality of Sodankylä is committed to promoting sustainable mining. One of the new opportunities is the industrial area serving the mining industry, which will be 45 hectares in size, approximately.”

- Janne Laine, Mining Coordinator, Municipality of Sodankylä

”The mining industry in Lapland is investing heavily in its current operations, which will ensure the good development of the mining industry in the future. Another interesting thing for Lapland is the strong growth in demand for battery minerals. There is a lot of potential in our soil, and in the future, Lapland can be an even more significant producer of raw materials for battery technology and part of the value chain in the industry.”

**- Heino Vasara, Sector Manager,
Lapland Centre for Economic Development, Transport and the Environment**

LAPLAND LOGISTICS AND LOCATIONS FOR DATA CENTER



**5 AIRPORTS,
1,4 MILLION
PASSENGERS (2019)**



**OVER MILLION
TRAIN PASSENGERS
EVERY YEAR**

**14 BORDER CROSSING POINTS
BORDER TRAFFIC 7,8 MILLION
VEHICLES EVERY YEAR**

Lapland's location is very interesting for global operators, which is partially why the traffic flows at airports, roads, railroads and harbors are on the increase. Five airports and two harbors serve international trade.

Rovaniemi, Kemi, Tornio, and Kemijärvi, the largest hubs in the region, are important intersection points in Lapland's logistics network. The Kemi-Tornio area holds a strong concentration of heavy industry, whereas Rovaniemi is known as a hub for goods and passenger transport. Kemijärvi, in turn, is home to the largest raw wood terminal in Finland.

GROWING LOGISTICS

The turnover of the transport industry has been on an upward trend in the last few years. Future industrial investments will also in-

crease logistics needs even more. **The Port of Kemi** plays an important role as the port of export for the entire Lapland and a transport route for raw materials. Future industrial investments increase the need to develop Lapland's harbor infrastructure, as well as the logistics infrastructure in general.

LOCATION FOR DATA CENTER

Lapland's cool conditions, stable operating environment and reliable energy grid are advantages when companies seek a location for their data centers, and companies have already noted Lapland's potential. The future execution of the planned data transmission cable from Finland to Asia via Lapland increases this potential even further.

"The Port of Kemi is well prepared to start the expansion work. We have a nice, positive drive going on. The prospects are the best that I have seen so far."

- Hannu Tikkala, CEO, The Port of Kemi

ARCTIC TESTING



TESTING FACILITIES IN IVALO, MUONIO AND ROVANIEMI

Arctic vehicle testing has been one of the pillars of business in Lapland for decades. The development of autonomous driving and electric vehicles increases the need for vehicle testing. The conditions, facilities and expertise in Lapland are all first-class.

The Aurora Intelligent Road on Highway 21 in Muonio is an Arctic testing platform for smart traffic systems and automated driving. The instrumented road section enables testing and research. The service network is also being constantly developed. There are testing facilities in *Ivalo*, *Muonio* and *Rovaniemi*. The tracks, halls and services all form an excellent, internationally appealing entity.



READ MORE ABOUT LOGISTICS
AND ARCTIC TESTING IN LAPLAND

WWW.LAPLAND.FI/BUSINESS/LOGISTICS-AND-TESTING/

"Lapland offers a top-class environment for arctic testing and the road and air links are good. We see the opportunity to test electric vehicles in winter conditions. 5G infrastructure would generate a new opportunity - testing the communications to and from cars during winter conditions."

- Alex Burns, President, Millbrook Proving Ground Ltd

IMPORTANT CONTACTS

DO YOU NEED HELP WITH LOCATING IN LAPLAND?

LAPLAND'S MUNICIPALITIES AND DEVELOPMENT COMPANIES ARE THE EXPERTS IN THEIR AREA

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WHAT DOES IT COST TO DO BUSINESS IN FINLAND?
FACTS AND FIGURES AVAILABLE AT:
GUIDES.STAT.FI/INVESTINFINLAND/BUSINESSCOSTS



**DO YOU NEED MORE INFORMATION ABOUT LAPLAND
AND BUSINESS OPPORTUNITIES IN THE REGION?**
**BUSINESS LAPLAND IS YOUR WINDOW TO LAPLAND'S BUSINESS
OPPORTUNITIES AND EXPERTISE**
WWW.LAPLAND.FI/BUSINESS

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HOUSE OF LAPLAND



European Union
European Regional
Development Fund
European Social Fund

Leverage from
the EU
2014–2020