

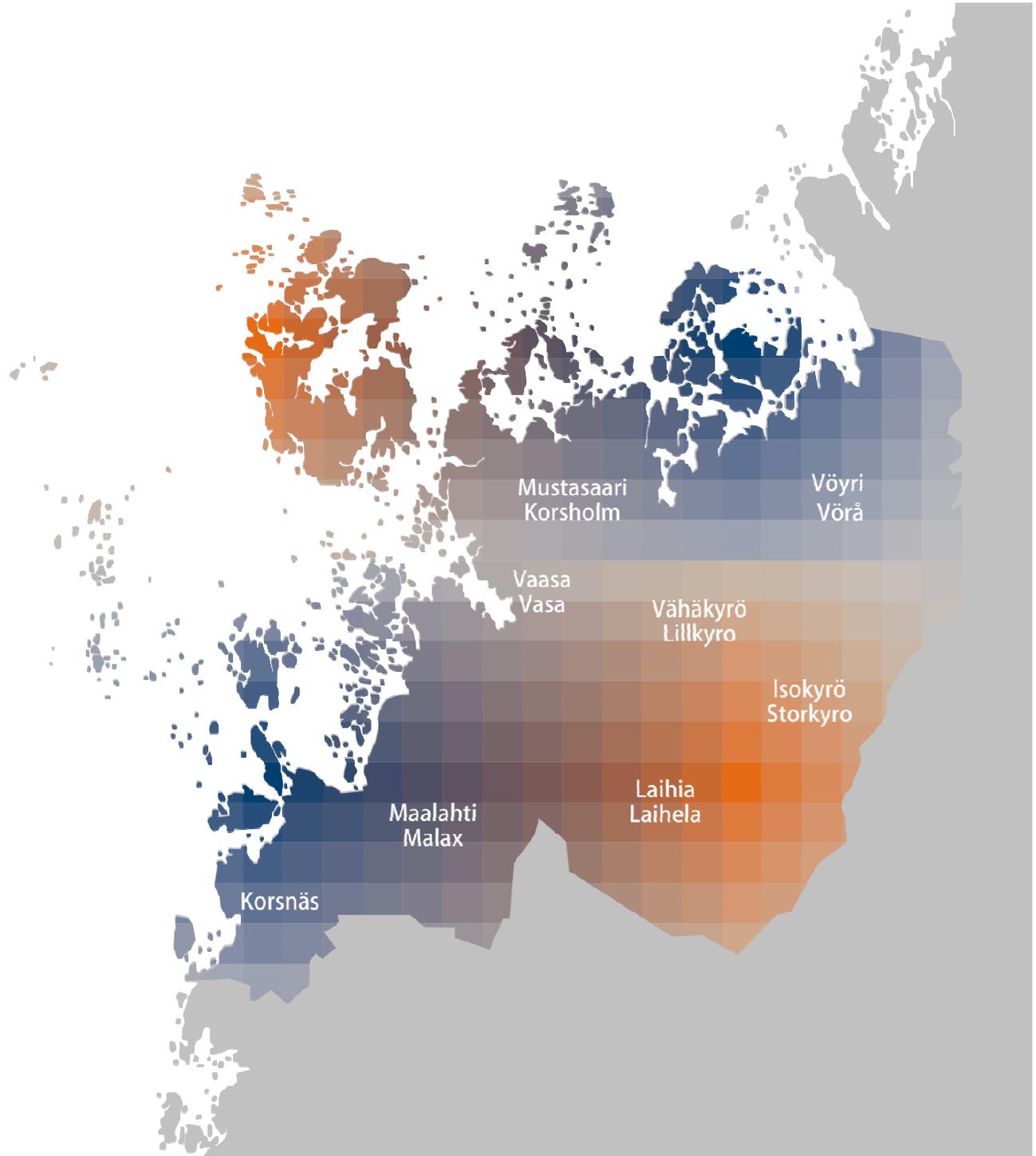


VAASANSEUDUN KEHITYS OY
VASAREGIONENS UTVECKLING AB
VAASA REGION DEVELOPMENT COMPANY

www.vasek.fi



VAASA REGION





VAASA REGION DEVELOPMENT COMPANY (VASEK)

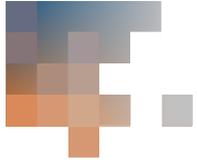
- VASEK is a regional development company owned by the municipalities in the Vaasa region.
- The municipalities finance VASEK's operations with 14 euros/inhabitant/year.
- Budget for the year 2012 is approx. 2,5 billion euros



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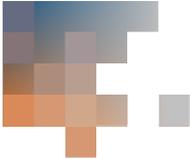
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MAIN OBJECTIVES

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





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



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VASEK

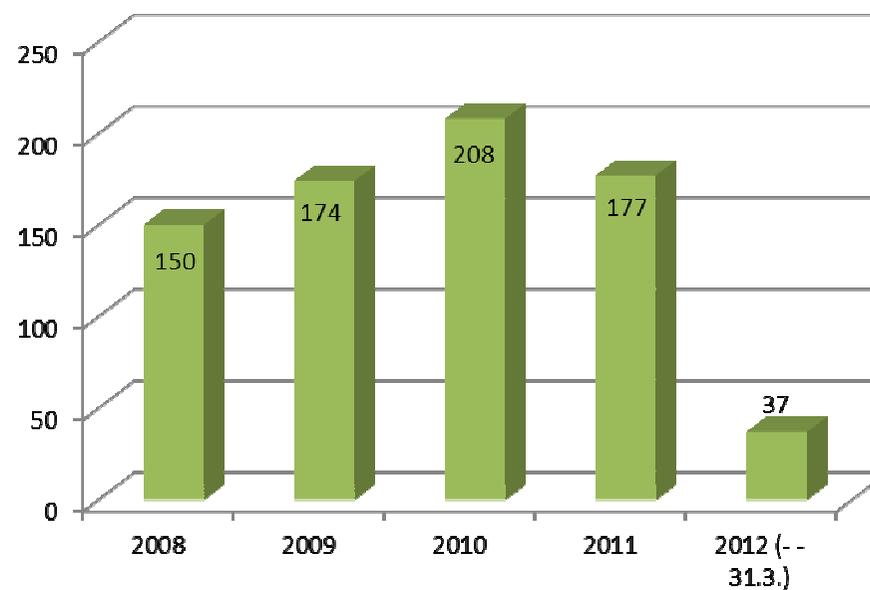
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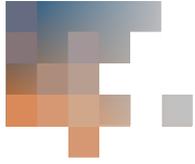
NEW ENTERPRISES IN THE VAASA REGION FOUNDED WITH STARTIA'S ASSISTANCE 2008-2012



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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/>**



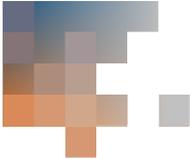
Leverage from
the EU
2007-2013



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REGIONAL DEVELOPMENT AND PROJECTS



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*Development management
Project financing*



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*Finnmet Partners
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*Enhancing business services for
change of ownership*



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*Sustainable Construction and
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*Strengthening of
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*Improving employees'
knowledge and skills
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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