



# Bring your business to Ylivieska, the town of growth!

**FASTEST GROWING  
TOWN IN THE REGION**

**EXTENSIVE NETWORK  
OF INDUSTRIAL  
SUBCONTRACTORS**

**BRILLIANT SHOPPING  
AND SERVICES**

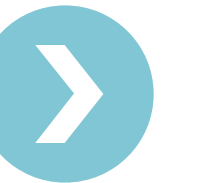
**EXCELLENT  
TRANSPORT LINKS**

**GREAT EDUCATIONAL  
OPPORTUNITIES**

**STRONG LABOUR  
MARKET**

**COMFORTABLE  
LIVING AND ACTIVE  
LIFESTYLES**

**AGILE COMMERCIAL  
ECOSYSTEM**





# Ylivieska is genuinely on the up

## Fastest growing town in the region

Ylivieska is unique among Finland's regional towns in that it is the only one whose economy is actually thriving at the moment.

Ylivieska provides the perfect environment for growth: it is vibrant and energetic, yet safe and conveniently located at the centre of the region's other towns, within easy reach of excellent road and rail links.

Ylivieska is working hard to keep the local economy buoyant for its market of 100,000 people.

## Statistically proven growth

The number of statistically important urban areas in Finland has dropped by six to 29 in the last two decades. There is, however, also one new entry: Ylivieska.

(MDI 2019: Urban Network Study)

Statistics Finland estimates that the town's population is set to grow by 3,000 to approximately 18,000 by 2040. The outlook for jobs is also healthy: the goal is for the town to have 1,000 new jobs by 2030.

# +18%

Population growth in Ylivieska by 2040 based on Statistics Finland's forecast





# Ylivieska provides endless opportunities for industrial businesses

## Ideal conditions for growth

Ylivieska has everything a young business needs: an active network of industrial operators who share their know-how and help each other to minimise the risks of investment and economic fluctuations. There are multiple educational institutions churning out skilled labour. The area is especially well known for its construction industry, construction products industry and metals industry, and new operators are welcomed to the network with open arms.

## Businesses of all sizes

The area is home to a wide range of industrial operators, and smaller businesses benefit from the strength of big names such as Nordec, Alutec, ET-Listat, Maler, Bet-Ker, Ylivieskan Tiili and Premec. Get to know your new potential partners and find the keys to your success!

