

**BUSINESS
JOENSUU**

| J **WITH** JOE



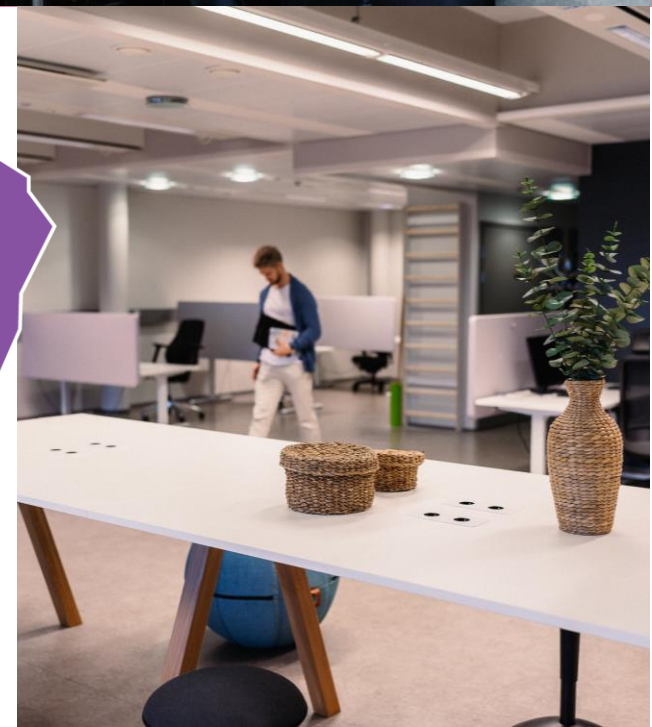
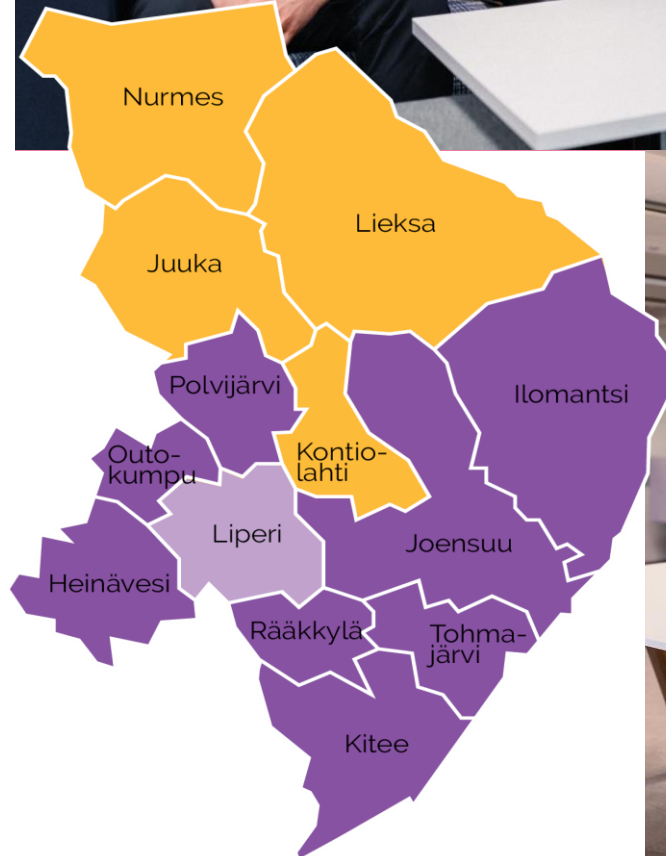
J • E N S U U

Region of growth, expertise and networks



Business Joensuu

- Business Joensuu is a public company established in 2019 and operated **under the city of Joensuu management.**
- We operate locally and globally serving **companies with international aspirations** and **companies investing in the region**
- We focus on growth-oriented **SMEs, the region's key industries and new growth entrepreneurs**
- Our operating environment: **9 municipalities, 7500 companies, 125000 inhabitants**



Goal: growth, jobs and prosperous companies

1. Businesses grow and become international
2. New successful companies
3. The strengths of this region are internationally recognised - new investments and experts.

