

J • ENSUU



Joensuu



- Founded in 1848
- 77,600 residents
- 12th largest city in Finland
- Employment area 124,000
- Mayor Jere Penttilä



Joensuu



- Lat 62°36'00"N
Long 029°45'50"E
- Helsinki–Joensuu 430 km
 - by air 1 h
 - by train 4.5 h
 - by car 5.5 h
- Other distances
 - Kuopio 135 km
 - Nearest Russian border control 70 km
 - Petrozavodsk 360 km
 - Saint Petersburg 390 km
- Neighbouring municipalities: Kontiolahti, Liperi, Tohmajärvi, Rääkkylä, Ilomantsi, Lieksa



Northern Karelia



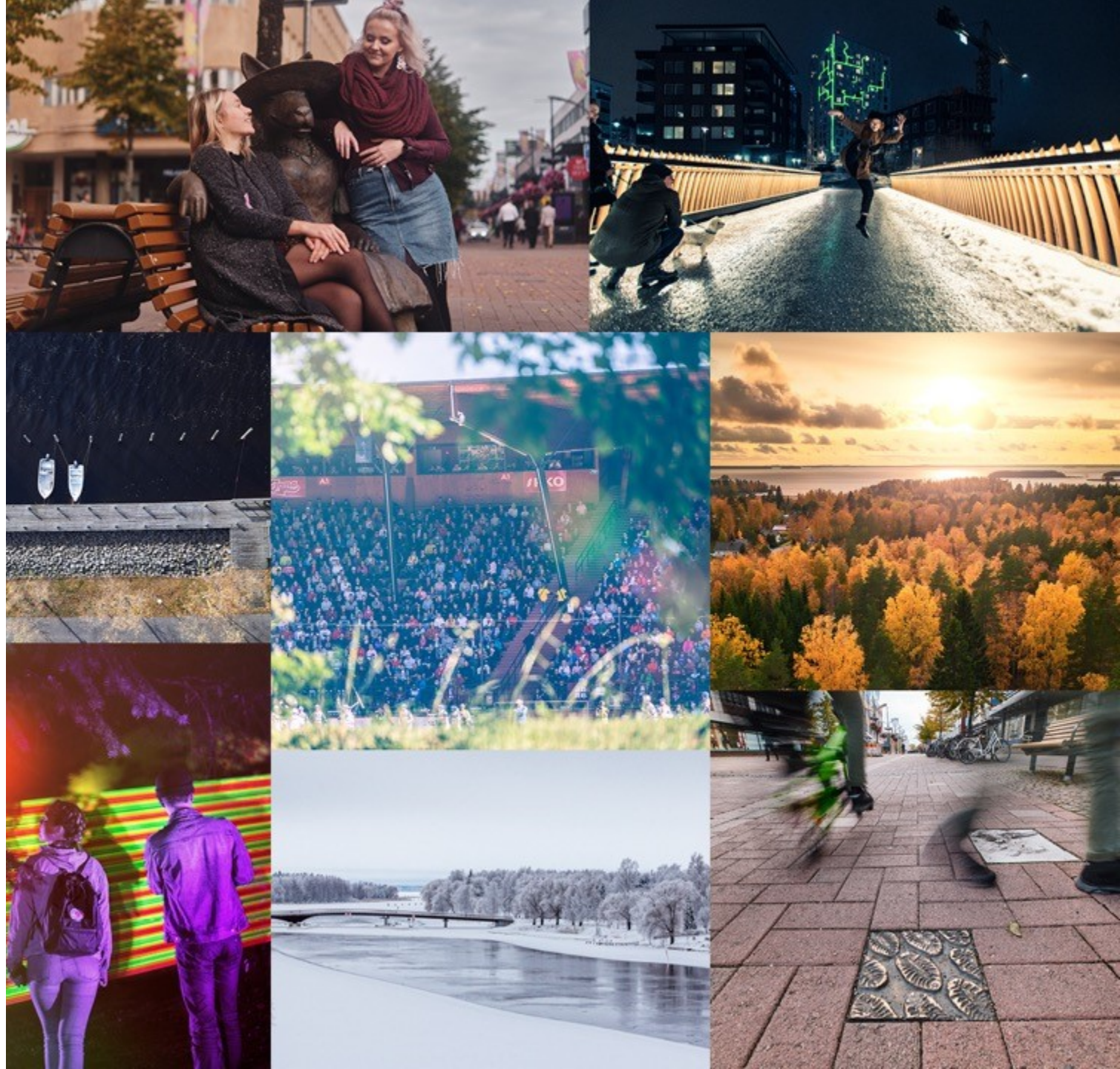
- County capital Joensuu
- Northern Karelian borders are considered to originate from the Treaty of Nystad in 1721 - Northern Karelia 300 years old in 2021
- Heinävesi, Ilomantsi, Joensuu, Juuka, Kitee, Kontiolahti, Lieksa, Liperi, Nurmes, Outokumpu, Polvijärvi, Rääkkylä, Tohmajärvi
- 163,500 residents, population density 9.21 res./km²
- Most important lines of business: social & health services, industry, retail, education, construction
- 4 national parks: Koli, Petkeljärvi, Patvinsuo, Kolovesi
- Koli, travel destination of the year 2021



