

# Seinäjäjoki

THE CAPITAL OF SPACE

# SEINÄJOKI ♥ TARTU

**BOOSTING GROWTH  
TOGETHER!**

**BUSINESS**

**TOURISM**

**AIR  
TRAFFIC**

# Boosting growth together



- **Great potential for deepening relations between Seinäjoki in Finland and Tartu in Estonia exists especially in the fields of business life, tourism, education and future urban air mobility.**
- **Seinäjoki and Tartu share a lot in common and there are many similarities between the cities. Our strong industries and the business and corporate cultures are alike in many ways. We also share passion for making things happen.**
- **Our aim is to reach a mutual win-win situation in several areas of cooperation by matching companies and building bridges between organizations and stakeholders. Bringing our strengths together, we can create new business and enhance growth of our areas.**
- **Seinäjoki region has a lot to learn from Tartu area, especially from the vibrant startup culture. The ongoing new type of cooperation aims to make both people and goods move between the Seinäjoki and Tartu areas.**
- **Successful businesses are known to be born from a culture of working together, where one's own expertise is complemented by the strengths of others. This is the main aim of our cooperation!**

# The best attitude for business in Finland

**Seinäjoki is the most entrepreneur-friendly city in Finland. The central task of the city's development company Into Seinäjoki is to ensure that companies in Seinäjoki have the best opportunities to operate and develop.**

**We help our customers succeed and develop Seinäjoki into an even better business environment. Our customers are start-ups, companies already located in Seinäjoki and companies planning on relocating in Seinäjoki.**



## Why Seinäjoki?

### **Growth**

Seinäjoki has one of the country's highest relative growth rates by almost all measurements.

### **Good employment rate**

The lowest unemployment rate among the biggest cities in Finland.

### **Value for money**

The steady increase in the value of property and land in a growing city.

### **City of doers**

People and attitude. Seinäjoki is a city of doers. We make things happen.

### **Networking**

Strong business network.  
6000 companies in Seinäjoki.

### **High level of education**

32 % of residents have an academic degree. Strong multidisciplinary university of applied sciences.

# Let us boost your business!

## Seinäjoki-Tartu cooperation and matchmaking



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## Startups and investments



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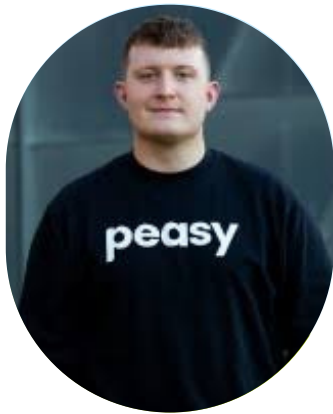
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# Our company team at sTARTUp Day 2024

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## KEHITYSTEHDAS/ XTRADERS



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## MEDICLAUDO



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# **Excellence from Seinäjäjoki region**



**STARTUPS**

**E-COMMERCE**

**FOOD BUSINESS**

# STARTUPS

## Boosting startups and growth entrepreneurship in South Ostrobothnia!

Our aim is to promote a vibrant startup culture in the region and create conditions for companies to scale both domestically and internationally.

### What do we do and what do we offer companies?

- Network of startup companies and people interested in startup entrepreneurship
- Venue for peers to meet and together create a buzz for the startup scene in Seinäjoki
- SpaceBoost service path, the purpose of which is to help companies scale, including coaching and sparring on different themes, both in groups and for individual companies.
- Mentoring and peer support
- Events and networking opportunities to promote startup culture in Seinäjoki.
- Space Pitch event and a pitching competition.

