



Central Finland

#keskisuomi



IN ENGLISH

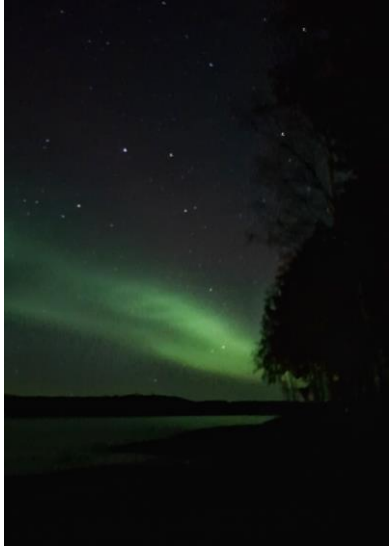


The Facts:

275,000 inhabitants	Region capital: Jyväskylä	A world-class university and University of Applied Sciences
Research organizations and research-oriented companies such as VTT, Metsä Spring		
Strong economic boom (2016-2019)	Easy connections to European cities by airplane or train+airplane combination	







Nature:

4 seasons

5 national parks

Thousands of lakeside cottages



We offer to the world:

- **Sustainable wood fibres** that can replace plastics and synthetic & cotton textiles
- **Cyber security know-how and facilities** that prevent crime and terror
- **Innovative wellbeing solutions** that improve life quality
- **And much more!**



Bioeconomy



The most sustainable fibres in the world replace plastics and synthetic & cotton textiles*

**Circular economy
research breakthroughs**

Wood fibre based knowledge

- **Novel biobased materials replace plastics in packaging**
- **Major pilot investments in wood fibre based textiles** (Metsä Spring in Äänekoski, Spinnova), cooperation with e.g. the legendary fashion house Marimekko
- **VTT Technical Research of Finland** in Jyväskylä is world leader on this field
- **Newest research focuses on wood-based hospital materials** with antimicrobial resistance

MetsäSpring



sukarwoodTM



Circular economy & new research in Central Finland

- **Precious metals** (eg. gold) are extracted from waste water and electronic waste (University of Jyväskylä)
- **Bio-based CO₂** is captured and used to produce fuels and chemicals (VTT)
- **Äänekoski bioproduct mill:** New products from the side streams of pulp industry



Biogas production and consumption



- **Biogas production** currently approximately 10 % of total technological potential
 - High unused potential in especially agricultural sector
- **Strong increase** in biogas as traffic fuel
- **Strong commitment** from public sector, active companies and R&D projects.
- **Investments** >20M€ in past 4 years.



Digital economy

Cyber security

Artificial Intelligence in health care



JYVSECTEC

- **Cyber security solutions** through research, development and training
- **Realistic Global Cyber Test environment for companies**
- Test environment for health care is currently being built
(Health Care Cyber Range)
- **JAMK University of Applied Sciences, owner of JYVSECTEC**, is a founding member of ECSO, European Cyber Security Organisation



IBM WATSON HEALTH – Artificial Intelligence in health care

- Data mining from Health Data
- Various examples, including identification of risks of an individual for social marginalisation.
- New, innovative diagnostics





The Wellbeing Region

Health and Wellbeing Economy: Sports and physical activity, rehabilitation, aging, and Green Wellbeing

Partnerships, pilots, research, dissemination of new knowledge, co-operation forum for health and wellbeing



The Wellbeing Region

- **Focus on academic research and preventive, evidence-based approach in wellbeing**
- **Innovations and personalised tools** that are supported by private, public and third sector partners
 - Technological innovations, personalised health monitoring that is combined with big data (Firstbeat)
 - Green Wellbeing



Wellbeing Expertise Centre of Central Finland KeHO

- **Interdisciplinary cooperation forum** for experts on social welfare, healthcare and sports.
- **Health-related innovations, business and projects**
- **20 different operators** (research, NGOs, hospital, education) with a total of approximately **100 specialists**

<https://www.kehofinland.fi/keho-in-english/>



More
wellbeing
to the
world!



Hospital Nova



- The construction of our new, modern central hospital (Hospital Nova) will be completed in 2020
- The hospital is inspired by the National Parks of Central Finland

Hippos2020 – a new era in wellbeing platforms

- Academic and commercial **sports research and education** meets **modern sports facilities**
- **Hub** for wellbeing-related **businesses and start-ups**
- Expertise and facilities available to both **professional athletes** and **ordinary fitness enthusiasts**





Knowledge based economy

**World-class
university**
research and
education

**International
education**
export, import &
exchange

Innovative
company growth
mentorship

**The Heart of
Finnish
Education**

The Heart of Finnish Education

40 000+++

students from more
than 100 countries

University education
provided by

4 institutions

**One of the largest
hubs** of secondary
education in Finland



- **World-class university research and education**, internationally recognized University of Applied Sciences
- Top research fields include:
 - Learning and education
 - Wellbeing, health and sport
 - Cybersecurity
 - Natural Sciences, Bioeconomy