People



- University town – over 20,000 students
- 37% of residents under 30
- Population growth 2010–2022 +4,600
- Ukrainians appx. 900
- Housing production 455 (2022)
- Population density 32.4 (res./land-km²)
- Foreign citizens 3,213, largest group Russians.
- Strategy sets out goal to grow to 80,000 residents by 2025



City for Business



- Goal: to be the most entrepreneur-friendly town
- Versatile group of well-known, international businesses
- Internationally recognised, versatile expertise
- Seamless co-operation – the easiest business town in Finland
- Forest, metal, plastic, ICT, photonics
- Promoting labour immigration
- Supporting co-operation between businesses and education institutions
- Overnight stays 200,000 (2022)





The Forest Capital of Europe



- Globally unique hub of forest expertise
- Forestry education on three different levels of education
- Natural Resources Institute Finland, European Forest Institute, research in UEF ja Karelia, Finnish Environment Institute
- 600 businesses and 6,000 forestry jobs, 2 billion turnover
- Smart and sustainable forestry, bioeconomy, wood construction
- Over 8,500 forest owners reside in Joensuu
- The 4th largest forest owner municipality, certified forests



Forest Joensuu

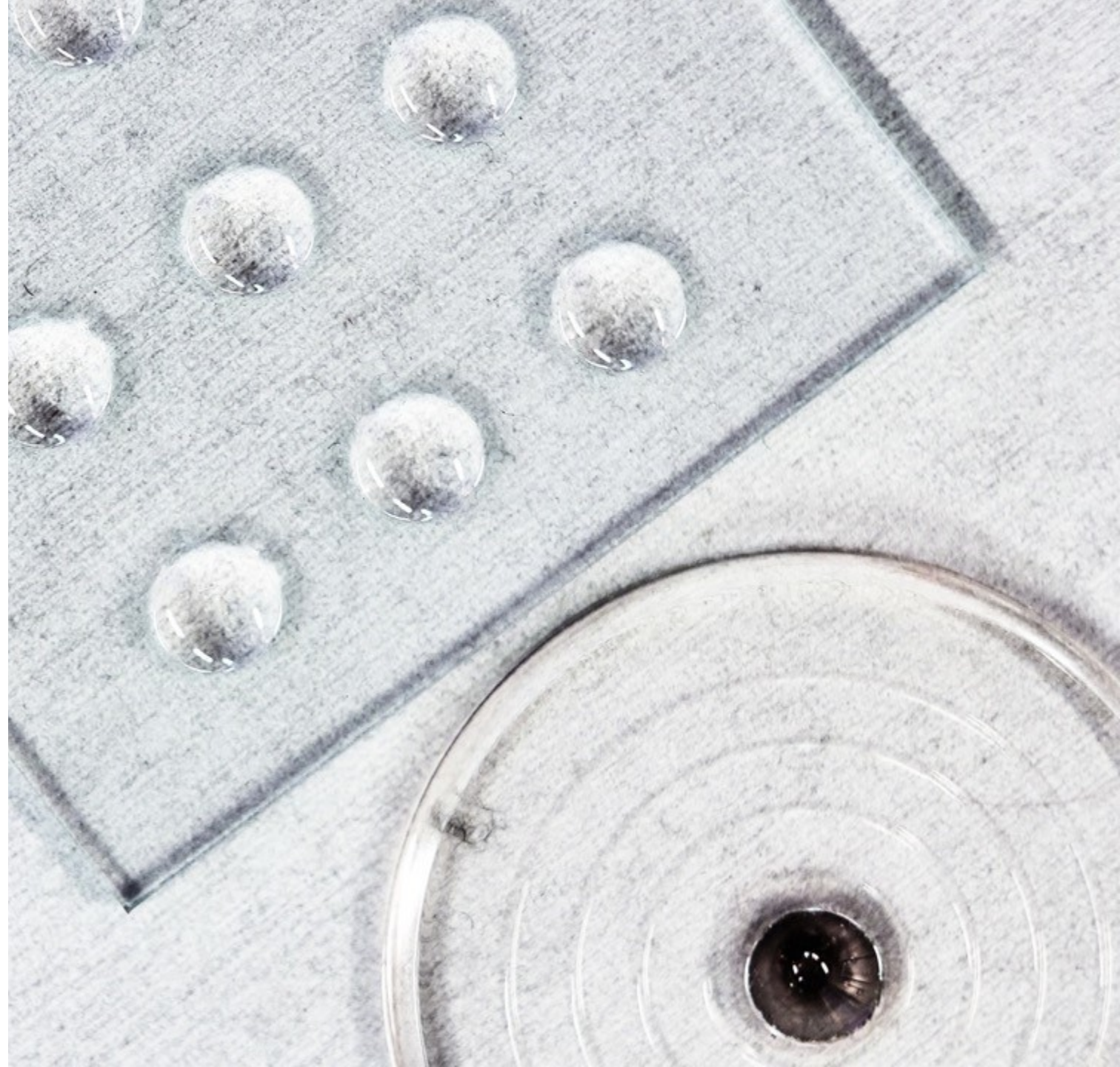
Photonics City



- Internationally top-level research and education expertise, university level photonics research since 1970
- European Optical Society and Photonics Finland secretariats
- Over 300 experts in the field
- Photonics Center helps businesses e.g. settle in the area and the market, to network and grow internationally
- Precision laboratory in Karelia University of Applied Sciences