**The unique SPACE PITCH event of the capital of space brings together growth-minded individuals in the entrepreneurship capital of Seinäjoki's Rytmikorjaamo in October 2024. Companies from both the region and all over Finland will gather at the event to pitch their ideas to interested "lions" and network with like-minded individuals.**

### Space Pitch is all about:

- Useful networks
- New ideas
- Brilliant pitching
- Inspirational stage programs
- Networking
- Great party and tasty food



# Peasy

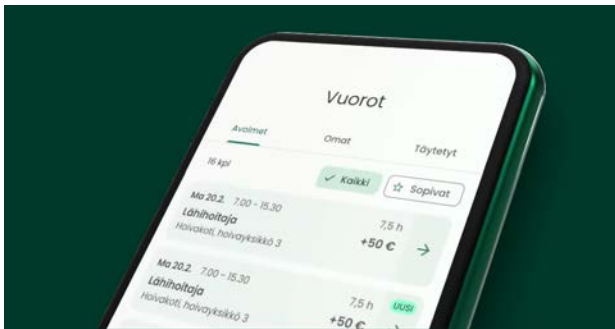
[www.peasy.fi](http://www.peasy.fi)



**Doing gigs in health care became easy. Peasy combines health care workers and employers in a win-win way to ensure better care.**

Peasy provides health care companies an easy and secure way to offer short gigs to staff on a platform, to minimize staff shortage and ensure better care for patients.

Employee gets freedom of choice and flexibility in choosing shifts on their own terms. Sometimes even extra compensation for solving crucial staff shortage.



## Contact:

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# Mediclaudo Oy

[www.mediclaudo.com](http://www.mediclaudo.com)



**Brings safety, monitoring, punctuality and cost-effectiveness to healthcare. Develops medicine distribution solutions for hospitals and nursing homes.**



At the heart of our growing business is the digitalization of pharmaceutical distribution. We have developed a smart medicine trolley that improves the safety and cost-effectiveness of medicine distribution.

Smart medicine carts have also been used successfully with transport robots.

## Contact:

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# Kehitystehdas Oy / XTraders

[www.xtraders.fi](http://www.xtraders.fi)  
[www.kehitystehdas.com](http://www.kehitystehdas.com)



**Management and development consulting.**  
**Founder of XTraders startup.**

Customers all over Finland in several business areas including some international customers.

Services for SMEs and large companies:

- Sales and business development
- New businesses and starting them
- Streamlining processes (procurement, logistics, sales, production).
- Separate analyses and expert services

XTraders Ltd offers energy sector employees and operators a real-time marketplace, which is available 24/7, every day.

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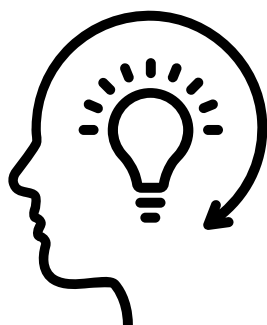
# Hawk's Vision Consulting

[www.hawksvision.info](http://www.hawksvision.info)

**Hawk's Vision provides insight and vision for your company to succeed.**

Services:

- Problem solving, process formation, business planning and marketing strategy for companies that handle customers, clients physical products, and inventory.



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# Language Clubhouse Ltd

[www.language-clubhouse.com](http://www.language-clubhouse.com)

**Our mission is to give young children access to joyful and playful English as a second language education.**

We instill a spark for language and cultural learning in children at a young age, build self-confidence and root a sense of belonging with our high quality pedagogical online English as a second language program for early childhood education for use in preschool and homes.

Our method, approach and digital materials help to facilitate learning situations that are more motivating and align with the learning goals.

PLUS we teach a new lesson each week to your children in our online live English classes.



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# Hortimill Oy

[www.hortimill.com](http://www.hortimill.com)

**Multi-layer farming solutions for professional farmers and smaller versions for consumers.**

Hortimill manufactures the world's first rotating multi-layer farming equipment. Our patented technique significantly improves area productivity. Greenhouse heating costs and labor costs are reduced by 50-70%.

We offer multi-layer farming solutions for professional farmers and also smaller versions for consumers. Hortimill system can be used in greenhouses or indoor. Hortimill technology offers a large harvest with low costs and a small surface area.

