

THE JAKOBSTAD REGION

**The best place
in the world.**



SERVICES

RECREATION

ADVENTURES

Welcome home!

The Jakobstad region offers a high quality of life and a safe environment. We feel good, as proven by all studies. We're happy, employed, and enjoy living here. These elements create our region's cornerstones.

Follow us out to sea, into the woods, or taste some of our locally produced delicacies. Tag along and we'll tell you about our dynamic entrepreneurship, vibrant bilingualism, international environment, and high-class and multifaceted cultural offerings. Here you can go winter swimming, wander along one of the many hiking trails, buy local design products, play football – and so much more. What is the Jakobstad region and what can you do here? What Facebook groups should you join and what can newcomers get up to? All will be answered here, and you'll also get information about events, restaurants, and our unique lunch culture. By the way, did you know that the Reko Rings began here?

We have our own identity and culture, and it's easy to get here. Our vital entrepreneurial spirit is well-known, both nationally and internationally. But we don't need praise. We are simply used to doing things right, with feeling and expertise.

We're happy that you want to join us!

Publisher:

The Jakobstad Region Development Company Concordia



THE JAKOBSTAD REGION





One region, five municipalities

Inhabitants: 50,000,
of which 58 % live in towns
and 42 % in the countryside
Living area per person: 42,2 m2
Languages: Swedish 74 %,
Finnish 18 %, other 8 %
Area: 4,504 km2, of which half is water
Number of islands: 2,526
Number of summer cottages: 6,820
Number of associations: 1,060
Number of companies: 6,800
**Number of new businesses
per year:** Appr. 300
Number of jobs: Appr. 22,000
Value of exports: EUR 1 billion per year



THE JAKOBSTAD REGION



PIETARSAARI



PEDERSÖRE



NYKARLEBY
UUSIKAARLEPPY



Larsmo
Luoto



KRONOBY KOMMUN
KRUUNUPYYN KUNTA

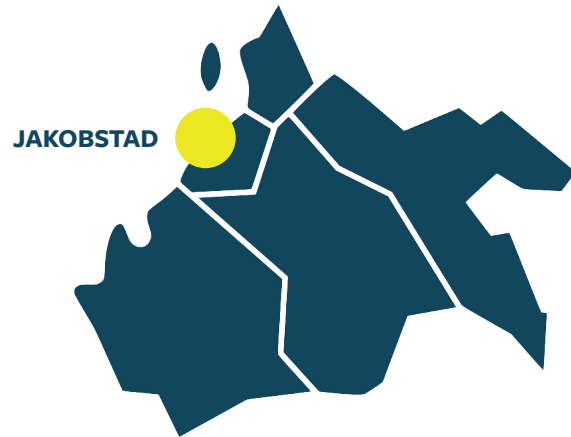
JAKOBSTAD

– The Region's Driving Force

Jakobstad is the region's centre and hub. It's here that we gather and socialize, sit in cafés, eat at restaurants, and enjoy concerts. Jakobstad is a small town with a big heart. The town's geographical location with the harbour and good connections offers ideal conditions for business activities. There are businesses from all industries in the area. Many companies focus on export, leading to a very international atmosphere. Jakobstad is known for its vibrant bilingualism, culture, and sports. And for our symbols:

Faith, Hope and Love

www.jakobstad.fi





PEDERSÖRE

– All You Need

Pedersöre is a mix of entrepreneurship, youthful spirit, drive, knowledge, and flexibility. This creates room for an expansive economic life, and we have a large number of building plots for industries and businesses. We can offer residential areas both in the countryside and in one of our many vibrant villages. Our investments in culture and leisure time create a lively society.

Pedersöre – One step ahead.

www.pedersore.fi





NYKARLEBY

– Big Dreams in a Small Town

Nykarleby is a small town at its best. Here you'll find a diverse and dynamic society where industries and culture cooperate. Many of us are entrepreneurs and here traditional businesses are viable. Nykarleby is the hometown of the author Zacharias Topelius and a place of strong confidence in the future. At the same time, we have longstanding traditions. Writing also flourishes in this over 400-year-old town.

We're open to everything new

– both thoughts and people.

www.nykarleby.fi



NYKARLEBY





LARSMO

– Stunning String of Islands

Welcome to the archipelago! In **Larsmo** you'll find beachfront residential areas, excellent outdoor possibilities, and a natural close ness to the sea and archipelago. Larsmo is known as a municipality with lots of children. We've chosen to invest in our young population – we have modern schools and newly-built kindergartens in all four municipal districts. Equity centre, Idrottsparken sports park, and nature are accessible to all our inhabitants, and transportation connections to our neighbouring towns of Jakobstad and Karleby are also good.

**By the way, did you know that
Larsmo consists of 365 islands?**

www.larsmo.fi





KRONOBY

– Thriving Countryside

Kronoby lies close to both Jakobstad and Karleby. We also have good contacts to international markets. Here you'll find the region's airport, the large company Rani Plast as well as several smaller companies, and also a thriving countryside. The municipal districts of Nedervetil, Terjärv, and Kronoby form natural meeting places.

**Perhaps that's why we're
so attached to the place.**

www.kronoby.fi







No Compromise on Services

It's safe to grow up here. Both Jakobstad and its neighbouring municipalities have a large network of schools and kindergartens. This picture is from Alma Kindergarten – a modern and playful daycare environment in the centre of Jakobstad. Jakobstad was one of the pioneers in terms of language immersion education, and today the town offers a unique opportunity to participate in language immersion education in kindergartens and schools, both in Finnish and Swedish. Our municipalities have also invested heavily in outdoor learning.