Our impact (2023)

107 Relocated companies and 434 new enterprises

65% Turnover growth of companies in GROW coaching

€260-280 M Private investments (2023 →)

12,2% Export growth in the Joensuu region

150 Companies operate in Tiedepuisto





Global hub of digital forestry



One of Europe's leading photonics ecosystems



Finland's most advanced metal and plastics manufacturing ecosystem



Growing ICT hub

OMH

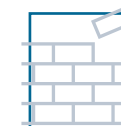
Outokumpu Mining Hub

Responsible
solutions for
the mining industry.

The Outokumpu Mining Hub merges top companies and cutting-edge tech to serve the global mining industry's green transition

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JOE



OPTIMIZATION AND
UTILISATION OF MINE WASTE
AND OTHER MINERAL SIDE
STREAMS



MINE WASTE MANAGEMENT
AND CLOSURE SOLUTIONS OF
WASTE AREAS



WATER TREATMENT AND
RECYCLING IN THE MINING
INDUSTRY



Euroopan unionin
osarahottama



POHJOIS-KARJALA
Maakuntaliitto

Joensuu Innovation Ecosystem

~60 startups/scaleups
 Capital: 47M€
 Revenue: 112M€
 Investments: 102M€
 Exits: +200M€
 Average age: 10 years



STAFF & STUDENTS at UEF,
 KARELIA, LUKE, RIVERIA

SERIAL ENTREPRENEURS
 AND INDUSTRY EXPERTS

INVEST-IN ACTIONS

- Frame Rate
- Alteria
- Silva Vision
- Kniteco
- HyCom
- Tyre Wash
- 360Finland
- Mielikki
- Nordic
- Co-foam
- Nature2Bond
- ...

- Weivi
- Karelia
- Paju
- ForteAI
- Lean Pulp

- Nanohalen
- Materialisting
- Hiil
- Carbonaide
- Kelluu
- Aisti
- Corporation
- Seettrue Techs
- Ecotelligent
- Puhi
- Tulaco
- Kooders
- Sencom
- Pal Finland
- Nordic Freeze
- Dry
- Redkik
- Marginum
- Norrapro
- Hypermemo
- Kodia

- Fluent
- Progress
- Clash Discs
- Process
- Genius
- Vaki
- Chipmetrics
- Solenovo
- Sensire
- Collapick
- Comp
- atFlow
- Bittiguru
- MecMetal

- Dispelix
- Arbonaut
- Valamis
- HiQ Public

- Cloudia
- FastROI
- Blancco
- Productivity
- Leap
- Enpros
- Computer Program Unit
- Nanocomp

Valio, Savon voima

Mantsinen, Kesla, John Deere,
 UPM, Stora Enso, Binderholz
 Nordic, Neova, Turula
 Engineering, Jotwire

PKO, Abloy,
 Motonet

Medisize

~30 mnc's
 Revenue ~9B€

Public and Private Investors
 Regional Development Agencies
 and 3rd sector entities
 City of Joensuu

StartUp Fund Joensuu Ky
 North Karelia Growth Fund
 Korhonen yhtiöt, Reijonen,
 Laakkonen, Broman, Taaleri,
 European Circular Economy
 Fund, Marc Balah, IBAN



Forest Joensuu Innovation Ecosystem

Leading the New Era

The Forest Capital of Europe

www.forestjoensuu.fi



- Sustainably managed forest resources
- 89% / 1,6 Mill ha forestry land
- Annual growth 9,3 Mm³
- Annual harvesting 6 – 7,5 Mm³
- Half of forests private family-owned
 - average size 30 ha

Recognized World-leading businesses



Proven world-class hub of research, development and education



Joensuu - The Forest Capital of Europe

- 600+ experts
- 600+ companies
- 6000+ jobs
- 2 B+ euros turnover
- Forestry gateway to global markets





Forest Joensuu

World-class companies and new innovations

- Top-level business operations from the forest and **wood products industry to machine and equipment manufacturing and technology** companies.
- Joensuu is at the top of the world in the **digitalization of forestry** and in the collection and analysis of forest and natural resource data.
- The focus of **new innovations is the circular economy**, and the opportunities brought by the forest as a whole.