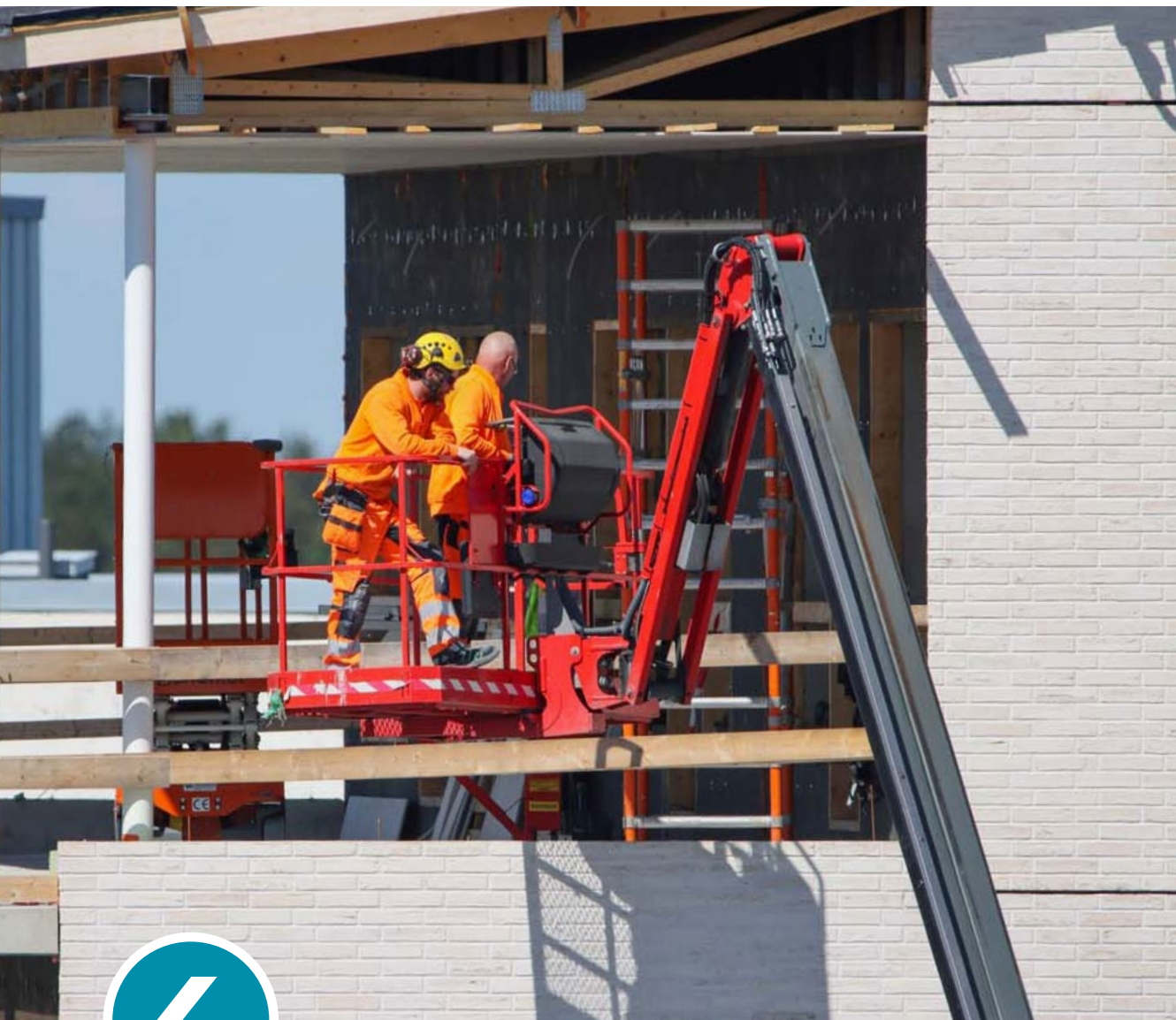
# +13.3%

Increase in the number of  
industrial jobs in Ylivieska  
between 2010 and 2015

Check out  
these examples  
of industrial  
operators based  
in Ylivieska!

[alutec.fi](http://alutec.fi) | [betker.fi](http://betker.fi) | [recion.fi](http://recion.fi) | [etlistat.fi](http://etlistat.fi) | [kaarto.fi](http://kaarto.fi) | [maler.fi](http://maler.fi) | [premec.fi](http://premec.fi) | [nordec.fi](http://nordec.fi)





Ylivieska has an active network  
of industrial operators to help with  
design and subcontracting.



Check out  
these examples  
of industrial  
operators based  
in Ylivieska!



” I love building things  
that serve a purpose  
– whether it is a school, a  
studio flat or the local church!

Mikko Kaarto

Managing Director  
Kaarron Rakennus Oy

Kaarron Rakennus Oy has built hundreds of homes and numerous public buildings in Ylivieska since its launch in 1979. The company won the Entrepreneur of the Year award in 2013.

[GET TO KNOW OTHER LOCAL BUSINESSES >](#)

Check out  
these examples  
of industrial  
operators based  
in Ylivieska!



# Ylivieska attracts shoppers from far and wide

Studies show that what people most associate with Ylivieska is shopping, and it is not uncommon for people to travel a long distance to sample what the town has to offer. For a town of its size, Ylivieska has an amazing array of shops and services and hosts a number of big-city events, such as a nationally renowned agricultural machinery fair ('Ryskypäivät') and a late-night shopping extravaganza ('Kauppojen yö'), which is attended by 20,000 people each year. Ylivieska is home to several shopping centres, countless car dealerships, furniture stores, clothing retailers as well as specialist shops and supermarkets. The town centre is buzzing with a wide variety of independent retail outlets as well as several chains.

# 100,000

Ylivieska has grown into a shopping paradise frequented by more than 100,000 people.



Check out these examples of retailers and service providers based in Ylivieska!

