



Welcome to Lapland!

- Feel and experience something totally different
- Fresh and unique destination
- Safe and suitable for the whole family
- Peaceful or lively – as you wish
- Suits also for incentive travellers
- Long traditions in hospitality industry
- Package tours – everything ready for you
- Wonderland of outdoor activities
- Family friendly all year round

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Facts about Rovaniemi

- Located in the northern most part of Finland- Lapland
- The capital of Lapland
- The most international resort in Lapland
- Population is about 60 000
- Lapland 190 000, number of reindeer 200 000

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Rovaniemi briefly

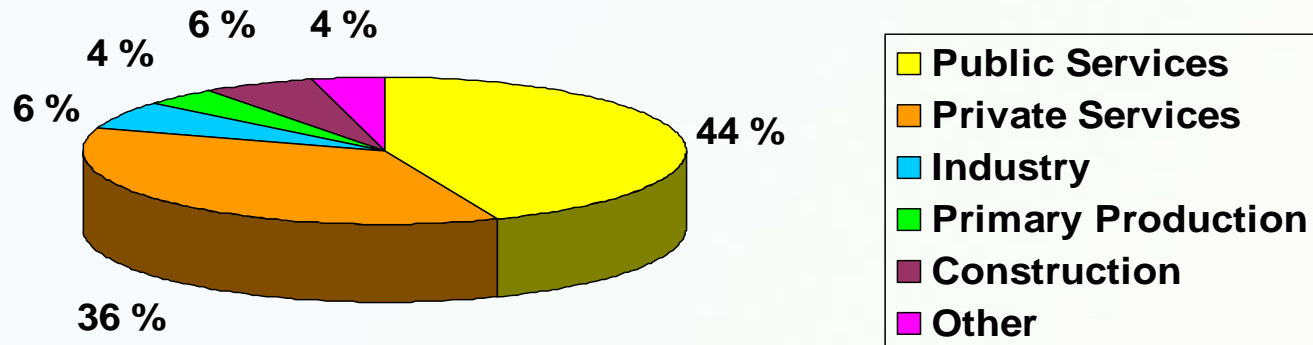
- good infrastructure and traffic connections worldwide, incl. a busy international airport
- diverse business services that take a practical approach
- the mystique of Lapland brings added value to customer relations
- pleasant living close to nature
- high standard of living
- the amount of enterprises: 3500

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Rovaniemi Region branches (2007)



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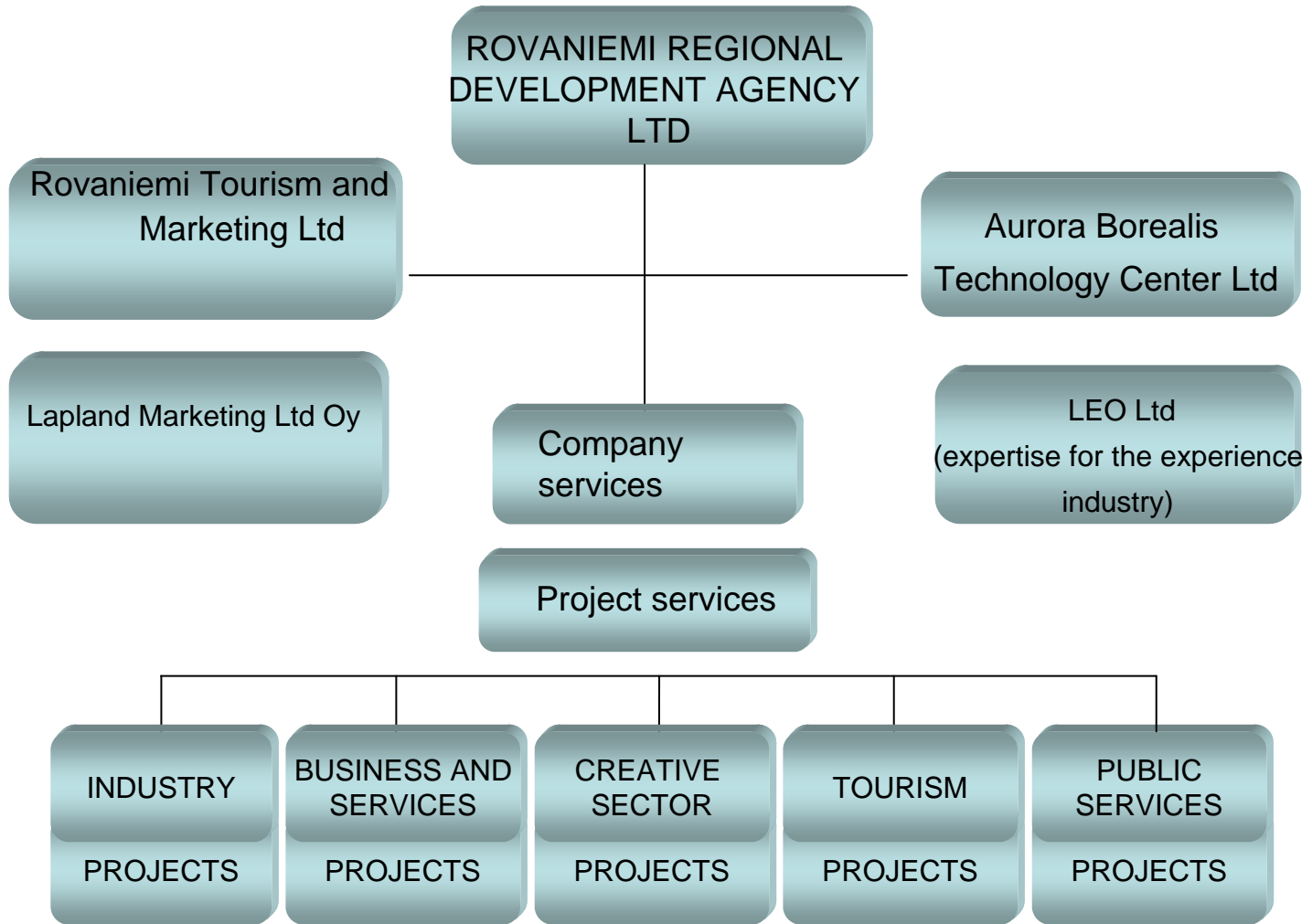