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Forest Joensuu Ainutlaatuinen innovaatioekosysteemi maailman mittakaavassa

Funding and public services



Centre for Economic Development, Transport and the Environment

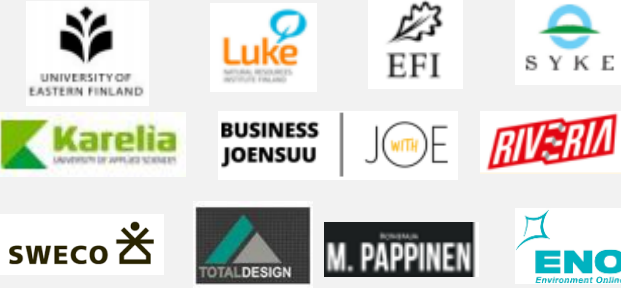


StartUp Fund Joensuu WITH BUSINESS JOENSUU North Karelia Growth Fund

Private funds, investors and banks



Research, Development, Education



Forest management



Wood procurement



Wood processing



Sustainable construction



Bioenergy + bio products



ICT, photonics & consulting



Machinery & tools



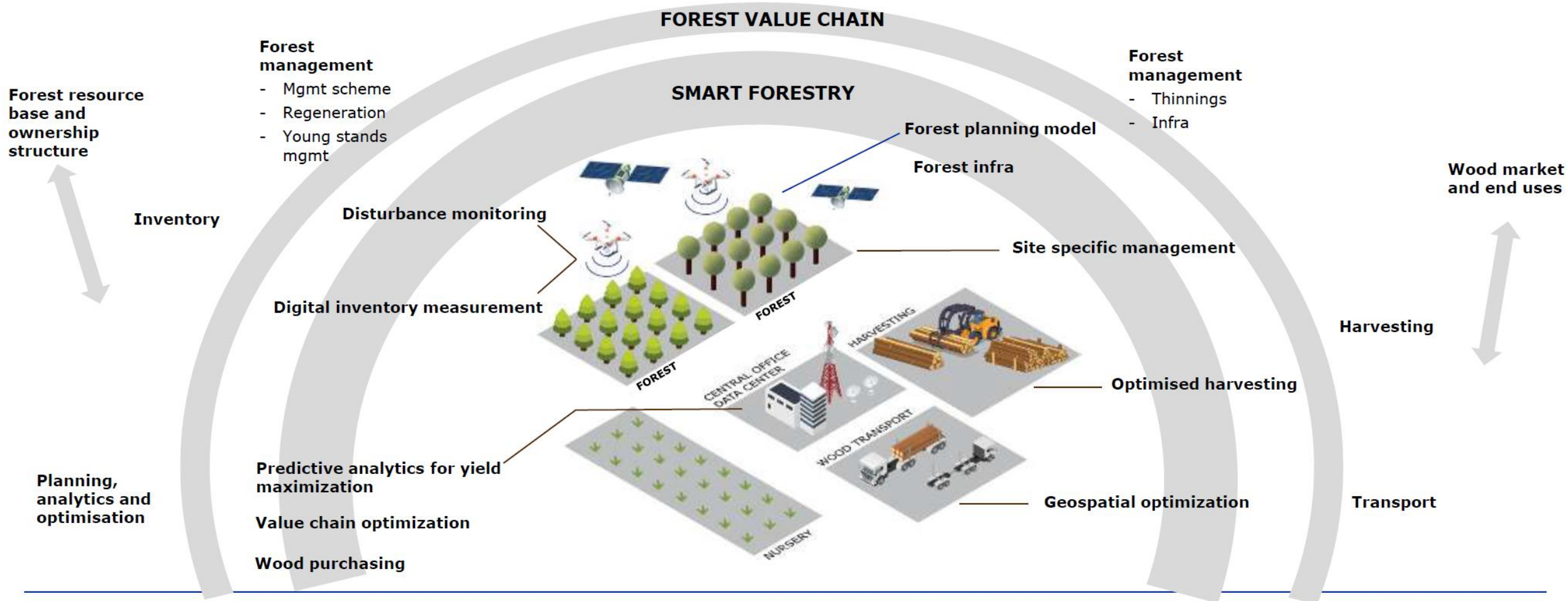
National networks



International networks

Forest Bioeconomy Ecosystem in Finland can provide SOLUTIONS FOR THE FULL VALUE CHAIN

Smart forestry focuses on digital solutions to improve accuracy and efficiency in the forestry value chain from forestry operations to harvesting and wood transport, including planning, analytics and optimisation





Registration and call for abstracts open!

31.10. - 1.11.2024

University of Eastern Finland, Joensuu campus

Part of the ICS24 conference:

Designing forested environments in 2040



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Forest Joensuu



Photonics Joensuu



Regional Council of
NORTH KARELIA



Co-funded by
the European Union



Forest Joensuu





 **FORMEC** *Joensuu, Finland 2025* **Harnessing novel technologies to execute sustainable and low-carbon wood supply**

57th International Symposium on Forestry Mechanization (FORMEC)

June 9–13, 2025, Joensuu, Finland

First Announcement of FORMEC 2025

57th International Symposium on Forestry Mechanization (FORMEC) will be held in Joensuu, Finland in June 9–13, 2025. Next year's FORMEC will take place under the theme of *Harnessing novel technologies to execute sustainable and low-carbon wood supply*. The conference is organized by the University of Eastern Finland (UEF), the Natural Resources Institute Finland (Luke), the University of Helsinki and Metsäteho Oy, with the forest machine manufacturer Ponsse Plc as the main partner (<https://www.uef.fi/en/article/ponsse-is-the-main-partner-of-formec-2025>).

Please find more details about the conference and the venue within this presentation: [<PDF file >](#)