# HORTIMILL



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# Supercritical Synthesizers

[www.supercriticalsynthesizers.com](http://www.supercriticalsynthesizers.com)

Instagram: @supercriticalsynthesizers

**Electronic music instruments, audio electronics,  
digital signal processing**

MDCO combining digital and analog technologies in electronic musical instrument forming quality sound synthesis. (MDCO = Multiperiod Digitally Controlled Oscillator)

For producers, musicians and passionate synthesizers all over the world!



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# Onni Habit Ltd

[www.onniway.com](http://www.onniway.com)

**A Digital Solution for Children's Holistic Wellbeing! Useful tool for teachers!**

OnniWay is a simple, effective and time-efficient digital tool for teachers, helping children build life-long holistic healthy habits, through the performance of simple micro actions.

Offers simple and quick activation for school days with the focus on physical activity, nutrition, mental wellbeing and social relationships.

FIRST PILOT RESULTS ARE VERY POSITIVE:  
100 % of teachers who pretested the demo-version, thought it was a useful tool for teachers. ”



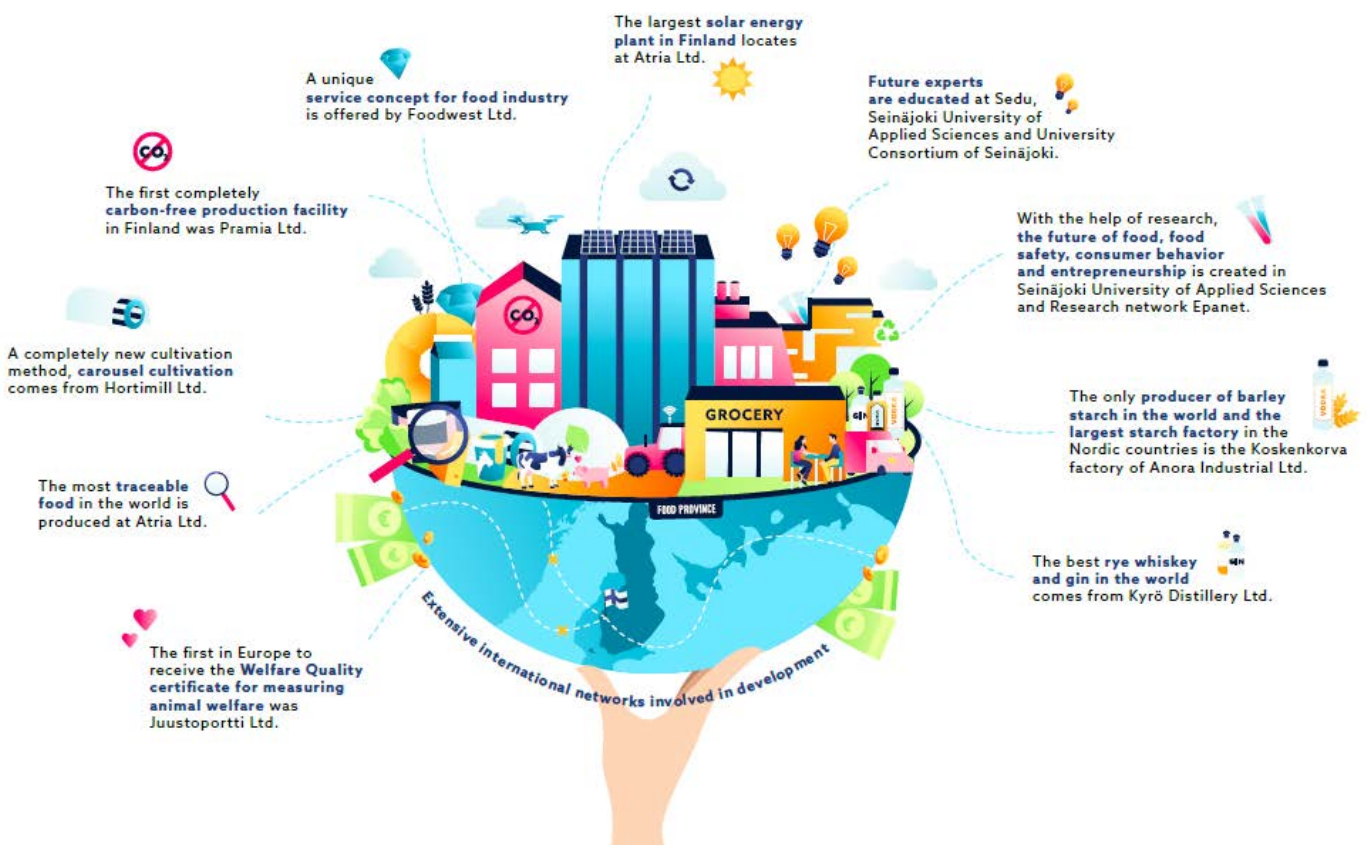
## Contact:

