
FACTS AND CONTACTS

BUSINESS LAPLAND

Opportunities above ordinary



BUSINESS LAPLAND

*Dare to be more creative,
dare to seek bold and meaningful
ideas. Do business that
transforms the ordinary.*

Lapland's pure Arctic nature and natural resources form the backbone of a sustainable business environment.

The unique conditions and connection with nature have always generated ideas and innovations in Lapland. The creative business culture enables growth-producing business operations for bold investors and companies.

The Northern operating culture, supported by collaboration and community, is based on networks, in which strict hierarchies do not define all activities.

Lapland is stable and practical, which opens opportunities for long-term business.

CONTENTS

FIVE REASONS TO
DO BUSINESS IN LAPLAND 03

SUSTAINABLE TOURISM
ON THE RISE 05

POTENTIAL FOR THE BIOECONOMY
FROM NATURAL RESOURCES 06

SUCCESSFUL INDUSTRY
IN UNIQUE CONDITIONS 07

STABLE ENVIRONMENT
SUPPORTS MINING OPERATIONS 08

TOP EXPERTISE
IN ARCTIC RESEARCH 09

OPPORTUNITIES
IN SUBCONTRACTING NETWORKS 10

IMPORTANT CONTACTS 11



FIVE REASONS TO DO BUSINESS IN LAPLAND

01 CONNECTION TO NATURE CREATES SUSTAINABILITY

In Lapland, there is the ability to understand nature and utilise it sustainably. Sustainability and operating with nature is part of everyday business in Lapland.

Lapland has renewable forest resources, mineral deposits and Northern natural products. Pure nature, together with natural phenomena, are important attractiveness factors for the tourism industry.

02 INNOVATIONS FROM UNIQUE CONDITIONS

The exceptional conditions of Lapland inspire innovations. The Northern location provides opportunities for many business sectors.

The winter is long, with an abundance of snow, and midnight sun can be experienced in the summer.

The active border areas with the three neighbouring states and the cross-border collaboration provide the region with a lot of potential.

03 COURAGE LEADS TO PROFIT

The business culture involves courage, which can be seen in the investments and reactions to the changing world. In Lapland, the number of companies increases annually by five-hundred, and top products are created in the region.

International interest towards the north is increasing strongly. Lapland is seen as a trendy and interesting destination.

04 EFFECTIVE COLLABORATION

In Lapland, work is carried out with the spirit of doing things together and at a low hierarchy. The development companies are regional experts which help companies with their challenges.

The main industries have regional clusters, in which innovations are created, and result-forming marketing is carried out together.

05 PRACTICALITY SUPPORTS BUSINESS

Lapland is a stable and functional place for businesses. The airports, ports, railway network and highways connect Lapland to Southern Finland and other countries. The comprehensive data connections make sure Lapland is close to the rest of the world.

Higher education institutes and vocational academies train strong professionals and develop top expert skills.





Lapland is the Northernmost part of well-functioning and smart Finland. Read more about doing business in Finland and see also the practical information and guides provided by Business Finland

www.businessfinland.fi/en/do-business-with-finland/invest-in-finland/business-environment



**5 AIRPORTS AND
2 PORTS**



**FIXED BROADBAND
AND 5G EXPANDING**



**GREEN ENERGY
WITH REASONABLE PRICES**



**BIG INVESTMENT PROJECTS
ONGOING**



CLEANEST AIR IN THE WORLD



EXCELLENT QUALITY OF LIFE

**BIGGEST
INDUSTRIES:
METAL AND FOREST
INDUSTRY,
TOURISM, MINING**



**BUSINESSES
12 800**



**TOTAL REVENUE
€ 13B**



**10 000
HIGHER EDUCATION
STUDENTS**

SUSTAINABLE TOURISM ON THE RISE

Lapland has a strong international brand. It's known as a sustainable and responsible holiday destination, where beautiful and silent nature surrounds visitors. People want to see the Northern Lights, the snowy landscapes, nightless nights and reindeer herds.

The largest tourism centres are Rovaniemi, Levi, Ylläs, Inari-Saariselkä, Pyhä-Luosto and Salla. The strongest growth in tourism comes from international markets.