Photonics Joensuu





Climate-friendly City



- The most ambitious climate target in Finland: Carbon neutral by 2025
- Climate Business Network: 44 partners
- Projects
- Networks: Finnish, European and global
- Best cycling city in Finland
- **climatejoensuu.fi**

City for Students



- Best teachers in the world
- Eastern Finland education hub: UEF, Karelia, Riveria, Luovi, conservatory, upper secondary schools
- One of the most multidisciplinary universities in Finland
- Every third passer-by is a student
- 96% could recommend Joensuu to a friend as a student town
- Teacher training guarantees a high-class, professional staff in education and early childhood education



City for Sports



- Success in basketball, ice hockey, figure skating, gymnastics, biathlon, softball, athletics, orienteering, volleyball, swimming...
- Unique Mehtimäki Sports Park
- Joensuu Sports Academy
- The first “Sweat Agent” in Finland
- Stunning nature and hiking routes
- It’s easy to sweat in Joensuu!



Culture & Event City



- Over 3,000 events, over one million visitors annually
- City Orchestra, Municipal Theatre, museums
- Ilosaarirock, Joen Yö, Parafest, Kerubi, Popkatu, Ilovaari, Visual Festival, Rokumentti...
- Rock clubs, culture spaces
- Kulttuurin unelmavuosi 2023



Values



- We defined our values in 2021
- *In Joensuu, we act together, equally, boldly and sustainably*



Best in Joensuu



- Everyday life is easy. You can cycle anywhere in 15 minutes.
- There's nature everywhere. We have the best water and air. You can't avoid the forest.
- Here everyone can genuinely be themselves and know that they are accepted just as they are.
- That's why it's easy to breathe in Joensuu.



Thank you!