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# FOOD BUSINESS

**There is a high concentration of food business companies and a strong network of researchers and developers in the Seinäjoki area.**

- 15 % of Finnish crop and 20 % of meat is produced in South Ostrobothnia
- 16 % of Finnish foodstuff industry is located in South Ostrobothnia when measured by turnover
- 20 % of our experts work in the food industry
- 40 % of our companies operate in the food industry
- 70 % of our products are exported to other parts of Finland or abroad
- Significant amount of Finnish agrotechnology companies and foodstuff sector machine construction is located in South Ostrobothnia
- Available: product R & D services, research facilities and equipment, development and testing platforms, user networks, business support services



# Pure Garden Ltd

[www.purearcticgarden.com](http://www.purearcticgarden.com)

PURE GARDEN  
FROM ARCTIC REGION

## Black Garlic - Gentle garlic rich in umami

We offer vegan, lactose-free, gluten-free

- Black Garlic
- Black Garlic seasoning sauce

The rich taste of Black Garlic is created by the midnight sun, harsh winters and fermentation.

The products are prepared from high-quality raw materials, completely without additives.

Our products are gentle to your stomach and easy to use!



Black Garlic seasoning sauce, the basic flavors captured in a bottle: salty, sweet, bitter, sour, umami.

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# Häjä Distilling Company Ltd

[www.hajy.fi](http://www.hajy.fi)



**We are a distilling company that provides alcoholic drinks combining genuine, high-quality ingredients and pure enjoyment of taste.**

Our products are LOITSU gin, LUOTE gin and PURO vodka.

LOITSU gin tastes soft, sophisticated and even surprising. It has been awarded several times: Gin of the Year 2022, London/ gold medal, Women's Wine & Spirits Awards 2023/ gold medal, IWSC G&T 2023/ bronze medal, and London Spirits Awards 2023/ bronze medal.

LUOTE gin is our barrel aged gin with dignity in taste, made of the original Loitsu. In PURO vodka you can taste fresh lemon and blueberry. It is perfect for shots and cocktails.



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# Nams Bakery Ltd

[www.namsbakery.fi](http://www.namsbakery.fi)



**Nam's Bakery offers innovative and tasty bakery products - cheese bunnies and cheese balls - with a touch of Brazilian flavors.**

Our products are gluten free made of tapioca flour. Products are organic, hand-made and no preservatives are used. Our cheese balls - Pop's - won Artisan Food 2023 competition in Finland.



## Contact:

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# Spices Chef Ltd

[www.spiceschef.bio](http://www.spiceschef.bio)

# Spices Chef®

**Spices Chef is an organic food brand. We are known for our best-selling basic vegan food kit. Our products are sold in supermarket chains across Finland. We are also present in selected organic health food stores in Sweden, Germany and France.**

Our product offerings include:

- Plant-based meat-alternative bouillon powders.
- Chef-quality, affordably priced designer products crafted for modern spice cabins in home kitchens.
- Organic food souvenirs featuring freeze-dried berries.

