



TAMPERE REGION ECONOMY 2020

TAMPERE.
FINLAND

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BUSINESS
TAMPERE

TAMPERE
CHAMBER OF COMMERCE

 **Yrittäjät**
PIRKANMAA

 **PIRKANMAA**

EDITORIAL
Esa Halme | region mayor
Council of Tampere Region



Photo: Rami Marjamäki

RESPONSIBLY PROSPEROUS TAMPERE REGION

Looking back to last year is extremely important as it provides the starting point for change. At the beginning of this year everything changed and there is no going back to what we once knew. In 2019, all business areas experienced growth in the Tampere region, which was both exceptional and promising. We got especially good signals from exports, digital-based business, and international changes. However, these meters also indicate that founding the new university has affected the indicators that reflect the interaction between business life and the university. A more detailed analysis would require careful assessment of what the effects were both locally and nationally. The year was affected by the new coalition government and the related systemic changes.

We have a good starting point for going forward. Based on the analyses by both the EU and the OECD, the corona pandemic will have profound effects on the future of export-driven regions. In western Finland, the value of exports is 210 per cent of western Finland's gross domestic product. For technology industries in particular, it has been estimated that the end of 2020 will mark the start of a more difficult future. At this point it will be crucial how the companies - on their own and together - are able to meet the demand where various green values and technical competence will probably be accentuated. This change will also require a significant increase to research, development, and innovation funding on

the national level. Universities and research centres must learn to take an active role alongside the companies and in international calls for projects.

The problems related to the future changes are wicked and manifold. Creating new things will require, in addition to the solutions, the ability to bring the new products to the world market. Exportation takes money, contacts, and functioning connections. Public administration must also bear their responsibility here. We cannot continue to fall behind the other Nordic countries. The other Nordic countries have not closed down their international airports excluding the main airport nor are they charging full service prices. The race for success will be a tough one once the rise period starts.

In the Tampere region, the following three aspects have surfaced when looking at life after corona. It is easy to breathe in the Tampere region. The thresholds are low in the Tampere region. The Tampere region will be prosperous and responsible in the future. These ideas are prerequisites for the region daring to stand at the forefront of constructing the new rise.

This overview provides certainty of having a proper foundation and of the ability of our companies to seize new opportunities.

TAMPERE REGION'S TURNOVER
BY BUSINESS SECTOR IN 2019

	2019	2020*
Turnover all industries	34 901 M€	16 491 M€
Change in turnover	3,2 %	-1,7 %
Turnover industry	12 030 M€	5 733 M€
Change in turnover industry	3,0 %	-2,7 %
Export, industry	7 053 M€	3 418 M€
Change in industrial export	4,5 %	-1,9 %
Residents	517 666	
Unemployment rate	9,2 %	
Businesses	34 136	

* 1st half of 2020

INDUSTRIAL
SECTORS
12 030 M€

Technology
48,5 %
Foodstuff
4,7 %
Forest
21,5 %
TeVaNaKe
2,5 %
Chemicals,
rubber, plastic
15,6 %

TRADE
9 317 M€

Wholesale
61,1 %
Retail
38,9 %

SERVICES
5 593 M€

Business
Services
60 %
Trans-
portation
27 %
Accommodation
and catering
14 %

CONSTRUCTION
3 542 M€

EXPERIENCE ECONOMY
1 917 M€

ICT
1 607 M€

% of total industry turnover

PUTTING THE HUMAN DIMENSION FIRST INSTEAD OF TIGHTENING THE SCREW

Elmo made a record result in the spring regardless of the corona situation. There was one major transaction to back this up, and a few smaller ones – but the key was the change in strategy and corporate culture that the organisation underwent.

“Elmo started optimising enthusiasm instead of turning the screw tighter and tighter”. This is how Elmo’s corporate culture change can be summarised. The company believes that healthy personnel shows to others too, enabling the best possible customer experience. A lot of work has been done to get there: there is the Experience Club, sports vouchers, tools for office ergonomics - including a visit from an occupational health psychologist whose services have been free for every employee.

Focusing the business has been strategically beneficial. The company formerly known as Tampereen Puhelin has undergone a transformation from a local telephone company to a national ICT business. This has also required some hard decisions.

– We gave up consumer business in 2019 and have focused completely on corporate ICT outsourcing ever since. Change and growth often also translate into letting go of the old and having faith in the new vision, Elmo’s CEO **Janne Aaltonen** reminds us.

Companies’ faith has been tested in the past year, and Elmo has also had its share of disappointments, although the increase in remote working has spiked the demand for ICT solutions.

– We sometimes had cancellations even on the day of signing the contract, admits Aaltonen.

Despite this, Elmo’s foundation remains solid: having faith in their own ICT concept and in the crucial importance of the customer and staff experience.

Aaltonen speaks of the human dimension. Instead of optimising money-making and efficiency, we optimise enthusiasm and significance. That is why Elmo’s specialists set off in the spring to offer companies consultation and sparring, and the Office training service, among other things, was offered free of charge to all customers.

Why we exist

Elmo has a crystal-clear view of the reason for the company’s existence. Aaltonen recommends that others do this sort of check-up also: it is easy to stray off course if you lack a clear purpose.

The reason for existence finally crystallised into a problem that haunts the whole industry and a solution to this issue.

Purchasing ICT is considered inconvenient, comparing offers is seen as difficult, and many contracts constitute bulwarks instead of aiming to develop the customer’s business. – We identified that our main mission is to alleviate this ICT purchasing agony.

To change all this, Elmo started focusing on changing the main thing: to listen, to be totally open, and to have internal enthusiasm. One major success last spring was the new kind of IT alliance model create in cooperation with the AINS Group. The model is based on shared responsibility, a common team - and 100 % openness and trust.

In fact, openness is something Aaltonen sees as lacking throughout the business field. A good example

of openness is the national Kasvuryhmä (“Growth Group”) Aaltonen belongs to. In this group, the leading Finnish corporate executives and companies seeking growth provide sparring to one another, as a team and in subgroups. The aims are exchanging ideas, coaching, and all manner of shoving things forward. The atmosphere is confusingly open even for Aaltonen.

– Hearing the experiences of others is very rewarding. The CEO’s job is always quite a lonely one. Yet the problems, challenges, and even solutions are surprisingly similar regardless of the business area.

Elmo does not think that opening their own operations publicly would dull their competitive edge.

– The world keeps changing and we keep optimising. The story I am telling today may be totally different six months from now. In today’s world, success does not come from hoarding and keeping back information, but from opening this information to others. Ideas improve when you share them – and in the end everyone benefits.

Elmo

FOUNDED: 2003
TURNOVER: 15 M€
NO. OF PERSONNEL: 75
GROWTH FORECAST: +30% of yearly growth
FUN FIGURE: NPS >+80

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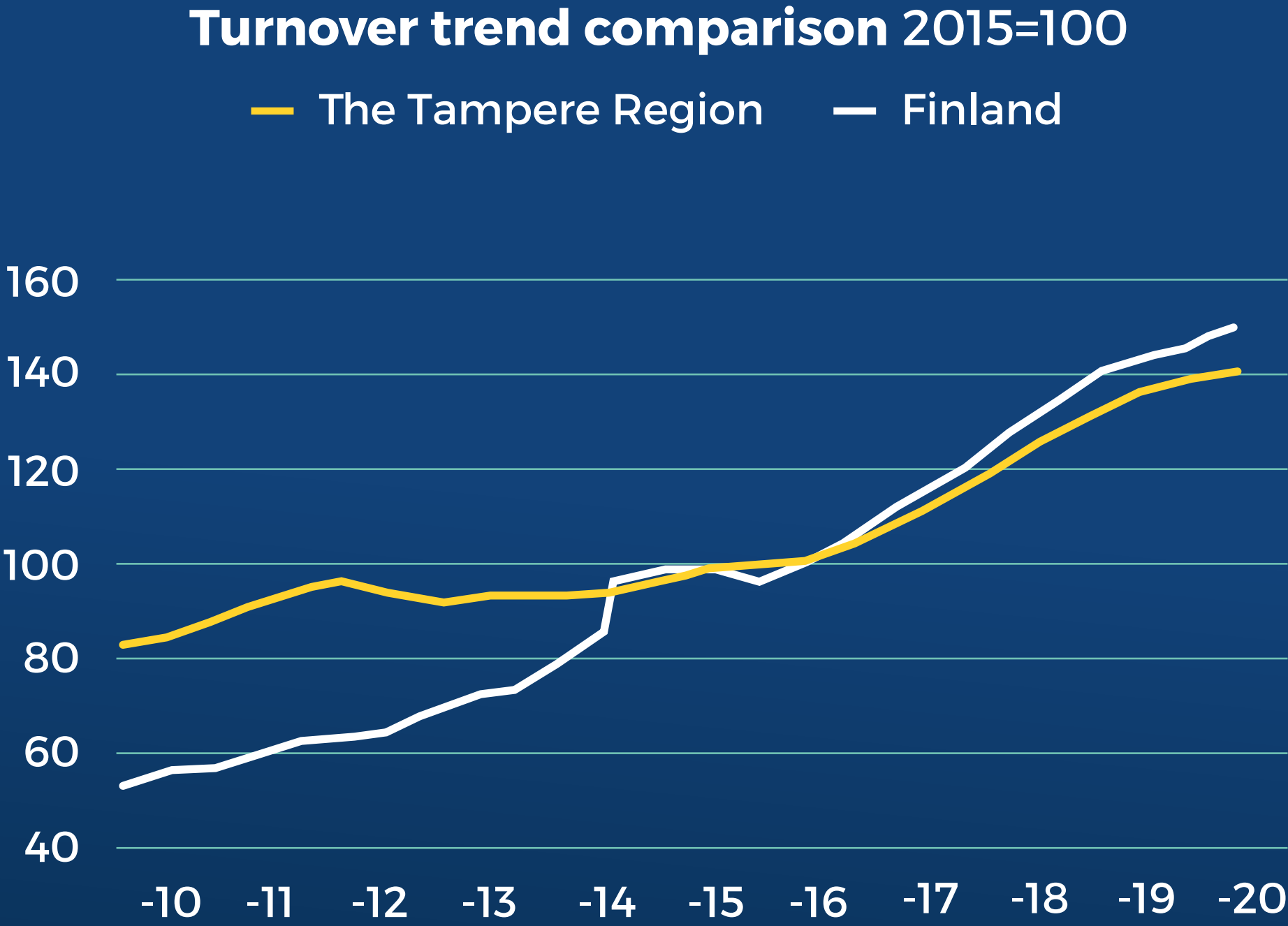
“ In today’s world, success does not come from hoarding and keeping back information, but from opening this information to others. Ideas improve when you share them – and in the end everyone benefits.