[karkkainen.fi](http://karkkainen.fi) | [ryskypaivat.fi](http://ryskypaivat.fi) | [10plus.fi](http://10plus.fi) | [haggman.fi](http://haggman.fi) | [trendo.fi](http://trendo.fi) | [pikkuveli.fi](http://pikkuveli.fi) | [fysiotion.fi](http://fysiotion.fi) | [keyframe.fi](http://keyframe.fi) | [aigroup.fi](http://aigroup.fi)





Ylivieska is home to, for example, four shopping centres, more than 20 cafés and restaurants, close to 30 car dealerships, seven furniture stores and four gyms!



Check out  
these examples  
of retailers and  
service providers  
based  
in Ylivieska!



”Ylivieska’s location simply cannot be beaten – the transport links are excellent whichever direction you want to go.

Jaakko Niemelä

Photographer/Cinematographer  
Keyframe Oy

Entrepreneur since 2019. Pioneer in web-based commercial 360° panoramic photography and virtual tours with customers all over Finland.

[GET TO KNOW OTHER LOCAL BUSINESSES >](#)

Check out  
these examples  
of retailers and  
service providers  
based  
in Ylivieska!

[karkkainen.fi](#) | [ryskypaivat.fi](#) | [10plus.fi](#) | [haggman.fi](#) | [trendo.fi](#) | [pikkuveli.fi](#) | [fysiomotion.fi](#) | [keyframe.fi](#) | [aigroup.fi](#)



”Ylivieska’s reputation  
as a shopping destination  
draws people from all over.

Sirkka-Liisa Kinnunen

Entrepreneur

TerraNova Ay / Sisustus Trendo

Sisustus Trendo was established in 2009 as an interior design outlet and consultancy for both consumers and commercial customers. The company designs and supplies everything from tiling, flooring and wallpaper to accessories, textiles and furniture.

[GET TO KNOW OTHER LOCAL BUSINESSES >](#)

Check out  
these examples  
of retailers and  
service providers  
based  
in Ylivieska!





” We are passionate about what we do, and we want everyone to hear it – loud and clear!

Pekka Kinnunen  
Managing Director  
Oy Audioimport Group Ab

Oy Audioimport Group Ab opened in Ylivieska in 2004 and is now one of Finland's leading importers and wholesalers of car stereo equipment. The company also exports to more than 20 countries and has won numerous awards in both Finland and Europe.

[GET TO KNOW OTHER LOCAL BUSINESSES >](#)

Check out these examples of retailers and service providers based in Ylivieska!

[karkkainen.fi](#) | [ryskypaivat.fi](#) | [10plus.fi](#) | [haggman.fi](#) | [trendo.fi](#) | [pikkuveli.fi](#) | [fysiotion.fi](#) | [keyframe.fi](#) | [aigroup.fi](#)



” Return business  
is the best indicator  
of success.

Janne Tolonen

Managing Director  
Autoliike Kymppiplus Oy

KymppiPlus is a chain of used car dealers established in 2005. The Ylivieska showroom also supplies hire cars, has its own body repair and paint shop and even offers road-worthiness testing and servicing. KymppiPlus also has showrooms in Kokkola, Lempäälä and Vantaa.

[GET TO KNOW OTHER LOCAL BUSINESSES >](#)