You are very welcome to FORMEC 2025 and Joensuu!

FORMEC 2025 program overview

- Monday, 9th
 - Pre-conference tour (Helsinki-Vantaa Airport – Joensuu)
 - Ice breaking & registration (METLA House)
- Tuesday, 10th
 - Field trip
- Wednesday, 11th
 - First conference day (UEF Joensuu Campus)

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Ponsse is the main partner of FORMEC 2025

The FORMEC 2025 conference will be held in Joensuu on 9–13 June 2025, with the forest machine manufacturer Ponsse as the main partner. FORMEC is the largest annual forest technology conference in Europe.

17.6.2024 | [ENVIRONMENT AND NATURAL RESOURCES](#)



Next year's FORMEC will take place under the theme *Harnessing Novel Technologies to Execute Sustainable and Low-carbon Wood Supply*. The conference will be organised by the University of Eastern Finland (UEF), the Natural Resources Institute Finland (Luke), the University of Helsinki and Metsäteho Oy, with the forest machine manufacturer Ponsse as the main partner. The conference will bring together scholars and other forest sector professionals from around the world, with participants hailing from Europe, Asia, Africa, Australia, as well as from North and South America. FORMEC will take place in Joensuu, the forest capital of Europe, on the campus of the University of Eastern Finland. The city of Joensuu will be involved in the conference arrangements through the InnoCity Joensuu project and the Forest Joensuu innovation ecosystem.

FORMEC is a forest technology forum for presenting the field's latest research findings and meeting colleagues from all over the world. The event extensively showcases the host country's wood supply and forest bioeconomy value chains, and it serves as a platform for planning new collaborative projects, and of course, exchanging ideas and visions. The Joensuu event will already be the 57th FORMEC, with Finland having hosted the conference also in 1974 and 1987. FORMEC stands for forestry mechanisation.

For further information, please contact:

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Interested?

Please contact us for more information.



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Investment and relocation services

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Thank you.