Janne Aaltonen



DATA PROCESSING SERVICE

Turnover 2019	1 065 M€
Change in turnover	9,1 %
Locations 2019	941
Change in turnover 1st half of 2020	4,8 %



BUSINESS ON EVERY CONTINENT, NETWORKS IN THE TAMPERE REGION

Manufacturing power transmission components for demanding targets, Ata Gears is a family-run business founded in 1937 with a global market area but production at three facilities in Tampere and Pälkäne. Acting as the CEO since 2018, Hanna Miettinen sees the Tampere region as a brilliant headquarters for business.

A global market leader who delivers on every continent. This is a rare feat already on the national scale, let alone in the Tampere region. How was this achieved?

- I must say that we owe many thanks to the 1970s management, who boldly launched export activities and discovered a first-rate market in Japan. Japan remains our largest export destination country, followed by Germany and the Nordic countries, Miettinen tells us.

The geographical scale of deliveries has been a positive factor also in recent corona times - even though the industry always experiences the effects after a certain delay, and this year's last quarter is looking challenging for Ata Gears as well. Still: when Asia closed down, exports to other continents continued as usual. Another thing that has paid off is the internal restructuring done during this year.

- We have carried out quite a project, significantly streamlined our operations, and vastly improved our profitability. This makes our outlook better, Miettinen sums up.

More and more expert sales

The marine industry is one of Ata Gears' major buyers. Power transmission components are also delivered to other operators, such as the mining and vehicle industries. The field requires knowledgeable people for a variety of tasks.

- The Tampere region has a strong concentration of the mechanical engineering industry and education is something highly valued here. Naturally, seeing even more investments would be good for the future of our field. Professionals are needed especially on the machining operations, but also in other areas.

Like many other companies, Ata Gears has invested more and more in expertise along with production.

- We invest heavily in technical customer service. We deliver highly specific, special products that require design, analysis, and computation services. In other words, we do not deliver bulk. The key is the products' dependability, usability, reliability, and durability.

Thus, Ata Gears wishes to be primarily a partner for its customers - and to create good partnership relations also to its subcontracting network. This is where Miettinen likes to praise the Tampere region.

- Over the years, we have created tremendous subcontracting networks that have found a permanent home in the Tampere region. Cooperation and logistics work really well here, and it is also consistent with our values to cooperate with companies that are

close by and local.

The export industry and internationality are extremely important to the growth of the Tampere region as a whole, and Miettinen hopes to see people investing in education on every level. Her message to the field is clear.

- Let's keep the future of our field and its experts here in the Tampere region. For any company targeting the export market, I would like to add that you should always believe in what you can do and do not hesitate to be the best. There is no reason why you could not also be the best globally once you have boldly differentiated yourselves from the rest.



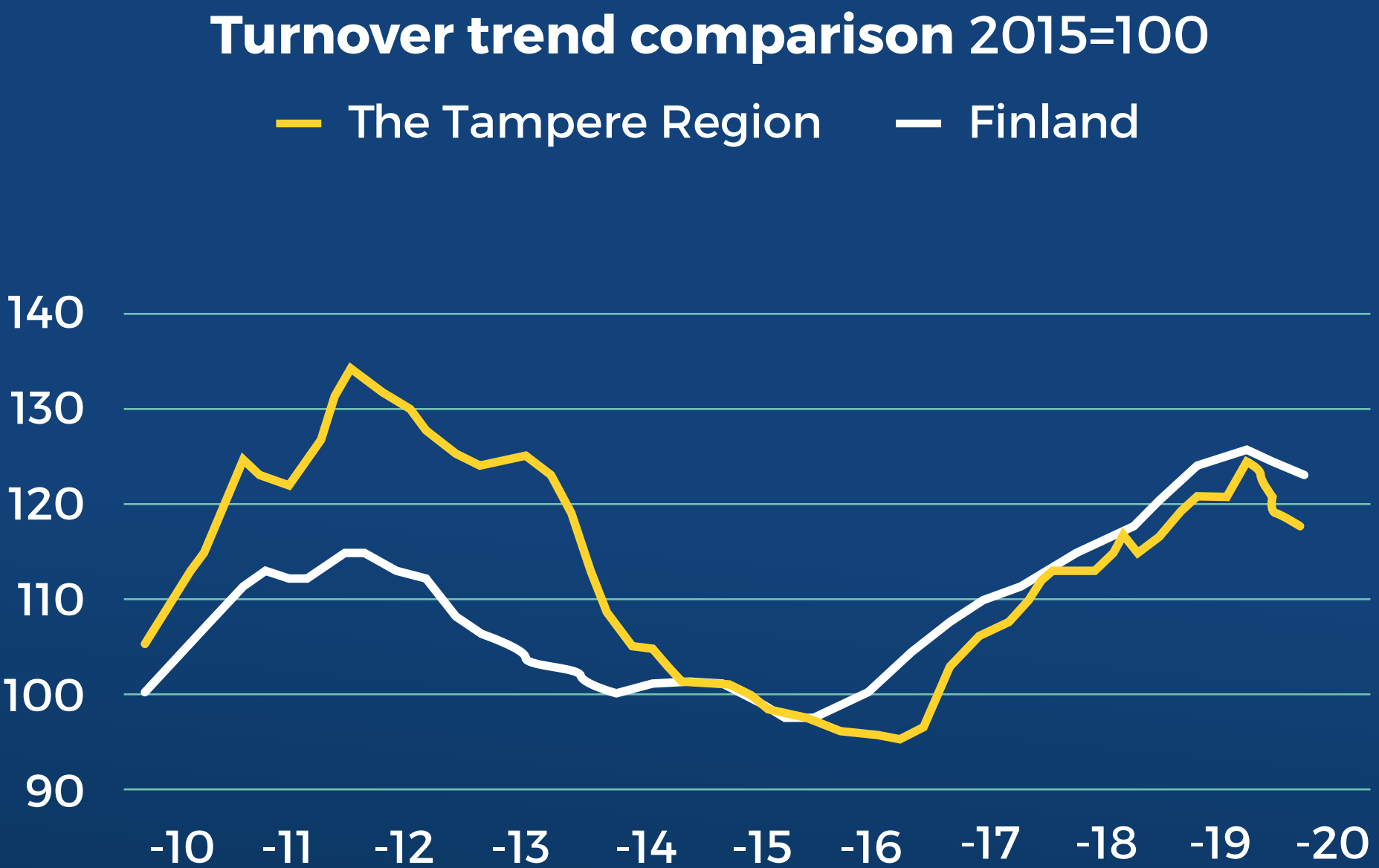
TURNOVER (2019): 29 million €
NO. OF PERSONNEL: 155
FUN FIGURE: Machining 3,500 tonnes of steel per year.

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TECHNOLOGY INDUSTRY

Turnover 2019	5 842 M€
Change in turnover	4,6 %
Export value 2019	3 377 M€
Change in export	6,7 %
Locations 2019	957
Change in turnover 1st half of 2020	2,0 %



MOBILE ONSITE MONITORING IS CHANGING THE WHOLE INDUSTRY

The business idea for Buildie came from a need to create an agile project monitoring application for the construction industry. Along the way, the core target group was identified, and the first international customer was found in Denmark. The next step is to take over the Nordic countries.

There's no such thing as good timing for something like the coronavirus, but if we look for the silver lining, Buildie managed to complete the largest financing round in their history early this year just before the virus hit. This involved Buildie joining the Business Finland "Young Innovation Company" funding programme that intends to accelerate the global growth of rapidly growing start-ups.

– We were just about to recruit a salesperson in Denmark and I took one of the last available flights back to Finland, when corona hit, shutting everything down, CEO **Taneli Ristmeri** recounts.

The whole strategy needed to be rethought. Instead of sales to new customers, we placed the focus on our existing customer base. The sales team set off to analyse the current customers' needs and situations.

– Collective intelligence paid off and we ended up reaching our original performance target. Even the most sceptical of contractors could now see how necessary the application was. When onsite meetings were all cancelled, the application enabled monitoring and approving working stages remotely.

Never forget to specialise

This young company has grown impressively: the best

year saw a turnover increase of 303 per cent compared to the previous year. The growth has called for persistence and a keen ear. One of the sparring parties has been **Kim Väisänen**.

– Kim taught us that you should "always specialise". So, we decided to specialise in infrastructure. With Buildie, we bring new rules to the table for the whole industry.

Another party they listened to was all the potential customers. Ristmeri criss-crossed Finland time and again, making endless sales trips to meet these potential clients. A more precise term might be 'data collection'.

– We knew that we know nothing. After each sales visit, I called my partner Petri Saarinen and told him what needs the customer had and how we should develop the application further.

Ristmeri has background in housebuilding, Saarinen is a software design professional. This has proven a good combination of talents.

– When our customers report that they need a certain feature in the application, I usually tell them that we don't have it yet, but we will in a year.

Lots of know-how in the Tampere region

The next step is to extend the Buildie mobile application to district heating construction sites. There are now ongoing pilots in district heating projects in the Tampere region, with operators such as Tampereen Sähkölaitos as the commissioning party.

– We have also identified that the Nordic countries are rather identical in the way they operate, Ristmeri sheds light on the next steps.

Growth requires professionals and there is no shortage of them in the Tampere region.

– When we were starting, we could not recruit our own, in-house software developers, but we were able to find some first-rate partners in Tampere. We also hope to collaborate with schools in the future.

The Tampere region also many other aces up the sleeve for entrepreneurs.

– The big cities are but a short distance away, and the Tampere region also has excellent opportunities to benefit from public funding as there is less competition compared with the metropolitan area.

Ristmeri will not hesitate to tell the following to his entrepreneurial colleagues.

– Be persistent when launching new innovations in traditional fields. It took us ten tries to locate the right market for us, after which growth has been great.

“

Be persistent when launching new innovations in traditional fields.

