



VAASANSEUDUN KEHITYS OY

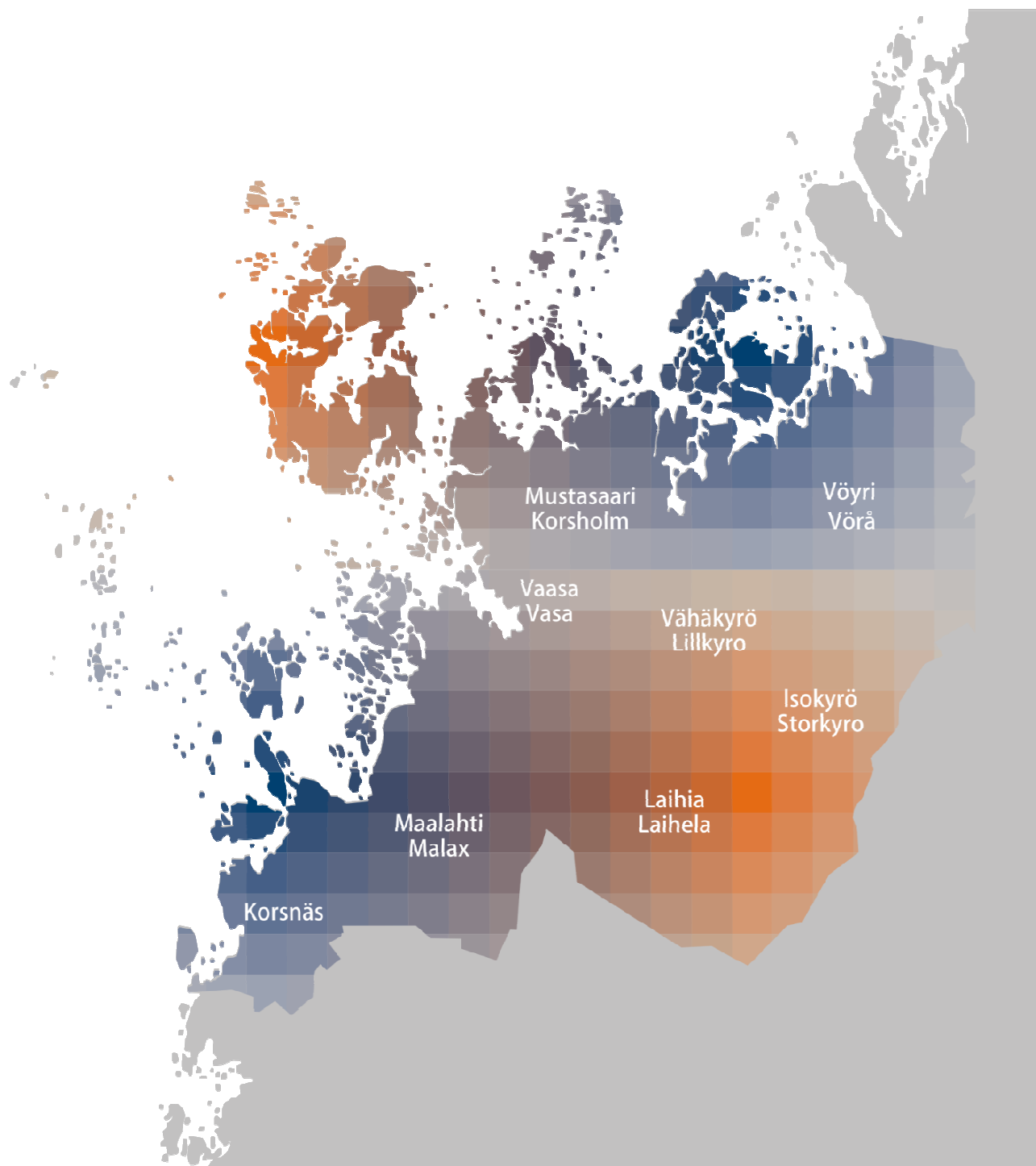
VASAREGIONENS UTVECKLING AB

VAASA REGION DEVELOPMENT COMPANY

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## VAASA REGION



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## VAASA REGION DEVELOPMENT COMPANY (VASEK)