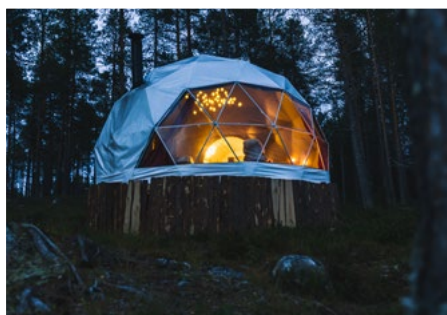
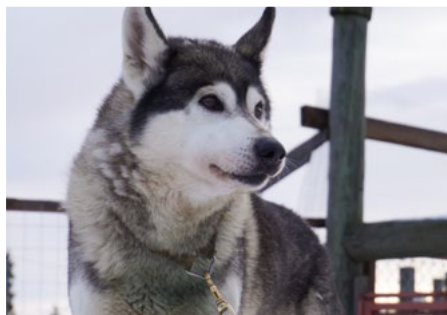
Over three million overnight stays were annually registered in Lapland, half of which were international until the Covid-19 crisis impacted tourism on a global level in 2020. Lapland's strengths, such as cleanliness, safety and space, are even greater advantages for the tourism sector after the pandemic.

Eighty per cent of international tourism's overnight stays take place in the winter. However, the most recent Central European market survey indicates that Lapland's snow-free period has business potential equal to winter.

Lapland's investments in year-round development, sustainability, and profitability offer new and bold opportunities. High-quality accommodation and the programme service sector have the greatest growth potential.

Lappish tourism's business and investment opportunities at the Business Lapland online service

www.lapland.fi/business/tourism/



Lapland, the wild frontier in Finland, is providing great investment potential for nature resorts utilising its magnificent benefits: cleanest air in Europe, tranquillity and exotic nature.

HIMMO VIRTANEN, DIRECTOR, CHRISTIE & CO



2.3 MILLION

REGISTERED OVERNIGHT
STAYS IN 2021
(2.1 MILLION IN 2020)



THE NUMBER OF INTERNATIONAL
OVERNIGHT STAYS HAS DOUBLED
BETWEEN 2010-2019

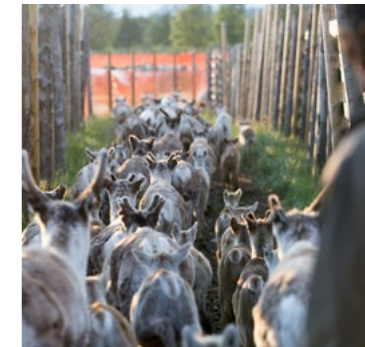


SUMMERTIME BUSINESS
POTENTIAL EQUAL TO
THAT OF WINTER

POTENTIAL FOR THE BIOECONOMY FROM NATURAL RESOURCES

*A coniferous tree grown in the north contains,
e.g. various extracts compared to one grown in the south.
The sugars of the tree are excellently suited as raw
ingredients for ethanol, biogas, protein and bioplastics.*

OLLI DAHL, PROFESSOR, AALTO UNIVERSITY



The bioeconomy uses renewable natural resources to produce products, nutrition, energy and services, and the growth is based on sustainability and circular economy principles. Lapland's ample natural resources are significant for bioeconomy business operations, and there's top expertise in processing the resources.

Two-thirds of the forest industry's production comes from the paper industry. The investment in the bioproduct plant to be built in Kemi is the largest in Finland. A significant cluster is forming in Lapland around the bioindustry, which offers lots of subcontracting opportunities.

The sector of natural products still has a vast amount of unutilised potential. There is a global demand for pure natural products, and Lapland has the top raw ingredients ready.

BIOECONOMY PRODUCTION
IN LAPLAND

€ 2.4B

OF WHICH
THE FOREST SECTOR

€ 1.7B



ENORMOUS INVESTMENTS
ARE BEING MADE IN THE
BIOINDUSTRY



NATURAL PRODUCT
INDUSTRY GROWING

Read more about bioeconomy in Lapland

[www.lapland.fi/business/
bioindustry-circular-economy/](http://www.lapland.fi/business/bioindustry-circular-economy/)

SUCCESSFUL INDUSTRY IN UNIQUE CONDITIONS

Expertise and significant natural resources rising from the cold conditions are the basis for Lapland's industry. Sustainability is an important value, and there is increasing expertise in the circular industrial economy.