Company growth and internationalisation – Kasvu Open





Tourism

Tourism

Urban services & nature	Lakeland Finland: <ul style="list-style-type: none">• 5 national parks• thousands of lakes	Capital of Alvar Aalto's architecture
		2 Unesco heritage sites
		City of Light amidst northern darkness (over 100 permanent sites)
Wellbeing Region: Sauna Region of the World, Capital of Sport		Focus in 2019: digital customer experience, international networks





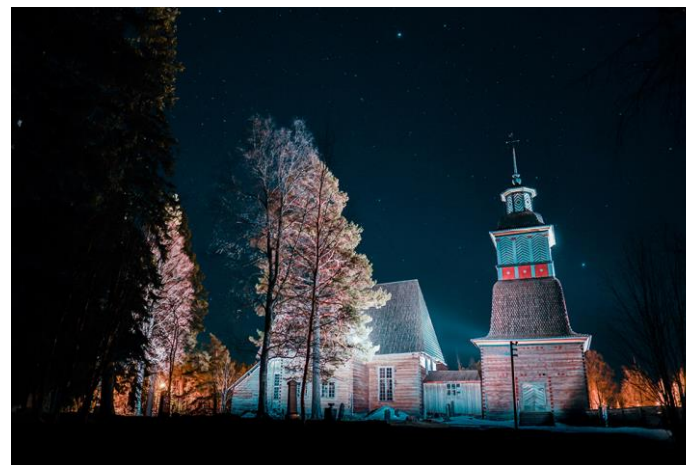
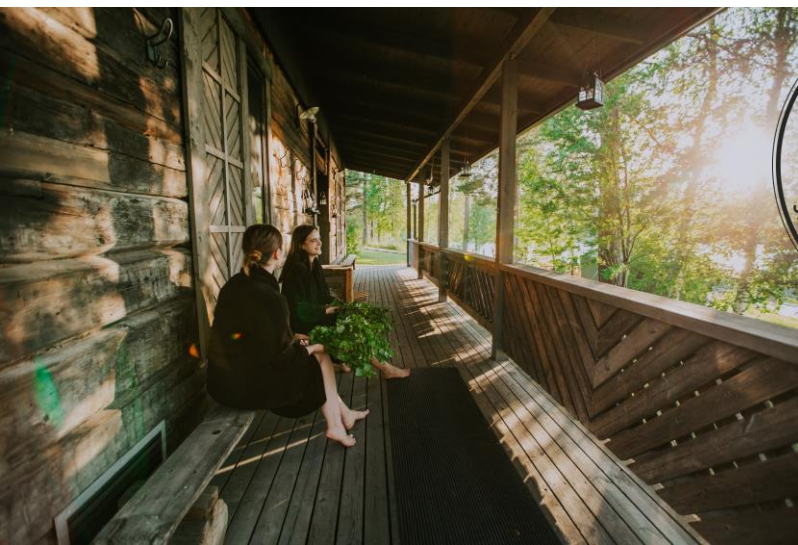
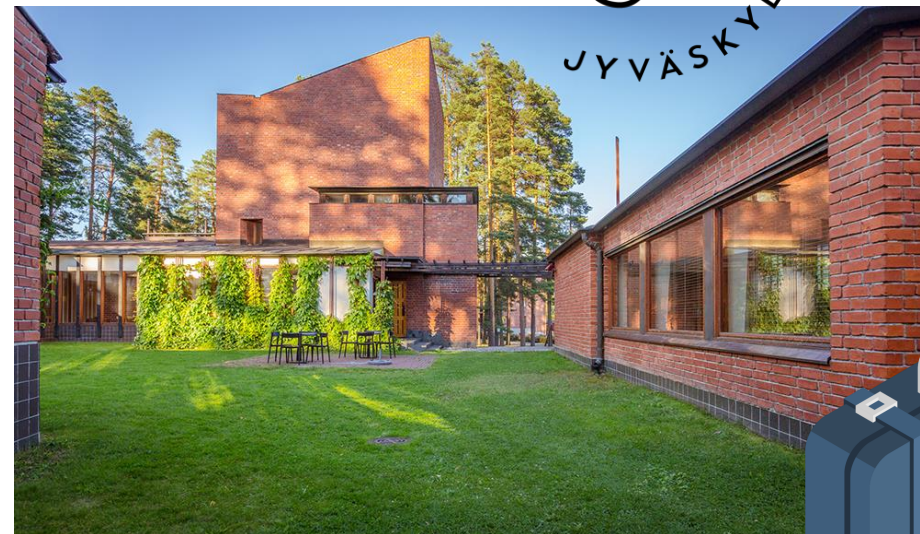


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Page 22: BusinessJyväskylä, Jyväskylä University

Page 23: Uljas Valkeinen, Council of Central Finland

Page 26: Lakeside view: Visit Jyväskylä, photographer Atacan Ergin

Petäjävesi Church: Visit Jyväskylä, photographer Eemeli Nättinen

Jyväskylä harbour: Julia Kivelä

Sauna: Julia Kivelä

Alvar Aalto: Visit Jyväskylä, photographer Tero Takalo-Eskola



KESKI-SUOMEN LIITTO

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www.keskisuomi.fi/in_english