- VASEK is a regional development company owned by the municipalities in the Vaasa region.
- The municipalities finance VASEK's operations with 14 euros/inhabitant/year.
- Budget for the year 2012 is approx. 2,5 billion euros



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## MAIN OBJECTIVES

- To offer advice and guidance for entrepreneurs
- To promote regional development through projects and development programmes
- Marketing of the region



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# ADVICE AND GUIDANCE FOR ENTREPRENEURS IN ALL STAGES OF THE BUSINESS LIFE CYCLE



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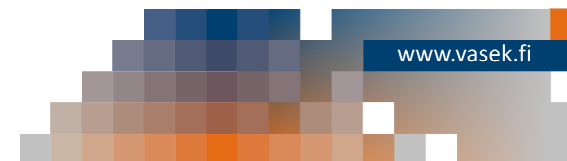


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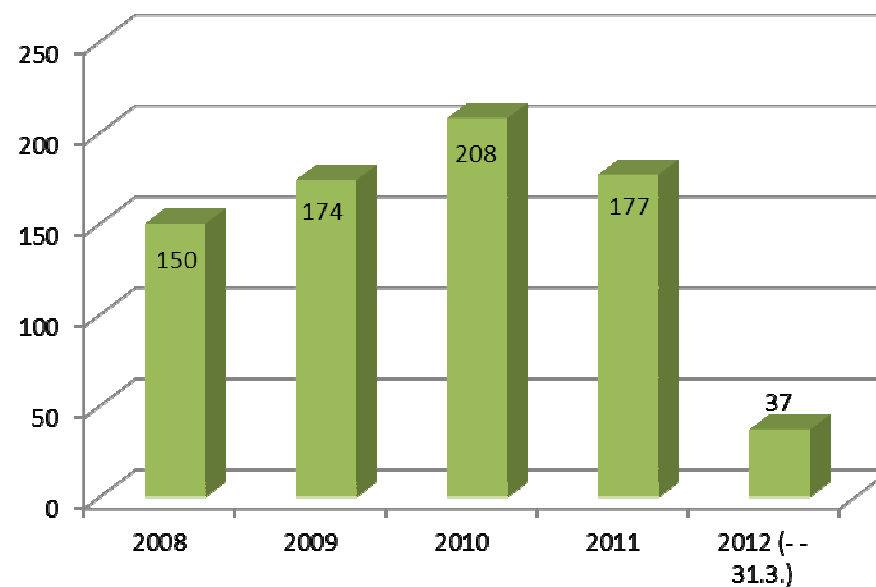
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## NEW ENTERPRISES IN THE VAASA REGION FOUNDED WITH STARTIA'S ASSISTANCE 2008-2012



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## REGIONAL DEVELOPMENT AND PROJECTS

- The goal is to improve the prerequisites for business operations and to develop business life in general in the region
- Coordination of projects in the Vaasa Region, allocation of financing for project measures carried out by other organizations (Centre of Expertise Programme 2007-2013, field-specific projects) on behalf of the municipalities
- Own projects with separate funding (e.g. ERDF, ESF)
- Participation in various projects with no financial contribution as a partner, member of executive and working groups or in other tasks

**LIST OF ONGOING BUSINESS AND DEVELOPMENT PROJECTS  
IN THE VAASA REGION (IN FINNISH AND SWEDISH):**  
**<http://www.vasek.fi/projekt/>**



Leverage from  
the EU  
2007-2013



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# REGIONAL DEVELOPMENT AND PROJECTS



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*Strengthening of  
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*Improving employees'  
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through active spreading  
of information on  
educational opportunities*



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European Union  
European Regional Development Fund  
European Social Fund



Leverage from  
the EU  
2007-2013



Österbottens Förbund  
Pohjanmaan liitto



Elinkeino-, liikenne- ja ympäristökeskus  
Närings-, trafik- och miljöcentralen

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# MARKETING OF THE REGION AND COMMUNICATIONS

VASEK coordinates the communication and the marketing of the region and implements the region's communications strategy and communication plan.

Communication objectives:

1. Vaasa region has a strong image nationally, particularly as an employer of technology professionals
2. In 2020, the Vaasa region will have 20,000 employees in the energy technology sector = an increase of 10,000 jobs in 10 years.
3. A stronger awareness among international energy technology companies about the concentration of energy industry and industrial services in the region
4. A strong image as one the top six regions in Finland



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