

**BUSINESS
JOENSUU**

J **WITH** **O** **E**

Business Joensuu Oy

Supporting companies to grow and become international,
providing expertise to help to invest and relocate

Harri Palviainen, CEO, 12.3.2019

Ketteruus

Jalkapö

Yhteistyö

Potentiaali

Rolkeus

Näköalapaikka

**Your growth story
is ready to start.**

Luottamus

dotkeilut

Modermi

Rakentaminen

Targets.

1. Companies grow and become international
2. New successful companies and entrepreneurs
3. Strengths of the region are known nationally and internationally, new investments and professionals

Purpose.

**Growth, jobs and
companies
with solid business
enable good living
for us all**

Our customer promise.

"We work together with you professionally and courageously with good pace & pulse on your company's path to success."

Business Joensuu team

**BUSINESS
JOENSUU**



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J **WITH** **JOE**

Business Joensuu at your service

- Services cover whole lifecycle of business

New companies and entrepreneurs

We help to start your company and to accelerate business, support in practical matters and coach you further. In case you need investors, financing or premises we will help.

Existing businesses

We support you to grow and improve profitability. We work with you from business planning, to developing competencies, productization, organising financing or developing ownership of the company. We support on expanding to new markets and internationalization.

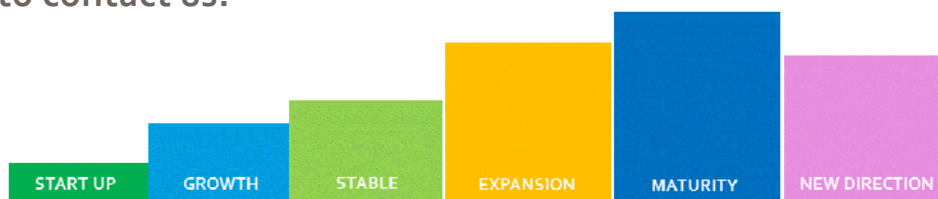
Organisations planning relocation

We help you to relocate and operate in our entrepreneurship friendly region. We make it easy for organisations, investments and professionals to come here.

Groups of companies, research and education organisations

We support companies to develop industries and catalyst new businesses together with research and education organisations.

Concrete results on your business or long-term effects to whole business environment – which ever, you are welcome to contact us.



Annual Numbers

- Netsales 11.4 M€ (55% facility services, 20% municipalities, 25% projects), 50 experts
- 2500 customers, ~4500 contacts
- ~400 new companies
- 10-15 M€ investments for 100 companies
- 40-50 change of business ownership or M&A activity
- 37 business environment development projects
- 50 recruitments, 100 coachings
- 130 facility services customers, 1500 people, over 40.000 m², 25 conference rooms, 2750 meetings
- 150 events

Owned by City of Joensuu, University of Eastern Finland, and Riveria education consortium.

International co-operation e.g. USA, China, Japan, Chile, Peru, Uruguay, Mexico, Spain, Russia, Nordics, Germany, UK, France, Poland, Austria, Portugal, Greece, Czech Republic, ...

Our service portfolio

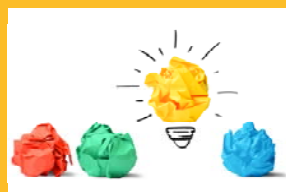
For companies

Invest In and Relocation Services



- Relocation services
- Invest In projects
- Nearby area services (Russia)
- TV and Film production services
- Regional marketing

New Business and Internationalisation Services



- Starting companies
- Start-up incubators and accelerators
- Investors
- Internationalisation services
- Catalysing new business

Growth and Development Services



- Personnel, competences and labor
- Funding and Investments
- Growth coaching
- Change of ownership
- 30 min express service
- Municipality responsibility

Science Park's Facility and Event Services



- Business facilities
- Visit Science Park events
- My Science Park – community services
- CoWorking -services

For company groups, municipalities and research- & education organisations

Business environment development services



- Industry knowledge
- Project openings, management and funding

Services cover whole lifecycle of a company's business

Invest In and Relocation Services

Relocation services

Invest In projects

Film and TV production services

Nearby area services (Russia)

Region marketing

New business and Internationalisation services

Starting companies

Start-up incubators

Investors

Internationalisation

Catalysing new business

Growth and Development services

Personnel, competences & labor

Funding and investments

Growth coaching

Change of ownership

30 min expertise service

Municipality responsibilities

Facility and Events services

Business facilities

Visit Science Park events

My Science Park community services

Coworking services

Customers of Invest In and Relocation services

1. Companies and organisations from outside of the region

- Looking for a location to start or expand operations
- Wants to expand to new geographical markets
- Would benefit to utilize Joensuu region's infrastructures, knowledge and networks

