

No matter how you look at it...



Salo Region  
Finland

Development Centre  
of Salo Region

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Salo



Region

Creating Success

# No matter how you look at it...

The Salo Region is a unique combination of high technology, traditional countryside, proximity to the sea and a rich history. The region is located in Southwest Finland, near to both Turku and Helsinki, and is home to about 64,000 inhabitants, 4,200 companies and 2,300 farms. Nokia as well as many other ICT companies are situated in the Salo Region.

The Salo Region functions as a single commuting area consisting of 11 municipalities, including Halikko, Kiikala, Kisko, Kuusjoki, Muurla, Perniö, Pertteli, the City of Salo, the City of Somero, Suomensjärvi and Särkisalo. The majority of the municipalities in the region are small, agricultural communities. Salo stands tall as the centre of industry and services in the region. With its population of approximately 64,000, the region has long been an area of positive net migration. During recent years, the population has increased by about 200 persons each year.

The area of the region is 2,757 km<sup>2</sup> of which 2,659 km<sup>2</sup> is land. The Salo Region is bordered to the south by the shoreline of Särkisalo and to the north by the countryside landscape of Somero.

Salo's location is ideal. Altogether more than two million Finnish people live within a one hundred kilometre radius around the Salo Region. The E18 motorway runs from east to west through the region and, with its completion in November 2008, it represents Finland's most significant road connection. The new motorway will further strengthen the national and economic significance and impact of the region.

### Strengths of the Salo Region

- Expertise in telematics
- Excellent location
- Diverse education and training opportunities
- Full range of residential options
- Dynamic living environment
- Proximity to the sea
- Rich history

### Vision

Salo region is an innovative and international area where creative technology, rich cultural history and active countryside unites.



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#### *Focal points of the regional strategy*

The vision for the Salo Region is to create an innovative and international area where creative technology, rich cultural history and active country living unite.

The regional strategy serves as the foundation for this vision, and the strategy is based on the following focal points and areas for development: services and well-being, industry and competence, and cross-border co-operation.

The objective is to secure the Salo Region's competence in producing a diverse range of high-quality and cost-efficient services, to safeguard the physical and mental well-being of the regional inhabitants, and ensure an attractive, pleasant and safe living environment.

Within the strategy, the business infrastructure will become further diversified. There will be further investments placed in services to support entrepreneurship in order to back the high technology operations and international competitiveness of the region. Efforts will be made to guarantee that the multiprofessional and multilayered expertise corresponds with the demand. A diverse range of educational options ensures the availability of a skilled and innovative work force. A functional and creative environment supports all of these measures.

#### *ICT – a driving force in business infrastructure*

The Salo Region is an important economical and operational subregion along the Helsinki-Espoo-Lohja-Salo-Turku development zone in Southwest Finland. The region highly specialises in ICT business, primarily as a result of the operations of Nokia and its subcontractors. It also boasts a notable electronics cluster and numerous companies in the field. A considerable number of the regional companies operate within the export market. In terms of jobs, the Salo Region also has a large trade and service sector. The metal industry is another noteworthy actor in the region.

Industry in the region is rapidly growing and attracting more business. Other new growth areas in the region include tourism, largely due to the rapidly expanding Teijo area, businesses associated with agriculture, software business, environmental business, and the service sector. The Salo Region falls in among Finland's top ten most competitive subregions in terms of its expertise and innovative capacity. The ICT intensiveness and large number of innovative companies is a pronounced feature of the Salo Region. The region's percentage of the provincial GNP and ICT goods production is considerable. At the same time, the region is a strong agricultural community.

*Co-operation is being developed between the municipalities and the subregions. This will ensure the ability to create a functional community infrastructure at the same time the region is actively developing its international co-operation.*

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## *Changes to the operational environment in the near future*

In the coming years, the population of the Salo Region will both grow and age. The need for services for the elderly will increase along with the need for home care. Immigration is increasing, thereby increasing the need for services in different sectors. The immigration volume, however, also serves to ease the labour shortage in industry. The traffic connections in the region will improve and commuting will further increase, particularly to the Helsinki metropolitan area. All of these developments call for an increase in high-quality recreational services and diverse living options, and that is precisely what the Salo Region has to offer.

The image and attractiveness of the region is and will continue to be exceptional. The desire to live in the countryside is increasing, and more and more people are converting holiday homes into secondary residences for the winter season. An even larger portion of the city population is moving out to the countryside. This increases the demand for diverse living options as well as regional and land use planning. The regional business infrastructure is diversifying and the need for education is correspondingly increasing and diversifying. The size of farms is increasing, and the region is internationalising. The significance of environmental values is rising even further.

The number of independent municipalities in the region will decrease in the future. The services will, however, continue to be regionally comprehensive, flexible and equal. Expertise and specialization will be emphasised aspects of the personnel in the municipalities. The municipalities will be required to develop their purchase and competition management. The wellness services and other services produced by private companies and third sector organisations will increase, and, through their own purchasing activities, the municipalities will promote the creation of a functional market. More paid wellness services will be initiated and the standard will rise. Safety and security will also become more valuable.

The Turku-Salo area represents a driving force in Southwest Finland, and the intention is to further utilise co-operation to develop this hub into a strong actor in the Baltic rim, specialising in metal industry, and the areas of ICT, logistics, environment, health and technology, as well as in the productive exploitation of these areas.

### *What we are looking for?*

*- Sustainable partnerships for different EU projects, such as: ICT, Mobility of Workers, Public-Private Partnership, Cultural Exchange, Active European Citizenship, and Better International Opportunities for SMEs.*

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## *Options for living*

The broad service offerings and short driving distances in the cities and municipal centres facilitate convenient and efficient outings for business or pleasure.

The Salo Region offers a respectable selection of education and training opportunities. Every municipality in the Salo Region has at least one elementary school. The polytechnic, upper secondary vocational institutes, and the adult education centre assume the responsibility for vocational education in the region. Salo also provides university level training in certain subjects.

The Salo Region offers a wide range of wonderful opportunities for sports and physical recreation. The region has more than 300 km of coastline, dozens of lakes and winding rivers, making it a paradise for sailors, canoeists and sport anglers. The varied natural surroundings of the region invite residents and visitors to enjoy the outdoors, whether their activity of choice is walking, mountain biking, climbing, horseback riding or skiing in the winter.

The cities and municipal centres are well-equipped with sports fields and halls offering everything from track sports and dancing to martial arts and ice hockey.

## *Development Centre of Salo Region*

The Development Centre of Salo Region promotes regional prosperity with the help of a wide range of services and projects, and through co-operation with the inhabitants, municipalities, organisations and companies in the region. It serves as a specialists' organisation owned jointly by the eleven municipalities.

## *Objectives:*

- to promote regional development and co-operation as an advisor to business life
- to produce services for its member municipalities
- to act as a regional lobbyist
- to carry out projects which will ensure the high level of regional services in the future
- to create opportunities for successful entrepreneurship
- to generate regional well-being.

## *Contact information:*

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## *Possible programs:*

Competitiveness and Innovation  
Programme (CIP)  
7th Framework Programme  
Culture 2007 Programme  
Citizens for Europe Programme  
Life+  
Progress 2007-2013  
European Neighbourhood and  
Partnership Instrument  
(ENPI)