Taneli Ristmeri



BUILDIE

FOUNDED: 2015

TURNOVER FORECAST: 1,4 million € (2020)

NO. OF PERSONNEL: 16

GROWTH FORECAST: +80% of yearly growth

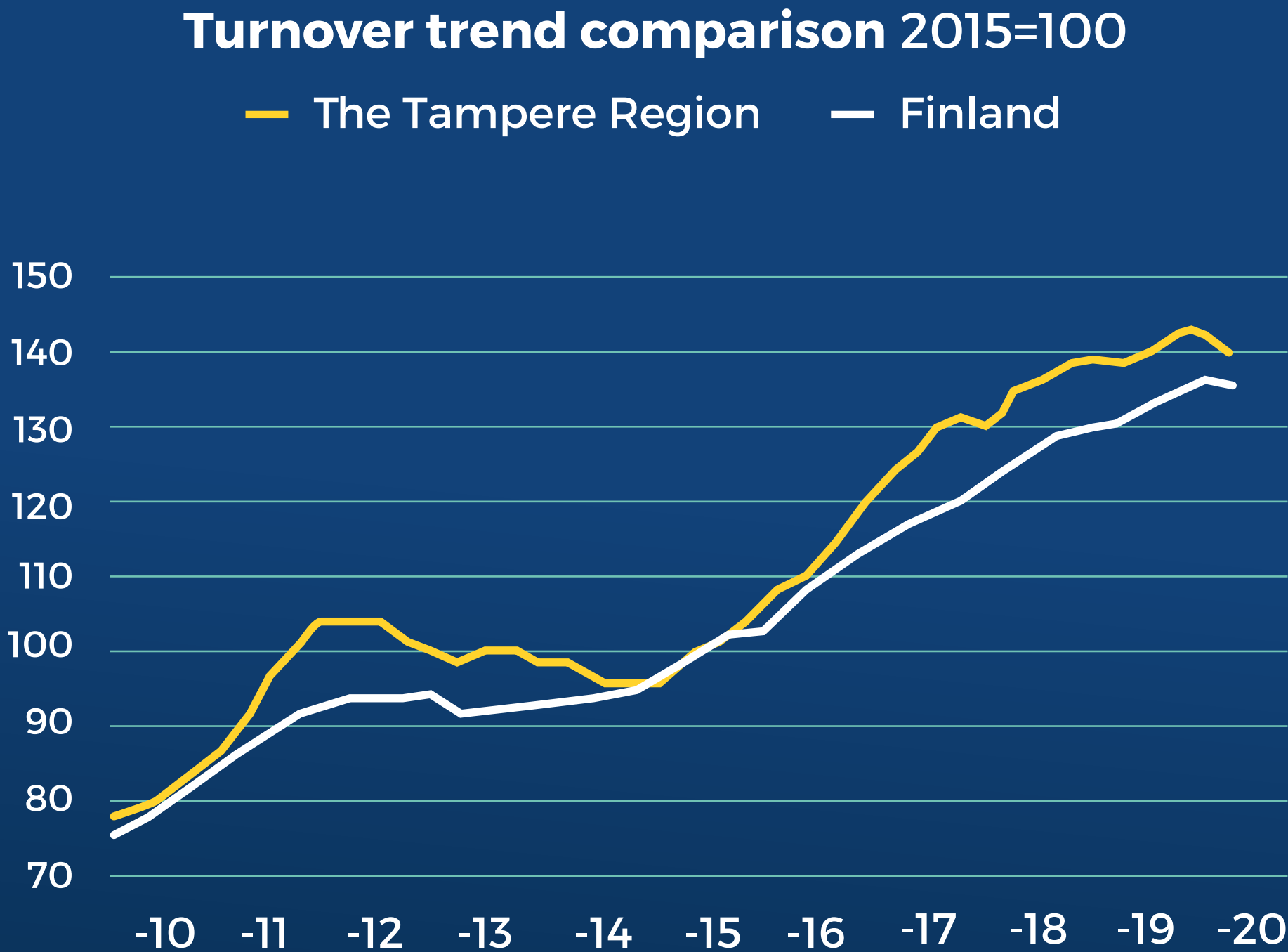
FUN FIGURE: Customer continuity 97 %

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CONSTRUCTION

Turnover 2019	3 542 M€
Change in turnover	2,5 %
Locations 2019	3 877
Change in turnover 1st half of 2020	4,0 %

TOL F (41-43): building construction, civil engineering and specialized construction activities.



BUILDING GREEN BRIDGES BETWEEN INDUSTRY AND AGRICULTURE

Many companies claim to be environmentally friendly, but Soilfood - founded in 2015 - has based their entire business on a sustainable and innovative operational model. The company manufactures fertilisers from industrial surplus and seeks growth, in addition to Finland, in the Baltic region and has shown that green values can produce business with profitable growth.

From the side streams of industries such as forestry, biogas, and food, Soilfood refines high-quality soil amendments and fertilisers, acting as a green circular economy link between the industry and the farmer. The company is built on extensive know-how of agriculture, industrial processes, research, and development.

– Our key success factor is the fact that we are excellent on both sides: this goes for both industrial and agricultural processes. On the surface, an industrial executive and a farmer have nothing in common, but we are acting as a catalyst in an equation where the industry wants to do their thing and the farmer wants to farm - and we bring them mutual benefits, sums up **Olli Lehtovaara**, Director of Industrial Services.

The forerunner’s duty is to change the mode of thought

Reliability, expertise, specialisation, and uniqueness. Those are some of Soilfood’s keywords. The company’s reliability was verified in the latest satisfac-

tion survey conducted among industrial customers, where Soilfood’s “reliability as a partner” received a customer rating of 4.5 / 5.

Uniqueness comes from doing things in a new way. Doing business also requires changing your way of thinking, which is not always easy. Recycling bio-waste at home is something people have become accustomed to, and Soilfood hopes that recycling industrial side streams will become equally self-evident. Currently many of these side streams end up in combustion, which is harmful for the atmosphere.

– “From close by to close by” is our ideology. The Tampere region is a prime example: both industry and farming are found here, which provides an excellent opportunity to utilise our model. We pick up the piles from factory yards and put them to good use, with as few kilometres of transportation as possible, and refine them into products that improve soil quality on local fields.

But how to minimise the risks in a business that is - on the farming side - dependent on the weather?

– We aim to maximise our sales and delivery times. Different products are sold at different times of the year, and we have good logistics and intermediate storage capacity. That way, the ordered products can wait for the right delivery moment.

Moving HQ from Helsinki to the Tampere region

Based in the Tampere region, Soilfood operates all over Finland and will soon expand to the Baltic region. Our headquarters were previously in Helsinki,

but we decided to set up a new home for the company in the Tampere region. Our research unit is still in Helsinki where we collaborate with the University of Helsinki and the Natural Resources Institute Finland, all our other business is run from the Tampere region..

– The Tampere region was a clear winner as it is logistically perfect for us, halfway on the east-west axle, and in many other ways an area with brilliant potential for our business, Lehtovaara reasons.

For all industries - and farmers - in the Tampere region, Lehtovaara has a firm wish.

– Let us all work together to create a sustainable world and keep an open mind. Open cooperation pays off. If everyone is covering for themselves, there will be no value chains that could benefit everyone.



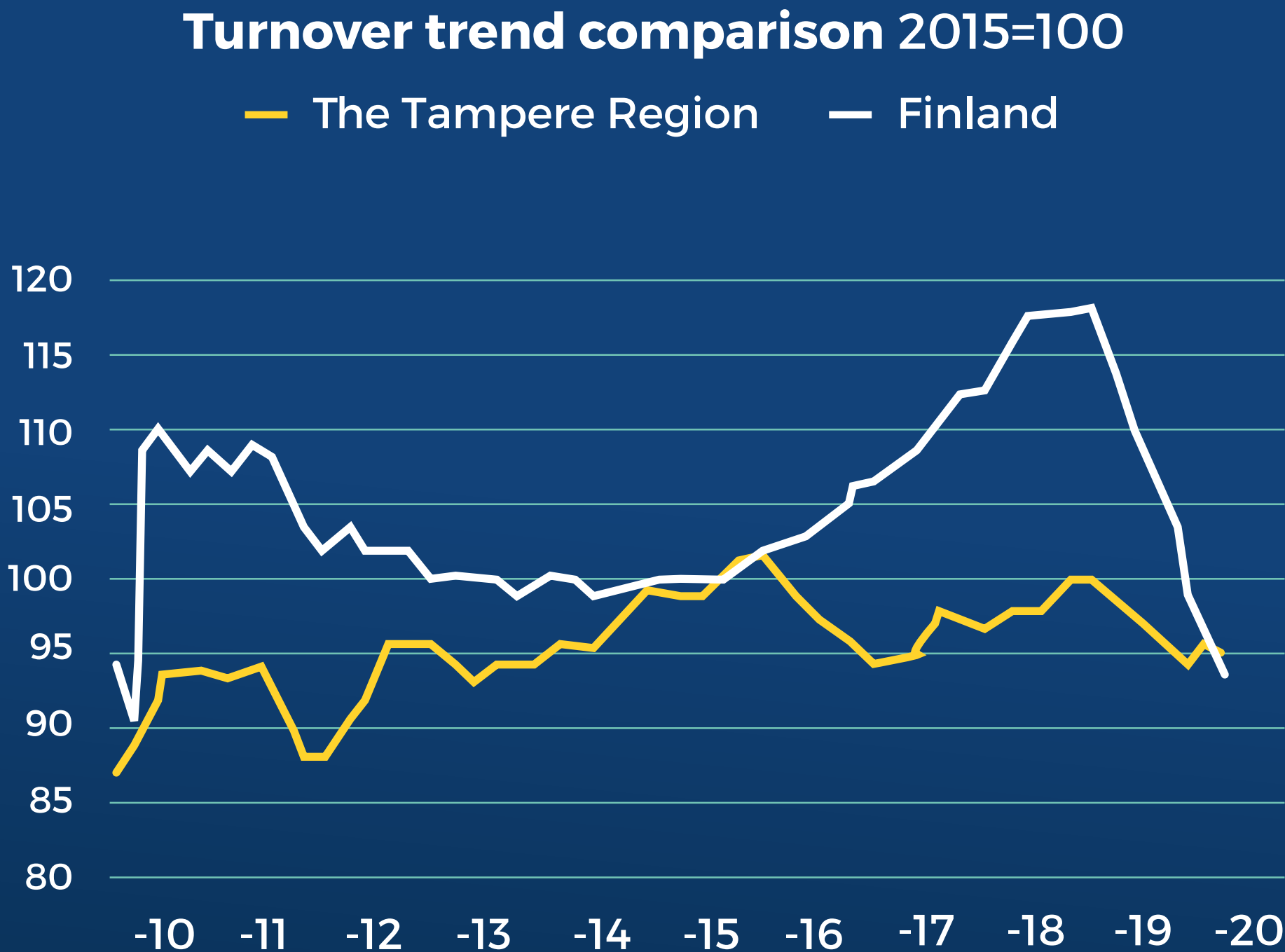
TURNOVER: 5,4 million € (2019)
NO. OF PERSONNEL: 26
GROWTH TARGET: tripling the company's operations (turnover, customers, and hectares of field) between 2019-2021
FUN FIGURE: our operations bound carbon and produced emission reductions to a total amount that corresponds to the yearly carbon footprint of 2,875 Finns.



FOREST INDUSTRY

Turnover 2019	2 587 M€
Change in turnover	1,0 %
Export value 2019	2 070 M€
Change in export	1,9 %
Locations 2019	379
Change in turnover 1st half of 2020	-5,6 %

TOL 16-18



FILM
TAMPEREfilmtampere.com
business tampere.comFILM TAMPERE IS BUILDING A SIGNIFICANT
EUROPEAN PRODUCTION CITY

Author: Päivi Stenroos | Business Tampere

Tampere has rapidly become a cluster for commercial cinema, drama, and entertainment. Expertise, facilities, and the production incentive have been local trump cards as more and more productions have chosen the Tampere region.

Even corona could not stop the AV industry there. Productions done in Tampere up until now have inspired confidence both domestically and abroad, which makes the region's AV know-how all the more sought-after.