Spices Chef is focused on launching world-class branded products. We want each product recognizable for their sustainability values, aesthetic trends, and usage of innovative food technology.



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# Freca Sales Ltd – Namitupa

[www.secretofsaltylicorice.com](http://www.secretofsaltylicorice.com)



**We manufacture artisan type of hard caramels and lollipops.**

We offer ready made tasteful caramels and lollipops for retail sales and contract manufacturing.

We are able to manufacture also small patches based on the speciality need of customer: colours, flavours, logos and packaging may be customised.

Our speciality and main export item is salty liquorice, that is a unique candy flavor in the Nordic countries. We are high quality, honest and flexible partner to co-operate with.



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# Foodwest Ltd

[www.foodwest.fi/eng](http://www.foodwest.fi/eng)

**Foodwest Ltd is a specialist in the food industry. We know the business, the consumer and the entire product development cycle.**

We support businesses from across the food industry, as well as those looking to expand their operations by diversifying into food-based products.

We are field-leading specialists with attitude. We have what it takes to deliver unique products and services. With the services provided by Foodwest, companies can make things happen – from raw materials to products and from ideas to launch. We offer service solutions for your exact needs along the commercial development chain.

*foodwest*



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# Linseed Ltd

[www.linseed.fi](http://www.linseed.fi)

**Linseed is the biggest producer of flaxseed in Finland.**

We have consumer products and flaxseed for industrial use. We use only Finnish origin flaxseed and all of our products are free from gluten, lactose and GMO. Valo 24h products are suitable also for vegetarians and vegans.

- Flaxseeds are ultra nutritious: high in omega-3 and 6, magnesium and fiber.
- 1 tbs of Valo24h roasted ground flaxseeds contains twice as much omega-3 as normal fish oil capsule!
- Gentle roast gives flaxseed great nutty flavor and longer shelf life naturally.
- Special arctic cold growing conditions in Finland make both flaxseed and berries nutritionally exceptional.



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# Pirjon Pakari Seinäjoki Ltd

[www.pirjonpakari.fi](http://www.pirjonpakari.fi)

**Pirjon Pakari Ltd bakes fresh and traditional bread from pure Finnish raw materials.**

Pirjon Pakari is specialized in gluten free baking. Our "Free from G" product is:

- free from gluten and GMO
- free from lactose, free from milk
- rich in fiber, in vitamin D and iodine
- long shelf life: 12 months
- naturally gluten free, thus suitable for people with celiac disease or wheat-allergy
- package size 150 g



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# E-COMMERCE

## Boosting online retailers growth!

- With the emergence of new online stores, the need for business services aimed at online retailers has grown. Into Seinäjoki has been involved in starting online retailer club activities in South Ostrobothnia.
- In 2023, five e-commerce clubs were started in the provinces of Ostrobothnia, with a total of fifty e-commerce operators. At the meetings, personal experiences are shared confidentially and openly, and club partners are encouraged with practical tips for growth and success. Peer sparring is known to be the best way to learn. That is the ultimate purpose of the clubs.



## e-Commerce logistics hub to emerge in Seinäjoki!

- **Seinäjoki is a rapidly growing and developing city as well as a significant logistics hub in Western Finland.**
- **Opportunities for the development of new types of logistics operations, as Seinäjoki is an important concentration of wholesale and retail trade.**
- **Innovative future digital aviation operations are emerging at Seinäjoki Airport, through which a completely new kind of cargo air traffic operated by unmanned aircraft will emerge in Finland.**
- **When, in addition to all of this, we get the region's numerous e-commerce operators to come together, then even the sky is not the limit for new development steps in the future.**

# Henua Organics Ltd

[www.henuaorganics.com](http://www.henuaorganics.com)

**HENUA ORGANICS OFFERS a premium skincare line.**

The products are formulated into a base of Nordic active ingredients like birch sap and get their strength from best naturals like berries and plant extracts. Packed with vitamins and antioxidants the range doesn't include anything extra; no water, no fillers, only actives.