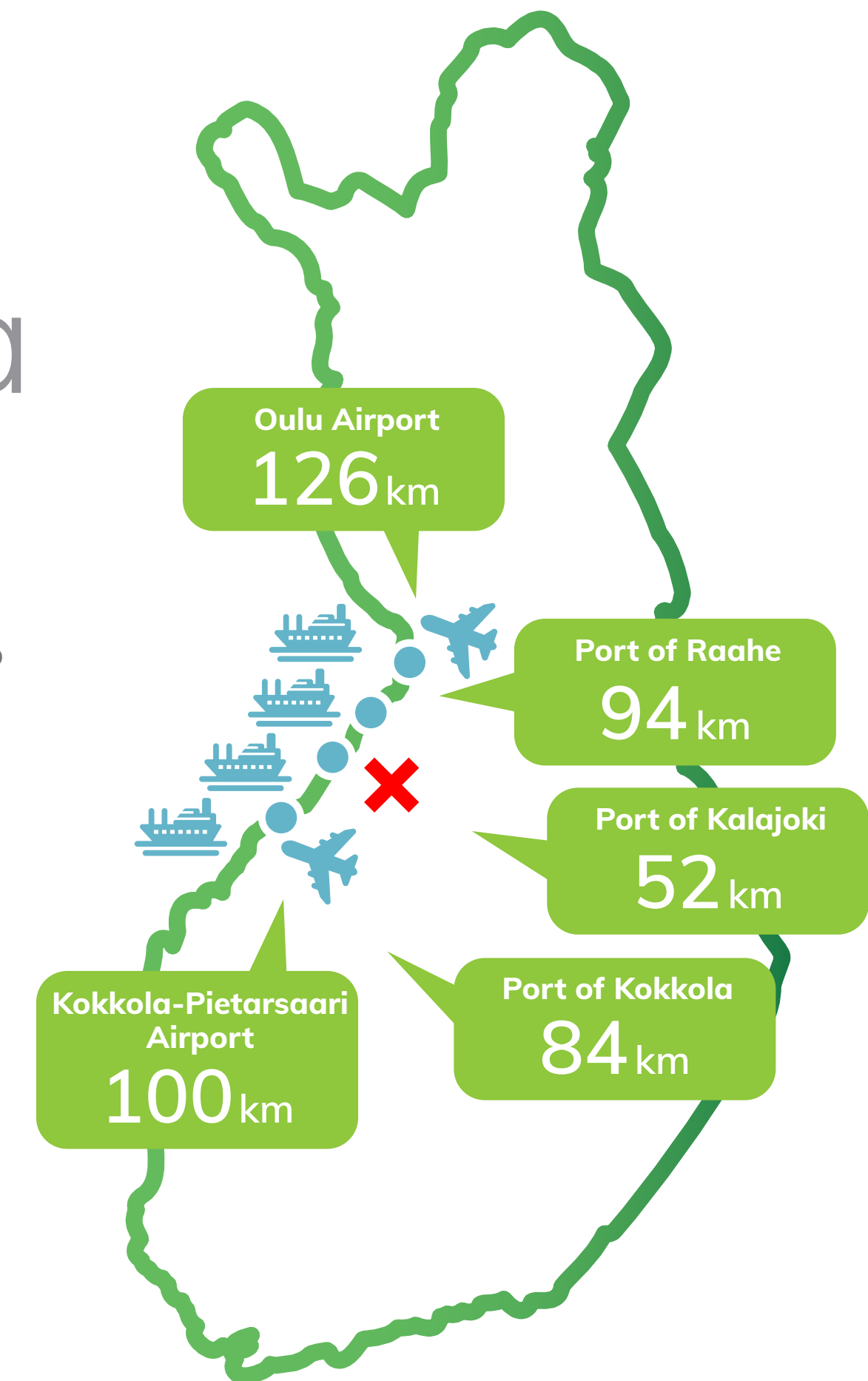
Check out  
these examples  
of retailers and  
service providers  
based  
in Ylivieska!





# Almost all roads lead to Ylivieska

Ylivieska's growth is in no small part thanks to its strategic location along a main railway line and within easy access to several major roads. The closest seaport is just 50 kilometres away, and the distance to the nearest airport is only 100 kilometres. Getting to Ylivieska is easy – from any direction. This is a big bonus for businesses: staff can commute conveniently by train and even get some work done on the way!





All rail services call  
at Ylivieska.