– Some recent examples include the musical entertainment programme *Elämäni Biisi* ("song of my life") that receives huge ratings and that was transferred to Mediapolis, as well as Finland's most expensive film production *Sihja*, a family movie shot in Tampere last autumn, says Film Tampere's Director **Ilkka Rahkonen**.

This growth is the result of determined work. The aim of Film Tampere is to turn Tampere into a significant European production city. The first milestone has now been reached as productions are running, providing employment, and bringing considerable revenue, visibility, and reputation for the region.

– Film Tampere, with its services and production incentives, is a highly successful industry policy operation with an excellent input-output ratio that is also clearly evident in our television work, states **Aku Syrjä**, CEO for Akun Tehdas.

International competitiveness from quality and efficiency

Via the Tampere production incentive, AV productions can receive a partial compensation for costs incurred from salaries and service purchases in the Tampere region. All regions that seriously seek to attract productions have their own incentives. Infrastructure and expertise are also required, and Tampere has traditionally been a strong contender in this field.

– Tampere competes with efficiency, quality, and reasonable cost levels. Adding the regional and national production incentive into the mix makes the Tampere region competitive even on an international scale, Rahkonen says.

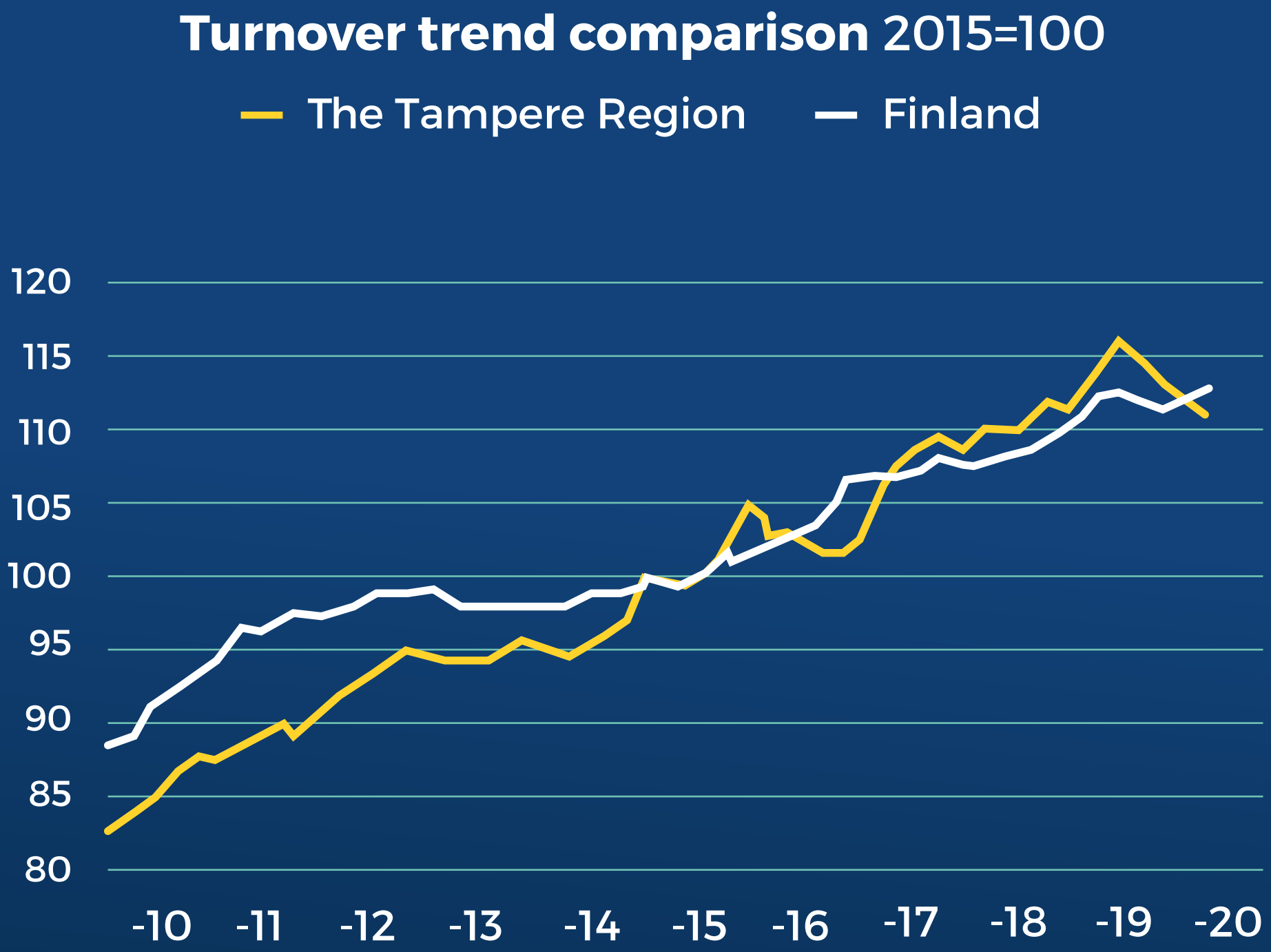
– We have great studios and versatile shooting locations – cityscapes, lakes, factory milieus; all within easy reach, Syrjä adds.

Investments are needed for the AV industry to keep growing. For example, Tampere quite urgently needs a new film, drama, and entertainment production studio of international standards – the Mediapolis facilities are currently fully booked.

The commission of Film Tampere has special development targets in areas such as AV training – and consequently ensuring qualified staff – local content expertise, and piloting international productions. Film Tampere is one of the region's active business and innovation ecosystems and part of the operations of Business Tampere, the Tampere region economic development agency in Finland.

EXPERIENCE ECONOMY

Turnover 2019	1 918 M€
Change in turnover	3,3 %
Locations 2019	5 590
Change in turnover 1st half of 2020	-22,9 %



TRAVEL RESTRICTIONS IMPOSE CHALLENGES FOR EXPORTS

– documentation functions have rapidly become electronic even before the Covid-19 pandemic

The Tampere region is one of the most significant export regions in Finland. In 2019, the ca. 1,700 export companies in the region exported goods with a combined value of 5.2 billion. The amassed export turnover was seven billion. Thus, the region lives and breathes the global economy.

When the COVID-19 pandemic hit us, the Chamber of Commerce kept a close eye on the restrictions affecting export activities. We kept in touch with export companies via various surveys and regular Teams meetings. It is clear, however, that the pandemic imposes challenges completely its own. Unlike the rest of society, the export business cannot avoid direct economic consequences.

Yet companies in the Tampere region are ready to take on these challenges. The Chambers' survey for export company executives in August revealed that nearly half of the respondents expected their exports to grow in 2021. Booster packages from different countries may also open new possibilities for companies in the Tampere region. Export businesses still need to worry about potential new restrictions. Opening travel and making it smoother would help the situation.

Export documents becoming electronic

In 2019, the Tampere Chamber of Commerce and Industry issued, among others, 6,887 certificates of

origin, 850 commercial invoices, and 102 other verified documents.

– In addition to these, we issued 75 ATA Carnet customs documents – so as to documentation, last year was quite busy, report **Reetta Pienimäki** and **Lasse Parviainen** who oversee foreign trade documents at the Chamber of Commerce.

New vientiasiakirjat.fi site

– 95 per cent of all traffic in Tampere was electronic, says Reetta and adds that the national electronic export document system is undergoing a renovation.

– The new vientiasiakirjat.fi service pays special attention to usability, service reliability, and speed, Hannele tells us.

– Keeping in touch with customers and the flow of information will also improve, Reetta estimates.

Development follows the lean principle: the beta version of the new platform has already been tested with a few companies, and its use is being expanded to Chambers in the metropolitan area and Tampere, as well as to some of their client companies. The platform is developed in line with the amassed experiences and it is expected to be ready for all Chambers during next spring.

TAMPERE
CHAMBER OF COMMERCE

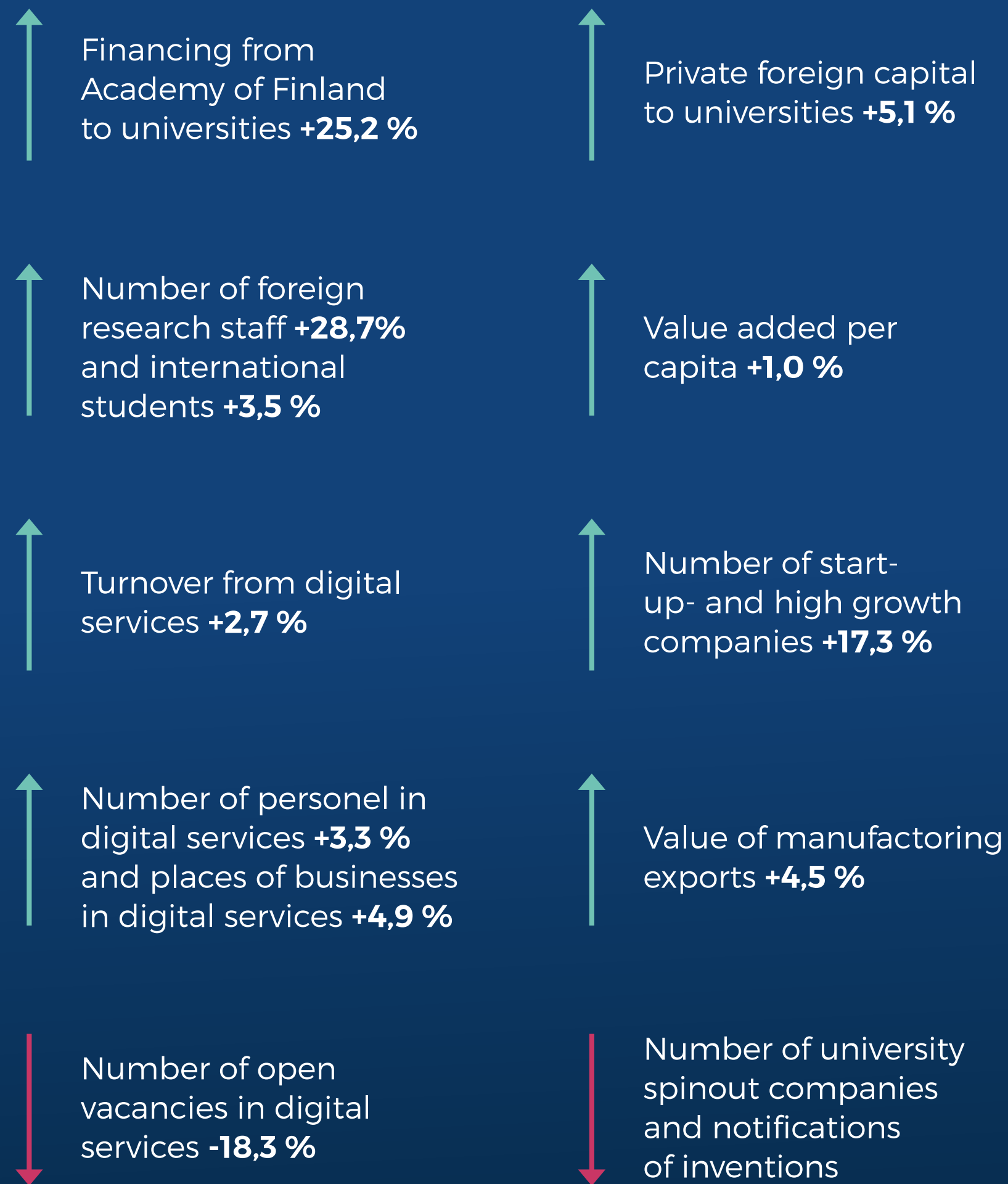
Export figures in Tampere Region 2019

approx. 1700
export companies

5,2 mrd. €
value of exports

7 mrd. €
turnover from exports

Situational picture of Innovation



DIGITAL TAMPERE REGION – SUSTAINABLY TOGETHER

Author: Päivi Myllykangas | The Council of Tampere Region

In the innovation snapshot for the Tampere region in 2020, two strong trends are shown: internationality and digitality. The indicators that relate creating international connections have primarily developed in an upward trend. Positive digitalisation development has also continued in the Tampere region for a number of years now.