The industrial sector is a major part of Lapland's business operations, and every fourth Lappish job is industrial or in closely related sectors. The forest and metal industry are the region's largest industry sectors. In 2020, the turnover of metal processing was 4.1 billion euros, and the turnover of paper and carton product production was 0.9 billion euros. Kemi-Tornio is a significant industrial concentration, but there are specialised and increasing industrial activities in Lapland's other provinces too.

The Lappish committed labour force, and substantial raw ingredients enable growth. Highways, airports, rail connections and ports ensure that products also smoothly reach the export market.



As a Lappish company, pure nature is part of our everyday life, and we know how to appreciate it. Our product is environmentally friendly, and all waste from the factory is carefully recycled.

ANTTI LASSILA, MARKETING MANAGER POTMA OY

Read more about the success and opportunities of the industry in Lapland

www.lapland.fi/business/industrial-sector/



TURNOVER OF INDUSTRIAL
SECTORS MORE THAN

€ 6B



INCREASING SKILLS IN
THE CIRCULAR ECONOMY



2 PORTS AND GOOD
RAIL CONNECTIONS

STABLE ENVIRONMENT SUPPORTS MINING OPERATIONS

The growing mining operations and ore exploration activities in Lapland create new demand in the value chain. Thus, new business operations that are important for the sector are established in Lapland to develop and provide, for example, equipment and various services required by the mines.

HEINO VASARA, HEAD OF SERVICE, LAPLAND'S ELY CENTRE

THE TURNOVER OF MINING OPERATIONS
AND QUARRYING IN LAPLAND (2019)

€ **690M**

LAPLAND'S SHARE

31%

OF THE METAL ORE
QUARRYING AND
MINING SERVICES'
TURNOVER



ACTIVE ORE EXPLORA-
TION OPERATIONS



Lapland is Finland's concentration of mining operations. For example, copper, cobalt, phosphorus, nickel, platinum, gold and chromite have been found in Central Lapland's ore-rich greenstone zone. Lapland's share of Finland's metal ore quarry and mining services' turnover equates to almost half, and a quarter of the entire mining sector's turnover.

There are three mines in Lapland: Outokumpu's chromium mine in Keminmaa, Agnico Eagle's gold mine in Kittilä and Boliden Kevitsa's multi-ore mine in Sodankylä. In addition to these, there is an industrial mineral mine in Tornio and an amethyst mine for tourism purposes in Pelkosenniemi.

Significant investments are underway and being planned. Mining operations are developed sustainably, and consideration towards nature and other livelihoods is aimed to be ensured.

The sector has a lot of potential: several research and ore exploration projects are pending for, e.g. gold and battery minerals.

Read more about mining in Lapland

www.lapland.fi/business/mining-metal/

TOP EXPERTISE IN ARCTIC RESEARCH

The importance of this [Sodankylä's Tähtelä] station is significant. There are few stations in the world that are as diverse, and particularly in this type of climate zone where we are.

TIMO SUKUNVAARA, FINNISH METEOROLOGICAL INSTITUTE



Lapland offers the best framework and know-how for Arctic testing and research. Arctic vehicle and infrastructure testing is one of Lapland's fields of expertise.

Cold and condition testing concerning the motor industry is an international growth sector. There are testing facilities in Inari, Muonio, Rovaniemi and Sodankylä. Traffic automation and electrification increase testing needs, e.g. autonomous vehicles are tested in Arctic conditions. Lapland's winter road environment is also being implemented for a simulator.

The northern accessible location of Lapland and the long winter provide an excellent framework for Arctic research work. For example, atmosphere, space and snow research is carried out in the north. The research is globally significant, but it can only be carried out in a few areas of the world. There are research centres and measurement stations in, e.g. Rovaniemi, Sodankylä and Pallas.



**ARCTIC VEHICLE TESTING
IN MUONIO, IVALO, ROVANIEMI
AND SODANKYLÄ**



**MULTIDISCIPLINARY RESEARCH
AT THE ARCTIC CENTER AND AT
THE UNIVERSITY OF LAPLAND**



**GEOPHYSICAL OBSERVATORY AND THE
ARCTIC SPACE CENTRE OF METEORO-
LOGICAL INSTITUTE IN SODANKYLÄ**

Read more about research & development in Lapland

www.lapland.fi/business/research-development-testing/

OPPORTUNITIES IN SUBCONTRACTING NETWORKS

SUBCONTRACTING NETWORKS

Lapland's key sectors, such as tourism, bioeconomy, industry and mining, require a vast network of different companies around them from other business sectors. Partners and multidisciplinary professionals are required for an effective network so that everyone can focus on their key skills.