Our products magnify your power, balance and inner radiance every day, by creating a haven in the midst of it all.

Henua has created a sustainable range of face and body care that pays homage to simple Nordic luxury and ecological standards. Our products have Ecocert Cosmos Organics certificate and Made in Finland (Avainlippu) certificate.

# H E N U A



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# Finnero Ltd

[www.finnero.com](http://www.finnero.com)

**UNIQUE - COLORFUL - COMFORTABLE**

FinNero designs and manufactures the SOFTEST and UNIQUE LOOKING pet products. Our own Nordic style fabric designs together with practical and innovative pet products are the key factors to us.

Our focus is to make our products soft, comfortable and fun but also visible and safe.



# FINNERO

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# Aamuisa Ltd

[www.aamuisa.fi](http://www.aamuisa.fi)

**We are dedicated to consistently providing high-quality and award-winning natural cosmetics to our customers.**

Aamuisa is a family-owned company based in Ostrobothnia, founded in 2020. We specialize in the production of natural cosmetics.

We take pride in our achievement as our sea buckthorn solid shampoo won the Best Shampoo category at the Nordic Natural Beauty Awards last autumn (2023).

 Aamuisa



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# G-moodi Ltd

[www.gmoodi.fi](http://www.gmoodi.fi)

## BEAUTY FROM FINNISH BIRCH PLYWOOD

We create a wide range of design products according to the customer's wishes, both for businesses and homes.

G-moodi offers laser cutting and engraving as a subcontracting service. We implement different products for our customers according to their wishes. Our flexible and high-quality service is suitable for the production of individual products as well as larger series.



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# Jokipiin Pellava Ltd

[www.jokipiinpellava.fi](http://www.jokipiinpellava.fi)

JOKIPIIN

PELLAVA 1920

**Manufacturing sauna, table setting and kitchen linen textiles is our special know-how. All of our products are manufactured in Jalasjärvi, Finland.**



Our operations are flexible, which means that we are able to manufacture small batches according to our customers' wishes and deliver our products quickly. We have developed a comprehensive production process that is environmentally friendly and considers all environmental aspects related to industrial production.

The leadership represents the third and fourth generation in charge of our company, established in 1920.

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# Woolcare Ltd / VILLAge

[www.woolcare.net](http://www.woolcare.net)



**VILLAge leg wraps, is an ecological and natural horse care product from Finland**

"VILLAge wool wraps, made from Finnsheep wool, help with your horse's leg problems.

Whether it's mud fever, swelling, wounds, or tendon injuries, wool provides quick, effective, and natural help.

Suitable for all horses. Recommended by veterinarians.

Online store delivers worldwide."



## Contact:

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# Ehea Living Ltd

[www.ehealiving.com](http://www.ehealiving.com)

ehea  
LIVING

## Design with a story. From brick pipes to design lamps.

We respect the creativity and work of past generations. We exist so that the stories can continue to unfold and that the old know-how and manual skills are not forgotten. Respect for the work and manual skills of previous generations creates a strong foundation for Ehea's values.

Brick pipes serve as inspiration for the new and the future. Teo is our first product and it was inspired by clay brick tubes stacked on top of each other.



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# E.S. Lahtinen Ltd

[www.esla.fi/eng](http://www.esla.fi/eng)

ESLA

## Produces unique ESLA mobility devices: kicksleds, kickcycles, rollators and scooters

Our products and manufacturing processes are ecologically friendly, and our mobility designs are designed to assist all year round, providing safe and comfortable travel both inside and out.

ESLA products have a great reputation for quality and lifespan. The products are continuously developed, enhanced and are CE-marked.

Esla products are designed so that all parts can be fully recycled after use.



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# Seinäjäjoki

THE CAPITAL OF SPACE