The strong tradition of digital technology and the community of Tampere University attract investments into the region. Adding to the appeal is the versatility of the ecosystem, duly reflected by the positive development in the number of growth companies, among other things. The attraction of the Tampere region is also evident from the fact that Microsoft recently set up a new product development unit here.

Yet the number of companies created at the university decreased, as did the number of ideas resulting from sparring at the university. The same trend is reflected in the decrease of notices of invention. To reverse this trend, we must support cooperation between businesses and universities.

The new partnership models also presented in the national RDI roadmap form a part of cooperation creation. Trust - a prerequisite for partnerships and new innovations - can only be born out of interaction. That is why the availability, attractiveness, and international relations of the RDI environments are crucial.

Cooperation has been promoted by mapping and making innovation services more accessible for start-ups and companies in the themes of the manufacturing industry, the social and health services sector, and smart cities. As to maintaining the region's vitality, expanding the cooperation to the upper secondary education level, and developing the RDI environments further will continue to have relevance.

The digital and transformational leap that the coronavirus brought about is unlikely to repeat itself anytime soon, at least to such scale. The resulting situation does, however, provide a strong basis for accelerating the change that produces new added value. Ensuring the region's vitality and a controlled transition to a low-carbon world require certain know-how and innovations - ones that lay the foundation for new sustainably developed export products, services, and business. Close cooperation with the Finnish Innovation Fund Sitra over the past year has provided many pointers in the right direction.

In creating an attractive business environment, local culture has a major role. People wish to move into creative environments where they can establish networks, connect socially, live comfortably with various services at their disposal, and feel good. Sustainability and social well-being will be measured in the Tampere region innovation snapshot. In a responsible and affluent region, the well-being of people and the environment take on a key role.

ENSURING THE CONTINUITY OF BUSINESS ACTIVITIES IS NOW MORE IMPORTANT THAN EVER BEFORE

Author: Pasi Mäkinen | CEO, Federation of Pirkanmaa Region Enterprises

The year 2020 has been very different compared with our expectations. Many forecasts have been ditched, and it remains to be seen what kinds of permanent changes the global pandemic will leave on our planet. In the Tampere region, the first phase of the disease was tackled quite well – owing largely to well-functioning teamwork.

On a global scale, both Finland and the Tampere region have thus far survived the serious situation quite well, at least in terms of the number of infections and fatalities. Unfortunately, on the financial side the biggest challenges may still lie ahead. We are still far, far away from suppressing the disease. As a region dependent on exportation, Tampere cannot breathe freely until a vaccine, currently under development, is generally available.

The office became a crisis management centre

Sometimes the world changes very rapidly. We noticed this at the office of the Federation of Pirkanmaa Region Enterprises in Kehräsaari in March. In less than two weeks, the office was turned into an on-call crisis centre. The first weeks in particular, when uncertainty was at its highest, saw an unprecedented influx of phone calls and messages. Entrepreneurs were truly in dire straits. Securing one's livelihood in a situation where the customers - and with them, the money - ran out, completely for some, was filled with downright anxiety. Some entrepreneurs were not even sure

where to find money for food. When people are forced to consider things such as these, they are already at a point where resources are marginal and their whole well-being is put to the test.

Necessary support network

In the Tampere region, there was one blessing in disguise: we had already started setting up a safety net for these kinds of situations. The support services for entrepreneurs, created by the Federation of Pirkanmaa Region Enterprises and Business Mentors Finland, have been helping businesses in need for several years now, so it was only natural to harness this service for the needs of a more acute crisis. The main strength of a support network is versatility. To support an entrepreneur in trouble, there is a group of experts ranging from priests to tax specialists and from mental health care professionals to lawyers. This experience proved invaluable. Thankfully, the government also understood the entrepreneurial plight and provided several forms of support on a rather tight schedule. These were truly needed by many self-employed people. The quick action helped save many a business and a large number of jobs.

On behalf of the Federation of Pirkanmaa Region Enterprises, I would like to thank our partner organisations in the Tampere region for excellent cooperation. When the going got rough, teamwork showed what it is capable of. The weekly situation reports, overseen by the Centre for Economic Development, created a good foundation for delivering direct feedback and passing on development ideas. Our team worked really well and formed a solid foundation for continued action.

Let's start working on the future

We still do not know how hard the following waves of the pandemic will hit us, or how many of those we will have to endure, but our know-how and preparedness are at a better level than before. For instance, our testing capacity and remote work readiness are totally different from last spring. So now it is time to look forward and start taking the bull by the horns. For example, reflationary investments create a basis for demand, and utilising public procurements as a tool for industrial policy would especially well lay the foundation for a new rise of the SME sector. There is also potential for growth in strengthening entrepreneurs' business know-how, especially now that many companies have been included in development projects. Providing strong support for start-up companies is key, and self-employed people present a huge potential for employment.

Well-being is made in companies

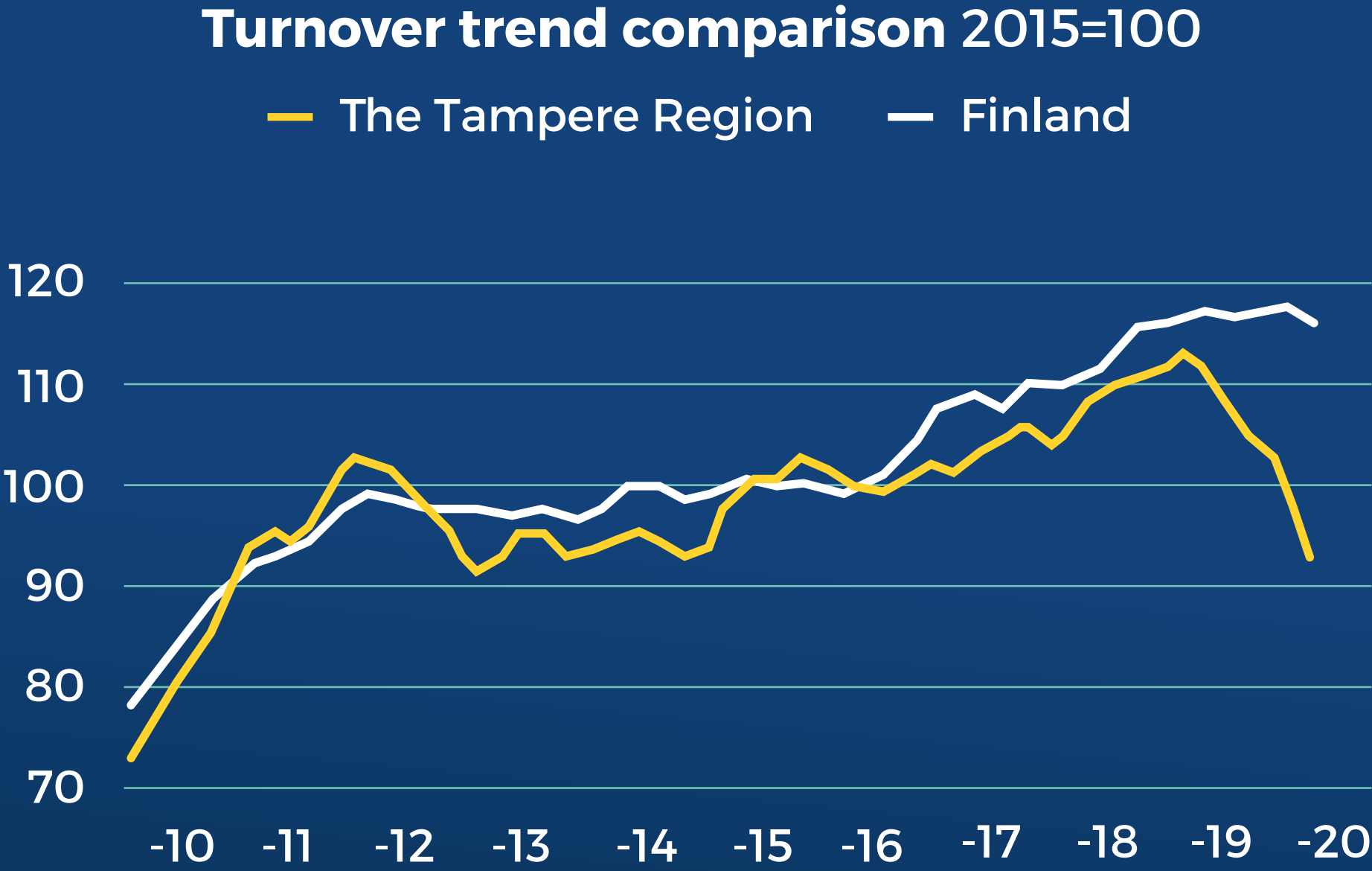
When building for the future, it pays to bear in mind that companies' vitality and competitiveness must also be looked after. Finland too has taken a major blow from corona, with our economy spiralling downwards, which is why we need a dynamic corporate field now more than ever. Our President Sauli Niinistö put it well in his message on Twitter published on Entrepreneurs' Day: *"This past year has taken a heavy toll on entrepreneurs. Your work creates well-being in Finland. Thank you, entrepreneur!"* One can only agree with this message whole-heartedly, for as we move ahead, Finland's well-being equals that of its businesses.

“ This past year has taken a heavy toll on entrepreneurs. Your work creates well-being in Finland. Thank you, entrepreneur!