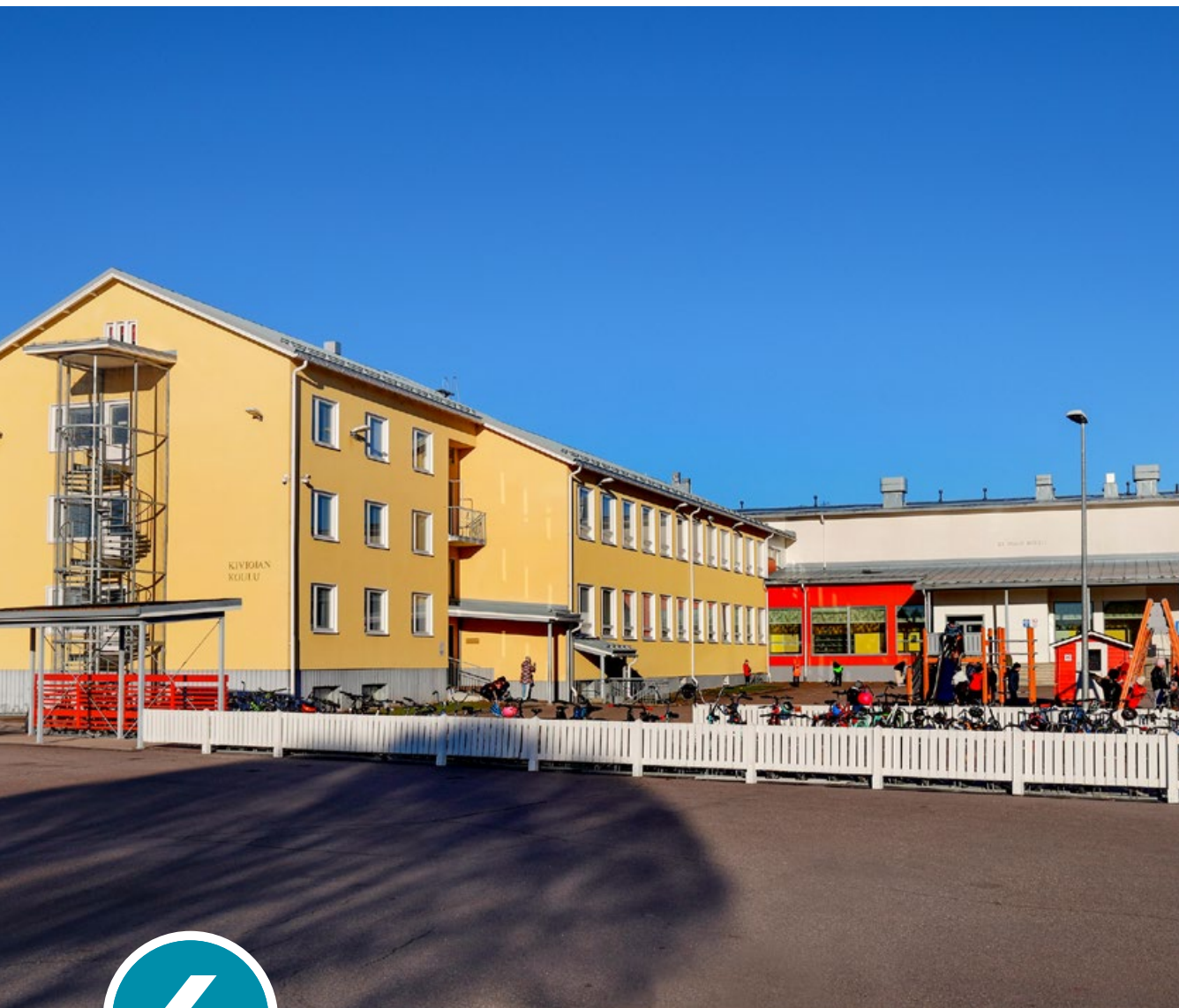


# Ylivieska fosters lifelong learning

Ylivieska's education system covers every stage from upper secondary school all the way to university level, giving businesses easy access to locally trained skilled labour. Continuity and lifelong learning are ensured through the region's numerous adult education providers, such as the Centria University of Applied Sciences, the Summer University of Northern Ostrobothnia and the Vocational Education Centre JEDU. Centria also has a highly acclaimed state-of-the-art research and development unit in Ylivieska.

Check out  
these examples  
of educational  
opportunities  
in Ylivieska!





Ylivieska is busy building new schools  
and modernising old ones to guarantee  
a high standard of education for  
learners of all ages.



Check out  
these examples  
of educational  
opportunities  
in Ylivieska!



# Strong labour market

Ylivieska is tipped as having one of the brightest futures in Finland in terms of population growth and jobs thanks to its unusually large number of children and adolescents. A young population brings many advantages, including jobs and the ability to fill them in the long term. The many educational opportunities in Ylivieska guarantee access to skilled labour for decades to come. Ylivieska is also home to a state-of-the-art R&D unit run by the Centria University of Applied Sciences, which provides an exciting platform for ideation and product development.

