

CREATIVE ZEST – ECONOMIC DEVELOPMENT PROGRAMME OF THE TAMPERE CITY REGION

The Tampere city region is utilizing its creative zest and courage to apply its traditional strengths to new development opportunities, thus boosting its continued successful growth. For this reason, the focus areas selected for the economic development programme rely on the city region's well-developed strengths and leverages them to enhance future results.

Focus areas in the economic development programme

- 1. Renewing Industry.** The ongoing structural change is directed toward a new kind of quality-driven growth by investing in new business models and emerging technologies.
- 2. Smart City Solutions.** The city region's response to growth challenges permits it to create solutions for keeping everyday life in the region smooth and functional. This enables the development of new kinds of technologies and business models.
- 3. Health and Well-being.** The major changes ongoing in the field present a development and growth opportunity for the Tampere city region. The new solutions will be based upon the ability to combine services providing customer value with the opportunities created by ICT and the new health, bio- and genetic technologies, thus improving the quality of citizens' life and generating new business for the region.
- 4. Event & Experience Economy.** Good accessibility, strong attractions and successful marketing of the Tampere city region are the cornerstones of its economic development in terms of events and experiences. The region must be able to attract tourists in addition to providing its residents with a pleasant environment and good experiences.

Sets of actions

While the development direction of the Tampere city region's business life cannot be changed solely with public resources, the development can be accelerated and guided by means of correctly dimensioned sets of actions. The economic development programme specifies 12 sets of actions to produce insightful practical co-operation for the benefit of the entire city region. Digitalisation and internationalisation are an integral part of all these sets of actions.

The sets of actions are the acquisition of investments, acquisition of specialists, development of corporate services, innovation platforms and startup ecosystem, ecosystem supporting growth and internationalisation, higher education and research, upper secondary vocational education, innovative public procurement, strengthening the connection between community planning and business policy, export and digitalisation of services, integration of marketing communications and development work as well as the air traffic development programme.

Comprehensive business policy

In a global operating environment, the development of the regional economy must have flexibility built into the plan, since the operating environment is constantly changing. The activities must be streamlined and consistent, which requires a comprehensive business policy: What is needed is a **common business policy** that evolves fairly slowly by nature and focuses on large-scale infrastructure and land use solutions, for example. What is also needed is a **targeted business policy** that, first and foremost, deals with leveraging the strengths, or the focus areas of the business programme. **An experimental business policy** must be more risk-heavy by nature than the others. Completely new

actors and alternative operating models are introduced in the development work, alongside known reliable actors and strategies.

Guidelines for development

The guidelines for development must be assessed in continuous and regular co-operation with companies, organisations, municipalities, investors and other stakeholders. In addition, individual development projects and actions must be planned on the basis of real, identified needs and a shared future scenario. The scant resources must be allocated optimally.

The field of business and regional development in the Tampere city region is changing due to reasons such as the reform of county government, but the persistent and strategic nature of the development work should be emphasised especially in these unusual circumstances. Tampere Region Economic Development Agency Tredea is well-equipped to lead the region in adapting to the new situations which are constantly evolving, in that it can provide services for not only municipalities but also the county government with rapid responsiveness.



The Tampere city region business programme was prepared by Tredea, the Council of Tampere Region, FinnMedi and researchers from the University of Tampere's Research Unit for Urban and Regional Development Studies (Sente). Thanks to everyone for their contributions!