Sauli Niinistö

MANUFACTURE OF CHEMICALS, RUBBER AND PLASTIC PRODUCTS

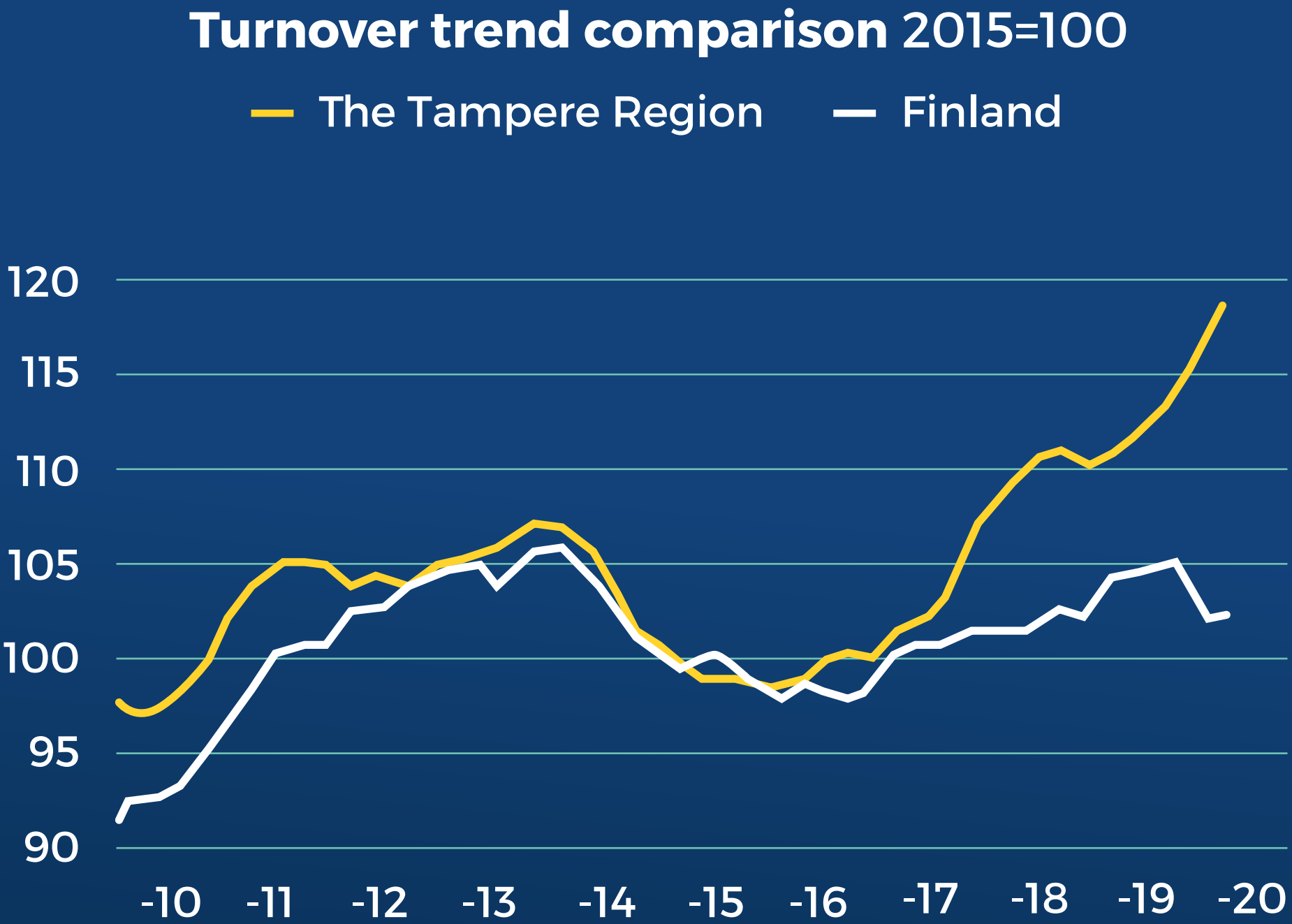
Turnover 2019	1 880 M€
Change in turnover	1,8 %
Export value 2019	1 070 M€
Change in export	1,0 %
Locations 2019	142
Change in turnover 1st half of 2020	-13,1 %



FOOD INDUSTRY

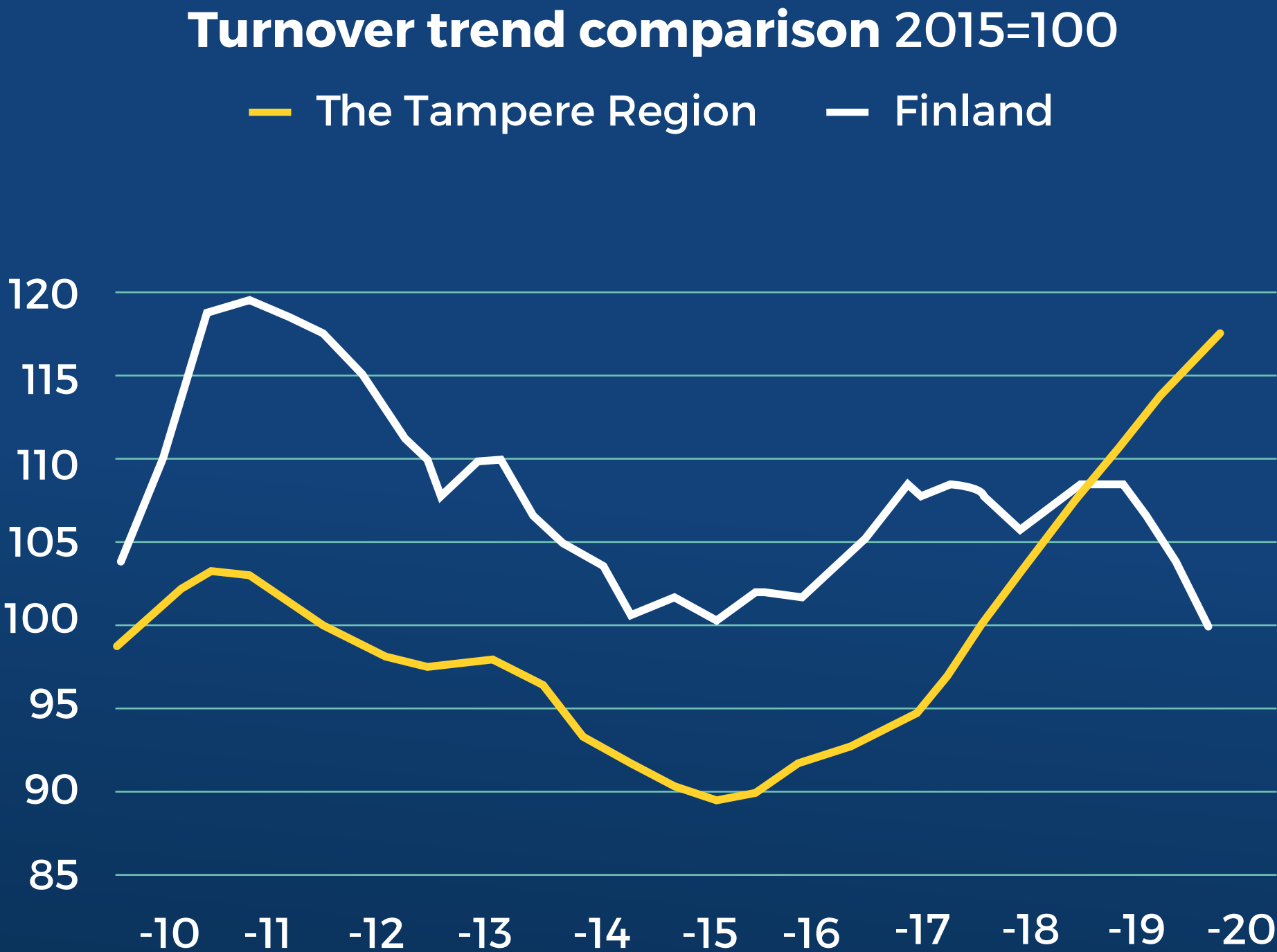
Turnover 2019	562 M€
Change in turnover	1,3 %
Export value 2019	48 M€
Change in export	-3,3 %
Locations 2019	153
Change in turnover 1st half of 2020	0,2 %

TOL 10-12: manufacture of food, beverages and tobacco products.



TEXTILE INDUSTRY

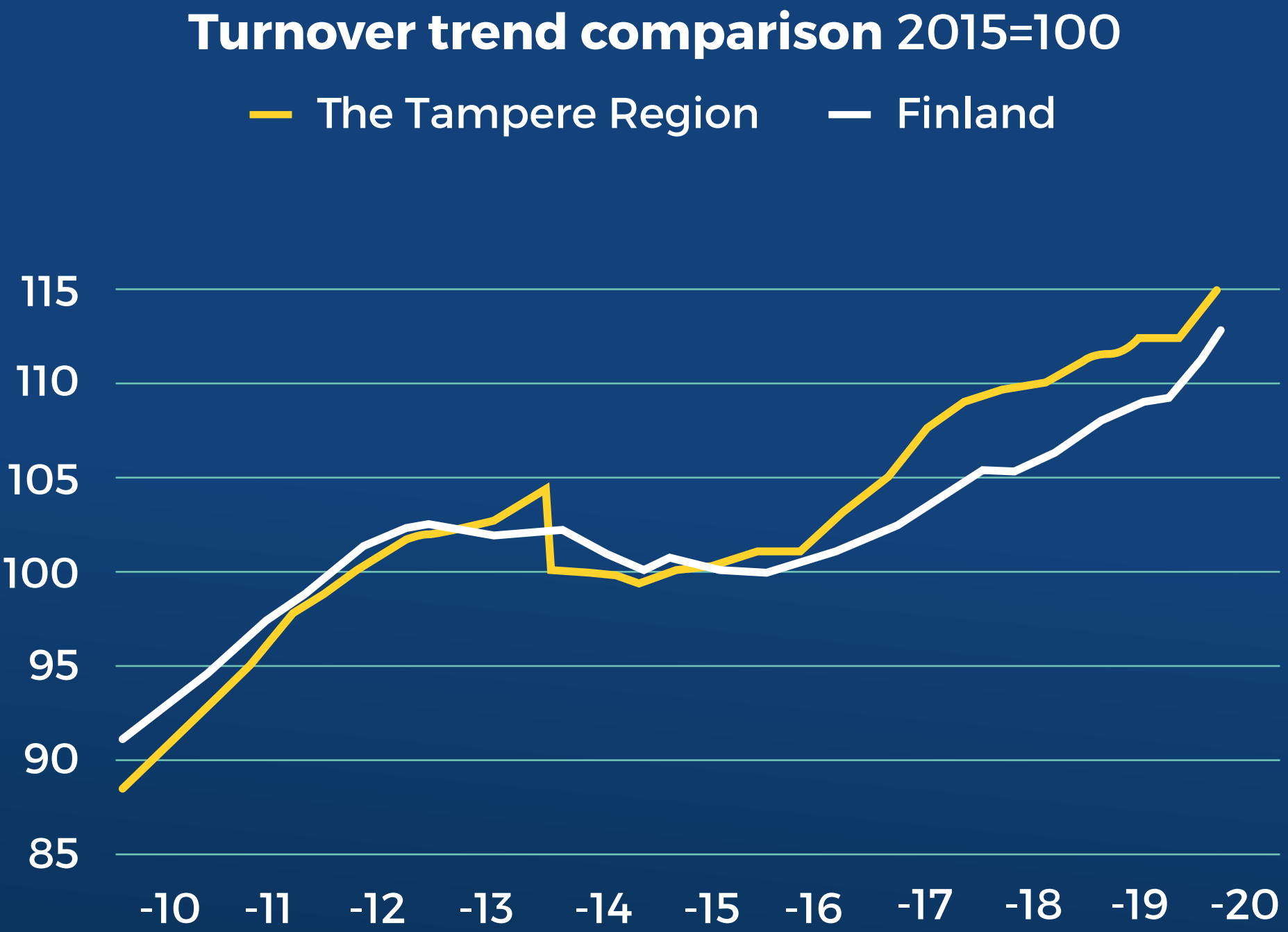
Turnover 2019	303 M€
Change in turnover	0,6 %
Export value 2019	166 M€
Change in export	5,0 %
Locations 2019	339
Change in turnover 1st half of 2020	6,9 %