The role that location plays in the success of businesses is a much-studied subject, and research shows that the best locations are those that offer good transport links / accessibility, a strong labour market, a growing economy, safe and comfortable living, local educational opportunities and plentiful, affordable housing. Ylivieska ticks all these boxes and more.

## +10%

The population of Finland's regional towns dropped by 6.6% on average in the 2010s – Ylivieska's population GREW by approximately 10%.





# Ylivieska provides the perfect environ- ment for growth

Ylivieska is the perfect size for all kinds of families. It is a town where people know their neighbours and believe in doing things together, enjoying the big and small benefits of economic growth, every day. There are homes and land available all over – from the banks of the river to the town centre. There are shops, entertainment, nature trails and woods brimming with wild berries on your doorstep, and the air is fresh and clean. A picturesque river flows through the town. The local people are physically active and culturally engaged – and joined in their belief that good things come from growth.

Ylivieska truly is a wonderful place to live.

# 1,000

More than 1,000 new homes were built in Ylivieska between 2010 and 2017, giving the town easily the highest residential development rate per capita in the whole of Finland. And there is still more to come!



Check out  
these examples  
of services  
available  
in Ylivieska!





From extreme sports to performing arts  
– Ylivieska has something for everyone.

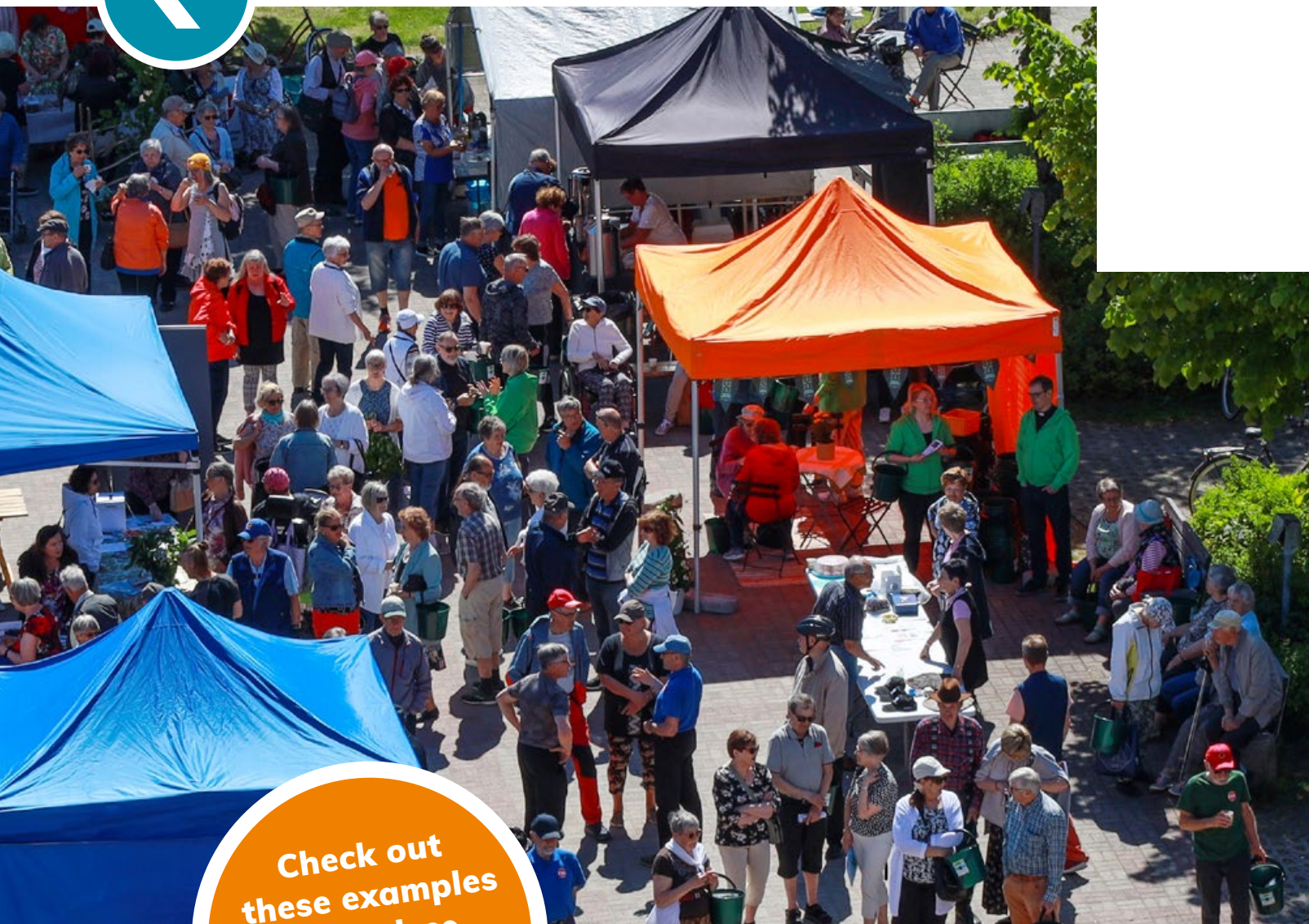


Check out  
these examples  
of services  
available  
in Ylivieska!





Make your growth dreams come true.  
Come to Ylivieska!



Check out  
these examples  
of services  
available  
in Ylivieska!



# Ylivieska's new industrial park

A new, ultra-modern industrial estate is being built in Junnikankangas to the north of the centre of Ylivieska. The design priorities are renewable energy and carbon neutrality. The estate will have its own solar power plant to cover some of its energy consumption.

