



THE CITY OF BIG DREAMS

Creative entrepreneurs are targeting the city of Seinäjoki in Finland for the cross-fertilisation of ideas and innovation

The city of Seinäjoki is full of people with dreams ever so American. One is building a shopping centre empire, another is pouring money into the region's 'Disneyland'. All these reckless gentlemen share the region's typical genes: out of something small you can make something damn big and beautiful.

Seinäjoki places a high value on entrepreneurship, education and innovation, says mayor Jorma Rasinmäki. It is the entrepreneurs that hold the key to economic growth and a flourishing business culture.

The common will and spirit of entrepre-

neurship have made Seinäjoki one of Finland's top players in terms of gross domestic product, employment rate and population growth. The creative fields have strong potential in Seinäjoki.

THE MAIN ATTRACTION

Visions that raise more than a few eyebrows have become one of Seinäjoki's trademarks. For example, stunt group The Dudesons (pictured) are best known for their TV shows and live performances. This group of young men has become a unique success story whose

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extreme stunts are followed in more than 50 countries. They are a good example of how the creative fields have plenty of potential for innovation, growth and internationalisation.

SEINÄJOKI ROCKS!

Over the years Seinäjoki has cemented its status as a wonder among Finnish cities when it comes to event promotion. Hundreds of events are organised in the region annually, attracting, serving and entertaining people from all around Finland and the world.

Last summer, Seinäjoki hosted Cumbre Mundial del Tango 2011 World Tango Summit, an international tango festival gathering tango professionals from all around the world. The event was organised outside the Ibero American countries for the very first time in its history.

We have events for all tastes – from rock and tango festivals to motorsport racing events. The business sector also sees how much national visibility these large events can bring. After all, it's quite a lot of money festival goers leave behind, says Kalle Keskinen, a brilliant talent among the younger generation of event promoters.

CREATIVE INNOVATION

Seinäjoki's Rytmikorjaamo area is being developed as an innovative platform and environment for creative fields. Already one of Finland's largest rock clubs, the area also offers impressive business premises for creatives. The idea of the new concept is to support entrepreneurship in the fields of rhythm music and event production through services and networks.

We hope to generate growth and business innovations by concentrating creative entrepreneurs in one place to network and share ideas. We are anxiously waiting to see how this concept works in real life, says the Rytmikorjaamo project manager Osku Ketola.

Fashion designer Linda Sipilä is great proof of the unique Seinäjoki spirit to aim for success. She won Finland's version of the syndicated series Project Runway 2011 and is scoping the international arenas. Linda Sipilä and even The Dudesons are running their own businesses and inspiring other creative entrepreneurs at Rytmikorjaamo.

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