RETAIL

Turnover 2019	3 619 M€
Change in turnover	1,7 %
Locations 2019	2 644
Change in turnover 1st half of 2020	2,5 %

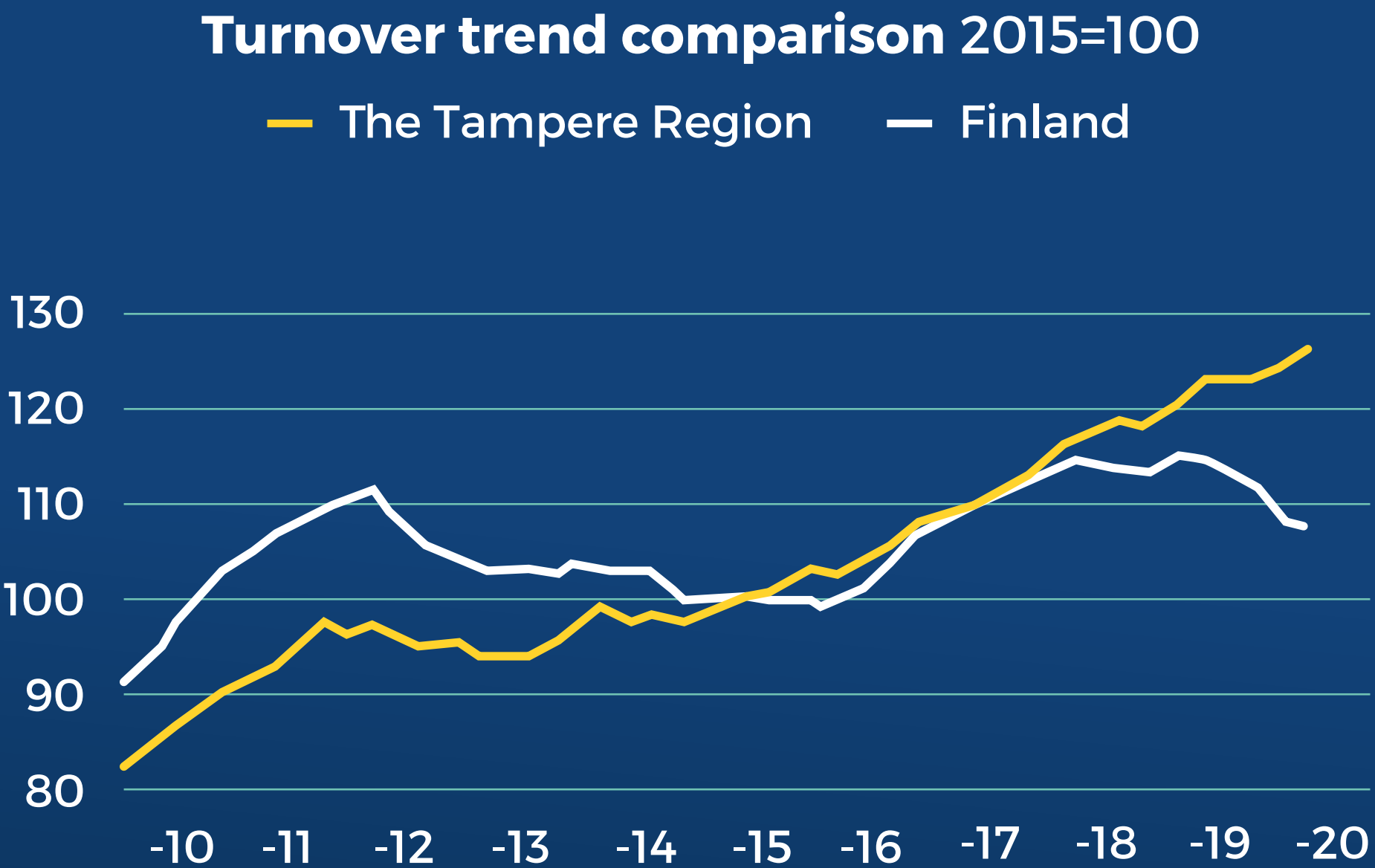
TOL 47



WHOLESALE

Turnover 2019	5 695 M€
Change in turnover	4,1 %
Locations 2019	2 429
Change in turnover 1st half of 2020	-0,8 %

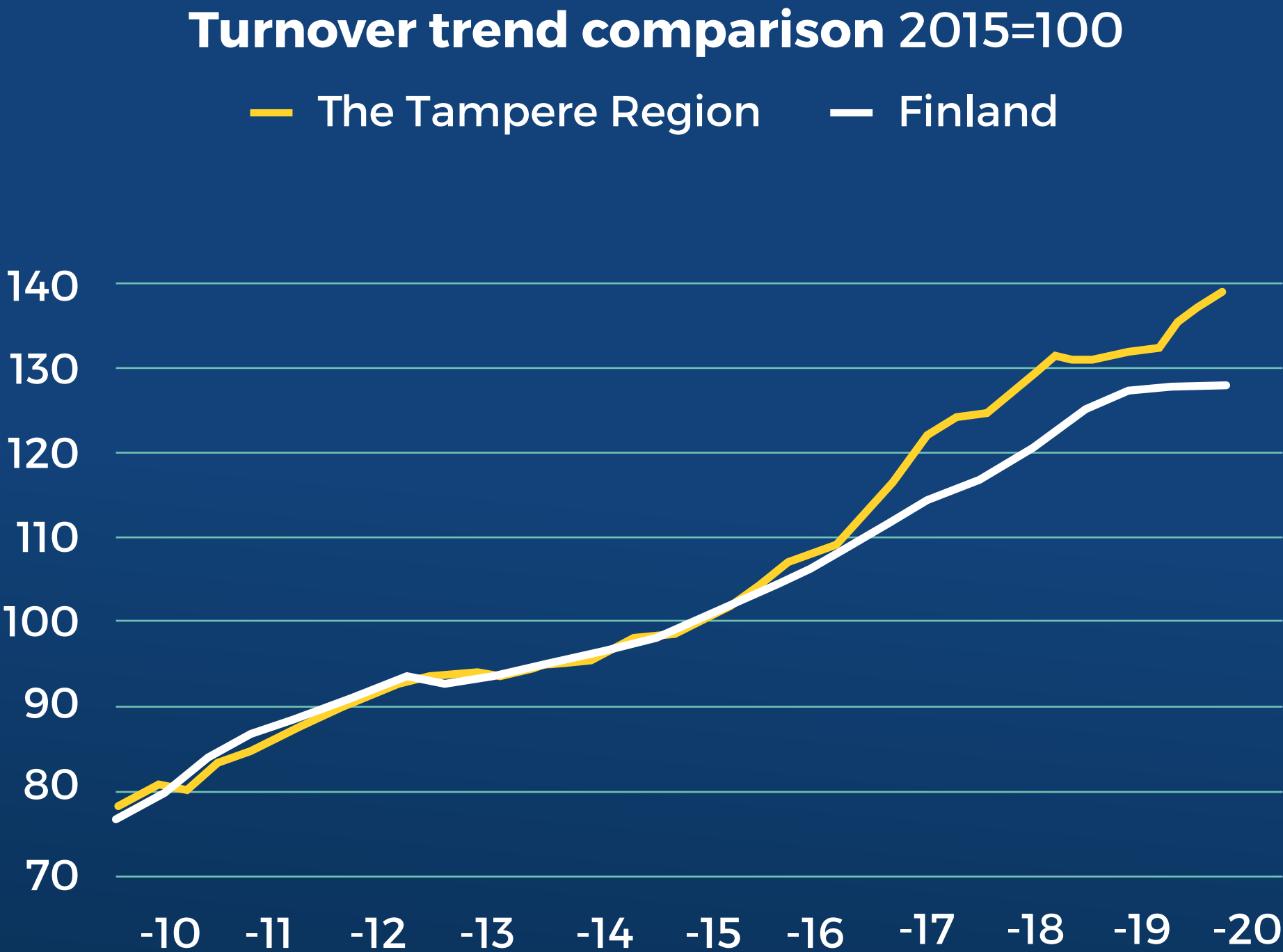
TOL 45-46



BUSINESS SERVICES

Turnover 2019	3 317 M€
Change in turnover	2,6 %
Locations 2019	7 715
Change in turnover 1st half of 2020	0,7 %