2. Local companies

- Searching for new premises
- Could bring operations from their other locations to Joensuu or are planning to move operations from Joensuu to some other location

3. Investors looking for attractive targets for their investments

4. Organisations whom need any type of support from us and will promote awareness of Joensuu

5. Top professionals whom could work, study or live in the region



Invest In and Relocation services

Relocation services

- Presenting region's possibilities, networks and environment
- Supporting investment and relocation projects
- Soft Landing services
- Organising visits and events
- Industry segments, value chains, networks, education, research
- Facilities, city planning, infrastructure
- Financing and support
- Services, logistics

Invest In projects

- Presenting investment opportunities
- Preparation, leading and supporting investment and operation starting projects
- Preparation and sales of investment opportunities
- Reference projects

TV & Film production services

- Organising locally movie projects support
- Filming locations search and presentation
- Production support
- Professionals, assistants
- Accommodation, eating and other facilities
- Financing services
- Reference productions

Nearby area services (Russia)

- Help for migrating, starting company or local operations
- Help to arrange facilities, partners and professionals
- Advice on financing and working with local authorities
- Europe, Nordics, Finland and North Karelia market entry guidance
- References

Region marketing

Our industry responsible professionals act as domain experts aiming to develop industry capabilities and networks further

Tasks

1. New businesses from the growth industries of the region



Forest, bio and circular economy

Timo Tahvanainen



Photonics business

Juha Purmonen



Creative industries
Movie Game

Niina Myller Veikko Miettinen

2. Growth from the emerging industries of the region



Food business

Hanne Husso



Travel business

Jaani Holma



Education business

Mervi Leminen



ICT & digital economy

Jouko Rautasalo

3. Ensuring competitiveness of the strong industries



Construction industry

Jouni Luoma



Metal and plastic industry

Antti Mononen



Mining industry

Ilkka Nykänen



Trade and services

Jaani Holma

- Follow-up industry development
- Identify regional needs and opportunities
- Start industry development projects together with companies, research and education organisations
- Activate and support companies
- Create and activate industry networks

-> **New companies, businesses, products and services, international business**

Business Joensuu Focus 2019-22

1. Easy to approach and results oriented customer service in all channels
2. New business from growth industries – activation of emerging industries
3. Proactive search for growth
4. Boost internationalisation

SERVICES

30 min expert services

Competences, labor

Funding, investments

Growth coaching

Change of ownership

Municipality responsible

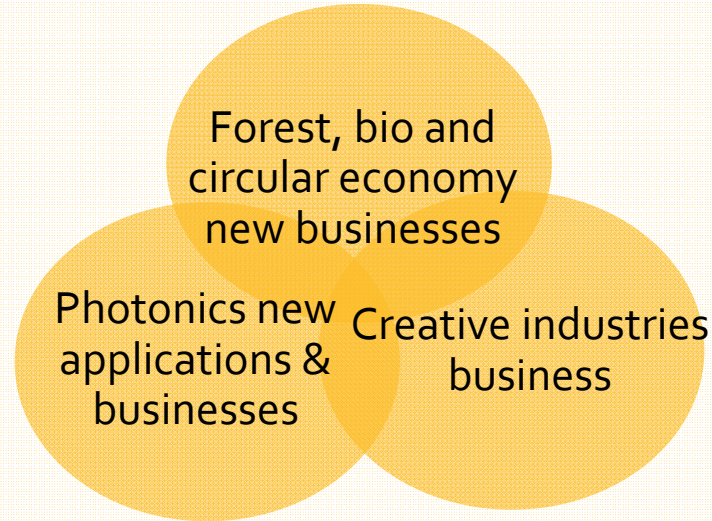
Science Park facility and event services

**BUSINESS
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Business Environment Development Projects

1. NEW BUSINESS FROM THE GROWTH INDUSTRIES



2. GROWTH FROM EMERGING INDUSTRIES

Food industry new international products	Travel business differentiation and brand	Education ecosystem business	ICT as business enabler
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Ensuring competitiveness of strong industries

Metal & plastics, mining, trade and services

JOE SmartCity platform

Regiona, national and international networks

Growth Activities

1. GROWTH COMPETENCIES DEVELOPMENT

International business
Management of growth
Digitalization of business
Sales & marketing

2. REDUCING LABOR BOTTLENECKS

New models for attracting & recruiting
Software development special programme

3. GOAL ORIENTED GROWTH AND INTERNATIONALISATION PROGS

GoGlobal / Reborn global
Growth coaching
Y community – Young entrepreneurs
Start-Up Booster
From start-up to growth model
BJOE StartUp Fund, Venture Days

4. ACTIVE SEARCH OF INVESTMENTS

Invest In -focus in the most potentials
Active sales & marketing
From Russia to Europe markets

THANK YOU

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