Rovaniemi Regional Development Agency Ltd

- RRDA is a business development organization owned by the city of Rovaniemi and the municipality of Ranua
- we actively seek out new opportunities and ways to enhance the community
- we produce, organize and develop services for businesses, organizations and municipalities
 - business advising
 - development projects
 - tourism & marketing

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RRDA figures 2008

Company services:

- customers 300
- start-up grants 163
- business counselling meetings 536
- corporate- and recruitment meetings 116

Project services:

- counselling meetings 354
- corporate marketing- and training cases 85
- other corporate- and recruite meetings 243

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Tourism key figures in Rovaniemi (Jan.- March 09):

- overnights 138.600, foreigners 86.200,
(Russia, France, Germany, Netherlands)

(all overnights year 2008: 477.340)

- domestic overnights increased 13,1% 52.300
- overnights according the purposes:
 - leisure 68,9%
 - business 30,7%
 - other purpose 0,4%

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Tourism key figures in Rovaniemi (Jan.- March 09):

- used capacity in all boarding houses 63,4% (-7%)
- used capacity in boarding houses whole country 46,1%
- middle price of overnight 49,53€
- middle price of overnight in whole country 52€

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Projects

- Project are focused on four branches: industry, creative sector, tourism and business and services, examples
 - Incubator for creative cluster
 - Invest in Arctic, Invest in Lapland
 - Promoting use of ICT in SME's
 - Developing tourism in the area
 - Arctic Circle, products, marketing
- Events
 - The first Design Week ever at the Arctic Circle will be organised in Rovaniemi, Finland between 28 September and 4 October, 2009.

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Projects - financiers

- Local authorities:
 - Provincial state office
 - Regional I Council of Lapland
 - Local centre of labour and economy
- Rovaniemi City and municipality of Ranua
- Companies
- Ministry of economy and labour
- Regional development financing money