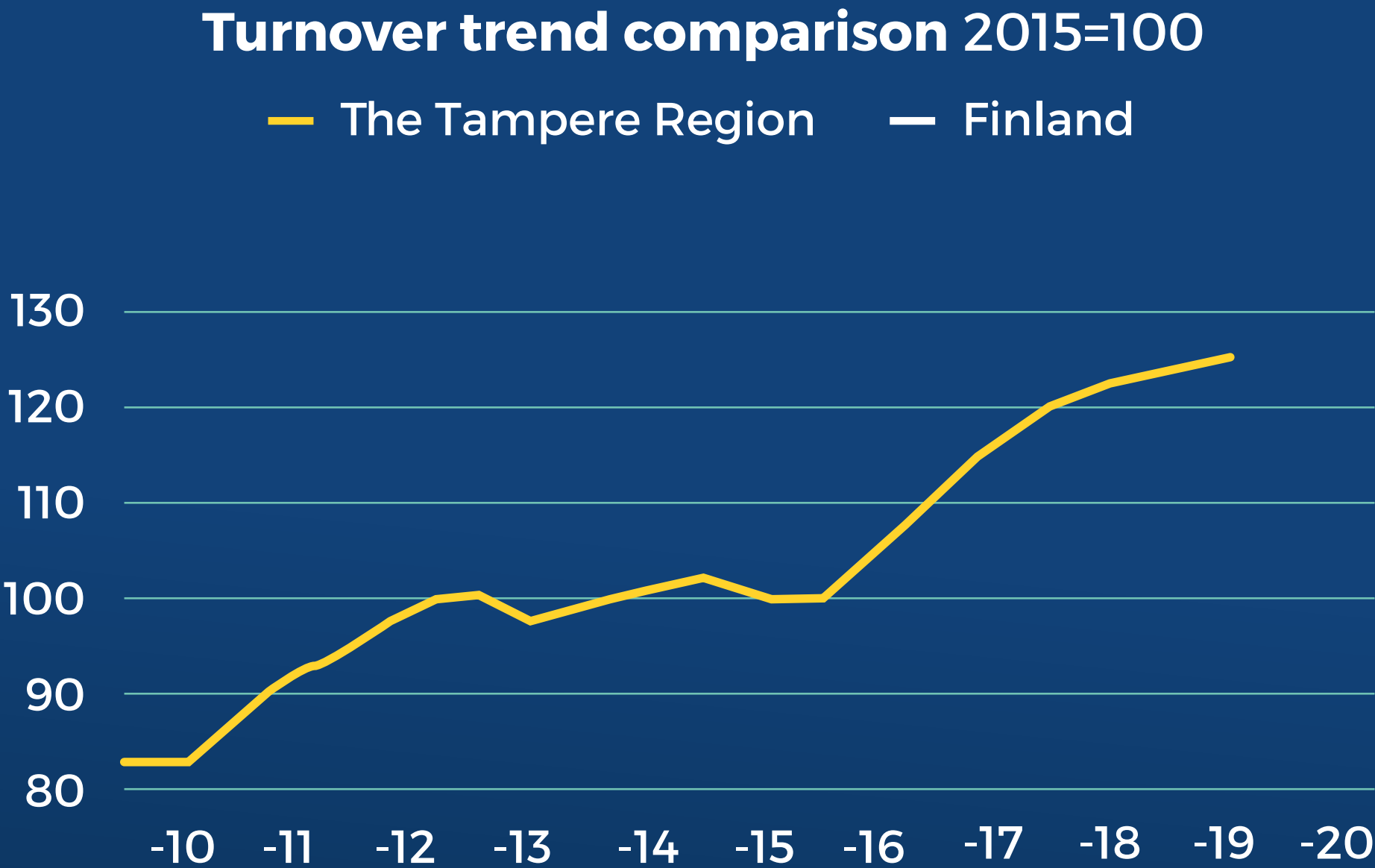
TOL K (64-66): financial and insurance activities, TOL L (68): real estate activities, TOL M (69-75): professional, scientific and technical activities, TOL N (77-82): administration and support services



TRANSPORTATION AND STORAGE

Turnover 2019	1 519 M€
Change in turnover	2,5 %
Locations 2019	1 651
Change in turnover 1st half of 2020	-6,1 %

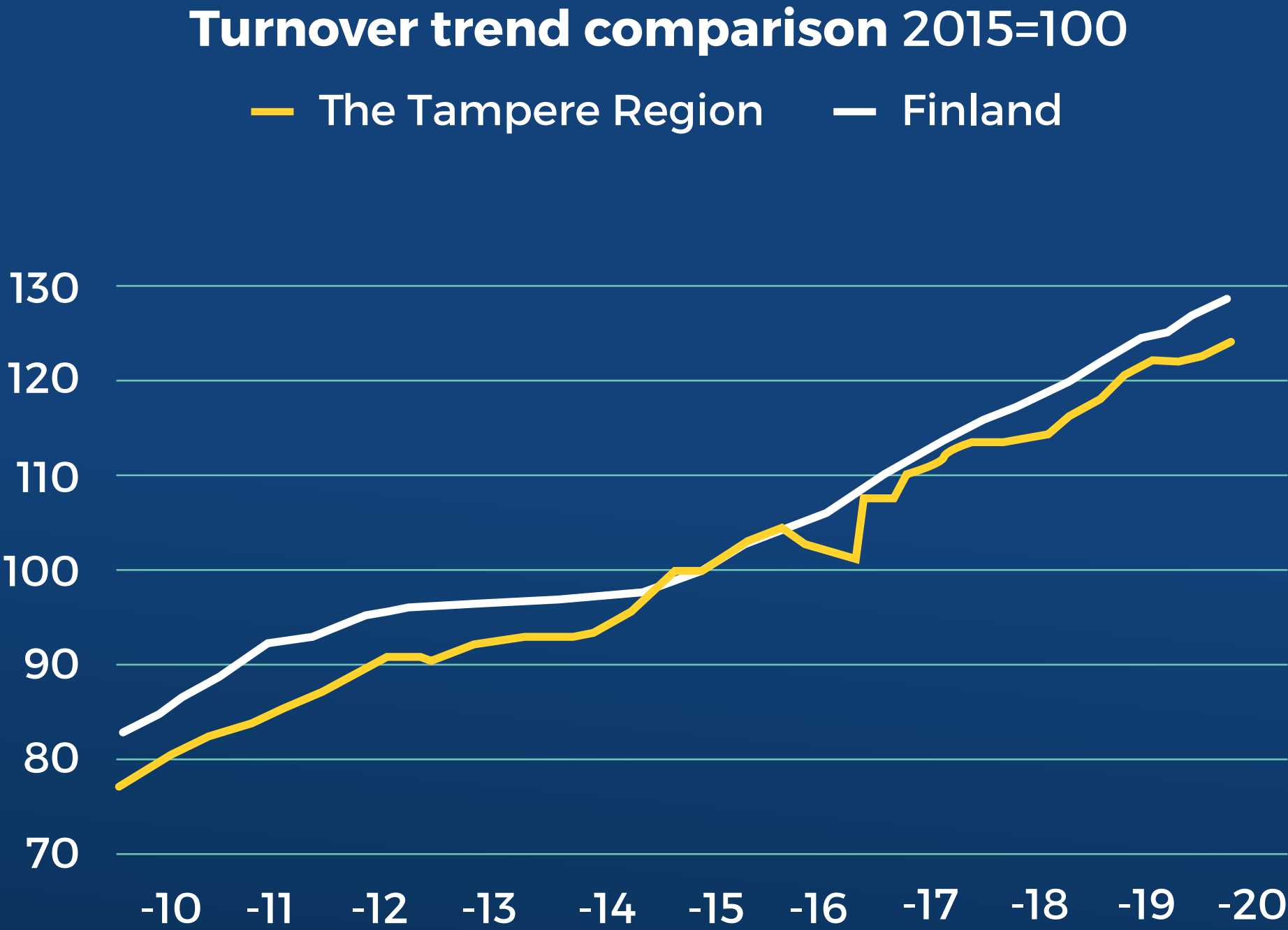
TOL 49-53: Land transport and pipeline transport, water and air transport, warehousing and transport services.



ACCOMMODATION AND FOOD SERVICE ACTIVITIES

Turnover 2019	758 M€
Change in turnover	5,1 %
Locations 2019	1 436
Change in turnover 1st half of 2020	-28,5 %

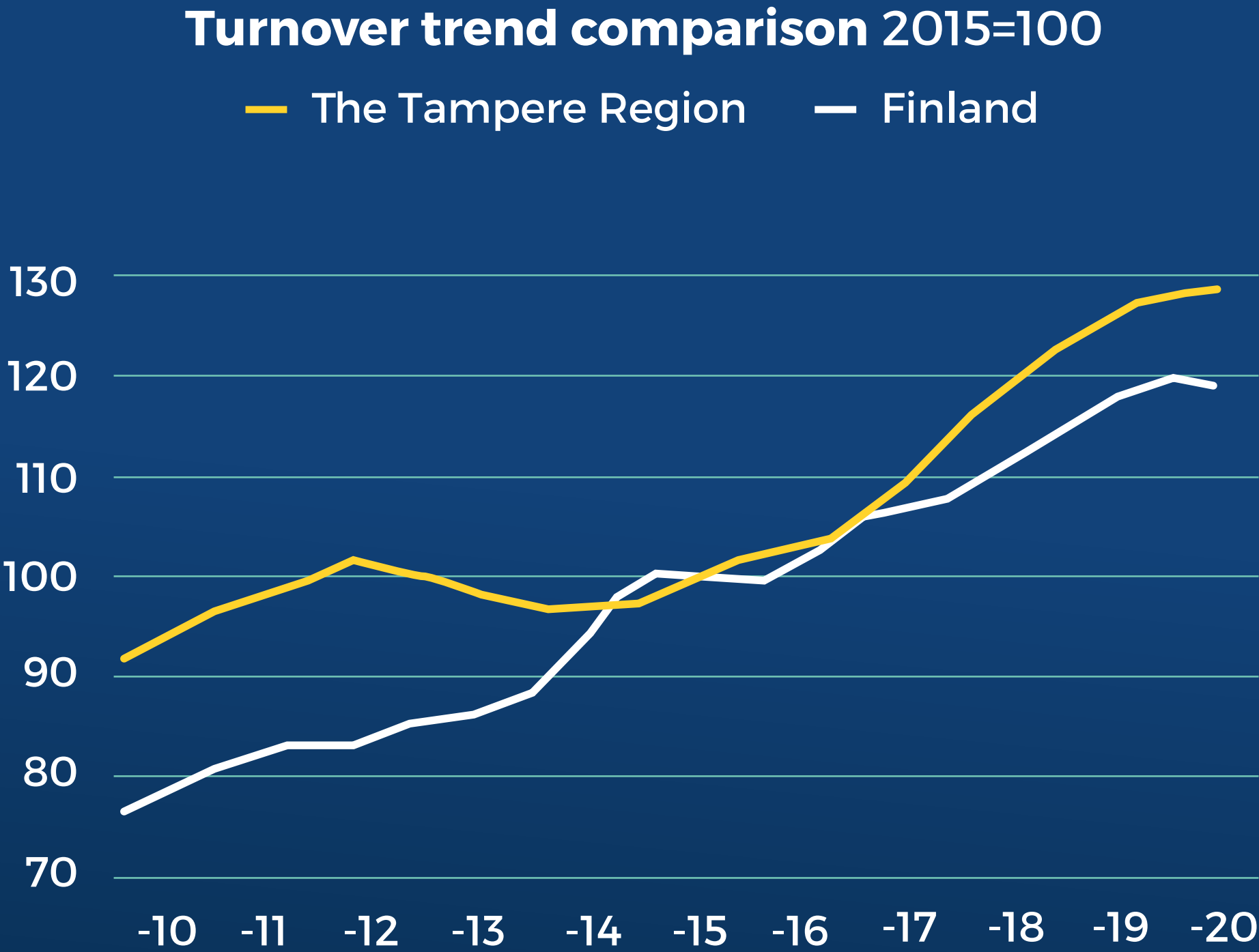
TOL I (55-56): accommodation and catering activities.



INFORMATION AND COMMUNICATION

Turnover 2019	1 607 M€
Change in turnover	5,9 %
Locations 2019	1 319
Change in turnover 1st half of 2020	2,9 %

TOL J (58-63): publishing; film, video and television program production and recording of phonograms and music; radio and television activities; telecommunications; software, consultancy and related activities; information service activities.





TAMPERE.
FINLAND

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