Industrial sector creates demand for logistics, maintenance and cleaning services. The growth of the mining sector brings additional needs, for example for earthmoving and for the development and maintenance of mining equipment.

The construction sector has been growing in Lapland during recent years, and new significant projects also indicate a demand for construction operators and various design services. On the other hand, the tourism sector's subcontracting needs are comprehensive, from transport services to cleaning, wellness services and staff leasing service providers.



Explore the municipalities in Lapland

www.lapland.fi/business/locations/

Q IMPORTANT CONTACTS

You can immediately become part of Lapland's network, where solutions are sought and found together where necessary. Relocating yourself in Lapland is effortless, and suitable plots, premises and cooperation networks for business operations are located.

THE MUNICIPALITIES' BUSINESS SERVICES UNITS HELP WITH ISSUES CONCERNING RELOCATION

KITTILÄ

Katariina Palola
Director for Economic Development
katariina.palola@kittila.fi
+358 (0)40 095 5472
www.kittila.fi
www.kideve.fi

RANUA

Mikko Pöykkö
Development Manager
mikko.poykko@ranua.fi
+358 (0)40 662 3700
www.businessranua.fi
www.ranua.fi

PELLO

Juho Niemelä
CEO Pellon Kehitys Ltd
juho.niemela@pello.fi
+358 (0)40 674 4318
www.pello.fi

POSIO

Niina Heino
Director for Economic Development
niina.heino@posio.fi
+358(0)40 801 2229
www.posio.fi

ENONTEKIÖ

Sirpa Mannela
Office and event secretary
sirpa.mannela@enontekio.fi
+358 (0)40 069 4945
www.enontekio.fi
www.enontekiolapland.com

MUONIO

Kaisa Kylä-Kaila
Business Development Specialist
kaisa.kyla-kaila@muonio.fi
+358 (0)40 489 5153
www.muonio.fi

SODANKYLÄ

Ari Pesonen
Development Director
ari.pesonen@sodankyla.fi
+358 (0) 40 769 5950
www.sodankyla.fi
www.businesslappi.fi

INARI

Samuli Mikkola
Director for Business & Economic Development
samuli.mikkola@inari.fi
+358 (0)40 635 9101
www.inari.fi

UTSJOKI

Eeva-Maarit Aikio
Development Manager
eeva-maarit.aikio@utsjoki.fi
+358 (0)40 015 1294
www.utsjoki.fi

PELKOSENNIEMI

Mika Tenhunen
Business Development Coordinator
mika.tenhunen@pelkosenniemi.fi
+358 (0)40 195 0488
www.pelkosenniemi.fi
www.pyha.fi

SALLA

Erkki Parkkinen
Mayor
erkki.parkkinen@salla.fi +358
(0)400 393 987 www.salla.fi

SAVUKOSKI

Pinja Siivola
Director for Economic Development and Rural Affairs
pinja.siivola@savukoski.fi
+358 (0)40 179 0955
www.savukoski.fi

NETWORKING, ADVOCACY AND EDUCATION

LAPLAND CHAMBER OF COMMERCE

Liisa Ansala
CEO
liisa.ansala@chamber.fi
+358 (0)44 577 7514

THE REGIONAL ORGANIZATION OF ENTERPRISES IN LAPLAND

Pirkka Salo
CEO
pirkka.salo@yrittajat.fi
+358 (0)400 392 139

LAPLAND CENTRE FOR ECONOMIC DEVELOPMENT, TRANSPORT AND THE ENVIRONMENT

ADVISORY | FINANCING | DEVELOPMENT

Eija Virtasalo
Head of Finance
eija.virtasalo@ely.keskus.fi
+358 (0)29 037 150

FINNVERA

FINANCE | LOANS | GUARANTEES

Risto Koskinen
Regional Manager
risto.koskinen@finnvera.fi
+358 (0)29 460 2006

BUSINESS LAPLAND HELPS TO FIND THE RIGHT CONTACTS

BUSINESS LAPLAND

Salla-Mari Koistinen
program manager
salla-mari.koistinen@houseoflapland.fi
+358 (0)40 044 9365
www.lapland.fi/business



HOUSE OF LAPLAND



REGIONAL COUNCIL OF LAPLAND

Leverage from
the EU
2014–2020



European Union
European Regional



BUSINESS LAPLAND