The estate has a zoned area of 60.5 hectares, and the close proximity of the road to Oulu makes the location logistically easy to access from both the south and the north.

The estate will be split into lots of various sizes to accommodate different kinds of businesses. The layout will be finalised as and when the lots are reserved.

Building is set to begin between 2023 and 2025.

#### ENQUIRIES:

Leena Löytynoja  
Technical Director  
+358 (0) 44 3429 4237  
leena.loytynoja@ylivieska.fi

Petri Sipilä  
Business Service Manager  
+358 (0) 40 579 4435  
petri.sipila@ylivieska.fi

Check out  
these examples  
of services  
available  
in Ylivieska!







# Let us help you to turn your idea into a thriving business!

Ylivieska employs a team of business development experts who are ready and waiting to make your dream a reality. We are here for you every step of the way, helping you to find partners and supporting your growth. We can put you in touch with a wide variety of local, national and international development and marketing initiatives that can help your business to succeed and grow. And we can even find you the perfect place to set up your business. Get in touch to find out more!



Torikatu 3  
84100 Ylivieska  
[www.ylivieskanelinvoima.fi](http://www.ylivieskanelinvoima.fi)

**PETRI SIPILÄ**  
Business Service Manager  
+358 (0) 40 579 4435  
[petri.sipila@ylivieska.fi](mailto:petri.sipila@ylivieska.fi)

**MARIA RAUTIONAHO**  
Marketing Coordinator  
+358 (0) 40 632 9606  
[maria.rautionaho@ylivieska.fi](mailto:maria.rautionaho@ylivieska.fi)

**JUHO NIEMELÄ**  
Business Services Director  
+358 (0) 40 679 5106  
[juho.niemela@ylivieska.fi](mailto:juho.niemela@ylivieska.fi)

**ANJA TAKKUNEN**  
Project Manager  
+358 (0)40 158 0574  
[anja.takkunen@ylivieska.fi](mailto:anja.takkunen@ylivieska.fi)

**MARJO KIVIOJA**  
Finance Manager  
+358 (0) 44 410 6462  
[marjo.kivioja@ylivieska.fi](mailto:marjo.kivioja@ylivieska.fi)

**SANNA NISSILÄ**  
Project Manager  
+358 (0) 44 429 4219  
[sanna.nissila@ylivieska.fi](mailto:sanna.nissila@ylivieska.fi)

**ANNA-SOFIA YRJÖLÄ**  
Key Account Manager  
+358 (0) 40 685 1265  
[anna-sofia.yrjola@ylivieska.fi](mailto:anna-sofia.yrjola@ylivieska.fi)



Check out  
these examples  
of services  
available  
in Ylivieska!