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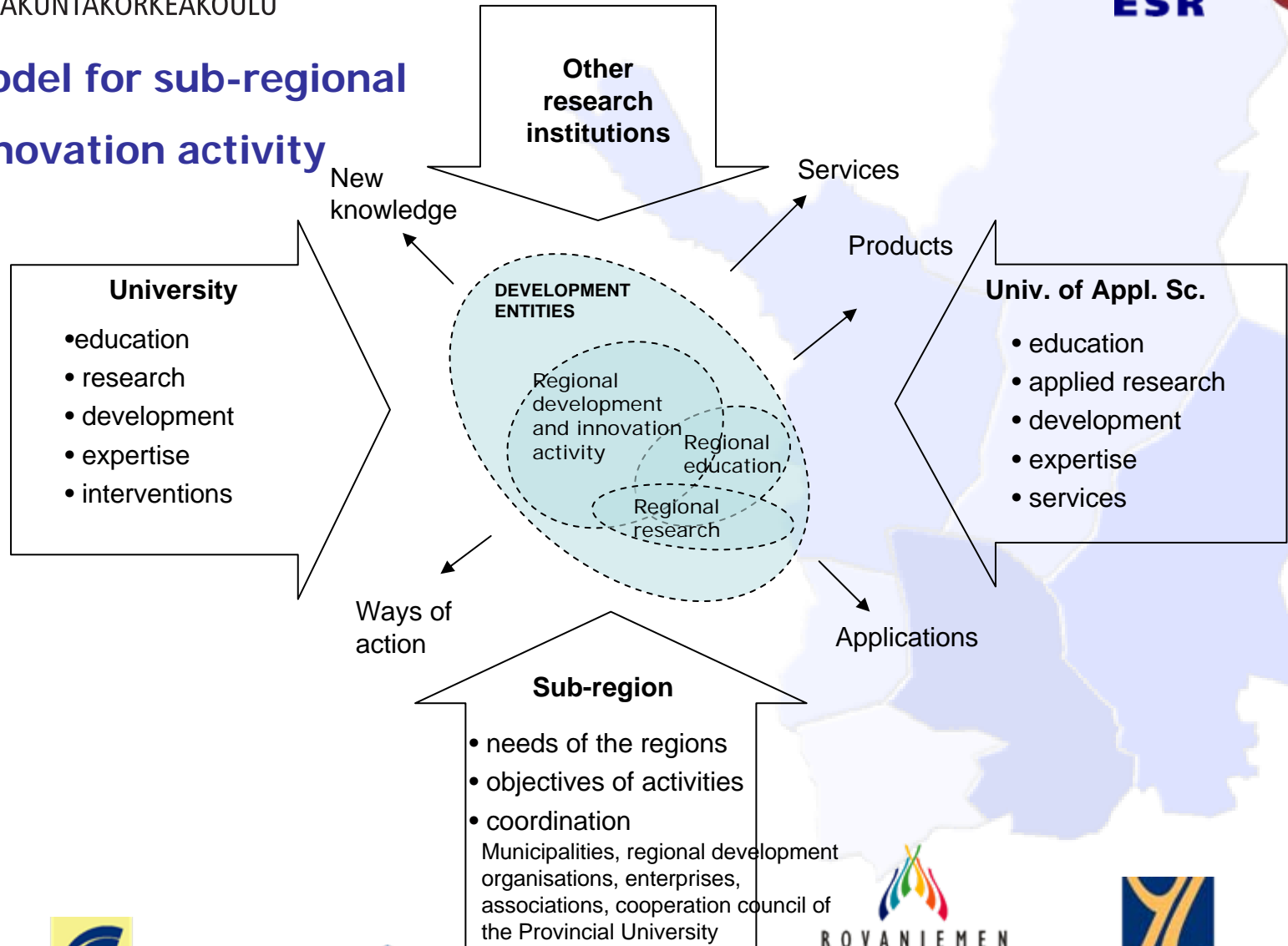
Projects:

- The Regional Centre Programme: Wellbeing Tourism; Ounasvaara "guides you to good life"
- Meetings and congresses; product and marketing development connected with tourism strengths
- "Tapahtumista totta": develop and productize events, 2-4 main events
- One Lapland: aim to develop round- the- year product family including many different tourism products
- Santa Clauses adventure world round-the-year project:

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Model for sub-regional innovation activity





Master plan

Nurture the future

Rovaniemi, home to Santa Claus and the capital of Lapland, is situated at the Arctic Circle. This location offers midnight sun in summer, the riot of colours in autumn, the blue hues at the onset of the polar night, the pure white winter and the incomparable atmosphere of the Christmas season. In addition, Rovaniemi is a modern university city with attractive business opportunities.

To meet and even surpass the expectations of investors Rovaniemi will be developed systematically and innovatively. Fresh approaches are the norm in a city which is used to make bold initiatives come true.

The Rovaniemi Master Plan is the vision of the development projects leading up to 2020. The Master Plan aims at further strengthening Rovaniemi as the foremost hub for tourism and the experience industry in Northern Europe. In its selected areas Rovaniemi will continue to be second to no-one.

The ambitions of the city may be huge, but so is the underlying potential. Rovaniemi welcomes international investors to the heart of Lapland!

1. Arctic Circle
2. Ounasvaara - Well-Being and Sports Centre
3. Rovaniemi River Delta
4. Cosmopolitan City Centre
5. Northern Shopping Centre
6. Campus Area
7. Southern Commercial Centre
8. Tourism and Logistics Centre
9. Ranua - the Nature Municipality (82 km)



**Thank You and have a pleasant visit in
Rovaniemi!**

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