How Do You Want to Live?

In the Jakobstad region, you can choose to live in the town centre with a marketplace view or by the sea with a private jetty. Or you can live in the countryside or with a forest right on your doorstep. Jakobstad's real-estate company Ebba offers rental apartments in various sizes and residential areas. If you're looking for an apartment, a vacant plot, or a single-family home, be sure to contact the local real-estate agencies or municipalities.



READ MORE »



Industrious People

The Jakobstad region is known for its entrepreneurship. We are home to over 6,800 companies, many of them world-leading within their industries. We're famous for our paper and metal industries, boat-yards, and a major food cluster headed by Snellman and Fresh Servant. You can also find Rani Plast and Mirka here. Not to mention all the small and medium enterprises that keep the wheels turning. Rural industries with cattle-breeding, grains, and vegetable production are also vital livelihoods.

Our entrepreneurial spirit is strong. The Allegro Ink corporate hotel and Kulturkollektivet Insidan provide creative meeting places,





and Concordia's business consulting is available to all. We are used to thinking big and are eager to cooperate to reach even larger markets. Excellence is one of our keywords.

The sailboat shipyards Nautor's Swan and Baltic Yachts exist side by side at the Jakobstad port. The whole Alholmen Industrial Park consists today of 63 companies and employs close to 2,000 workers. The Nykarleby Innovation Center is yet more proof of the region's fertile breeding ground for new ideas. This also means that there's a constant need for new, competent employees. And remote working is no problem – the local telecom company JNT has put the region on the map with its broadband investments.



Work here! »



Creating our Future

Campus Allegro in the heart of Jakobstad is a centre for the region's educational units. Here we find Centria and Novia, both Universities of Applied Sciences. Upper secondary school Topeliusgymnasiet in Nykarleby ranks high in national rankings. Optima has been ranked the number one vocational education and training school in Finland several times. Jakobstad has both a Finnish and Swedish upper secondary school, and there are also upper secondary schools in Pedersöre and Kronoby. Folk high schools are represented by Kvarnen, Kredu and STEP-Education.





How to Get Here

Kokkola-Pietarsaari airport
Jakobstad-Pedersöre train station

By train



Jakobstad-Pedersöre train station

Stationsvägen 13, Bennäs

Travel time to Helsinki by train: Four hours.

VR's ticket machine can be found at the train station. Train buses operate between the station and Jakobstad town centre. For more information as well as train and bus timetables please visit:

www.vr.fi

By plane



Kokkola-Pietarsaari airport

Flygarevägen 162, Kronoby
www.kokairport.fi

Flight time to Helsinki: 70 minutes.

Our airport is only half an hour away from Jakobstad city centre. Because of smooth arrangements the departure procedures are really fast. For up-to-date information please visit:

www.finavia.fi

By car

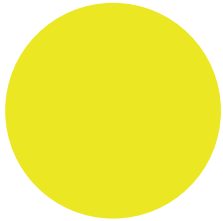
The distance between Helsinki and Jakobstad is 470 kilometres, a drive of around 5,5 hours. The road connections are good. The **National Road 8** passes through the region from the north to the south and has intersections both to the **National Road 13** towards Jyväskylä and the **National Road 19** towards Seinäjoki.



Markku & Pamela Koski, and their sons Elias and Aksel

Hometown Love

The Koski family have found their home in an old wooden house in Skutnäs, Jakobstad. They're ready to build their future here, close to the town centre and just a stone's throw from the Old Harbour.



Markku Koski was born and raised in Jakobstad. He moved away to study and has lived in Helsinki over the past few years. He met Pamela in Helsinki, where their oldest son Elias was also born.

– When Elias was three months old, I received an incredible job offer from a company in Jakobstad. We had already thought about moving, and now all the pieces finally fell into place.

We walk from the family's red house down towards the boat harbour. The town centre is only a kilometre away in the other direction. Friends that visit the family are often impressed by the fact that you can live both in town but also almost in the countryside. There's a farm only a couple of blocks away. Pamela grew up in Valkeakoski and had no connection to Jakobstad prior to meeting Markku. Nonetheless, Markku's enthusiasm has been contagious.

– This is a great town to live in. There are plenty of activities for families with children, everything from congregations' family clubs to children's groups and park activities.

Markku Koski's love of his hometown has never diminished. He often longed back home to Fäboda during the summers, and now he enjoys finally having everything within reach. Living close to their paternal grandparents is also a major plus.

– Jakobstad is not a big town, but it still feels very international and has a great selection of restaurants. I'm also impressed by the locals' courage to think big.

The older son Elias attended an English-speaking kindergarten and has both Finnish- and Swedish-speaking friends.

– It's important for us that the boys get to learn several languages, Markku Koski says.

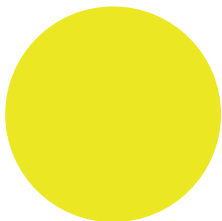
» Read about others who have moved here: www.jakobstadsregionen.fi/en/work-here/we-have-moved-here/



Daniel Löf & Pia Holkkola-Löf and their son William

A big small town

**A suitably big town,
short distances, and
everything within reach.
And an entrepreneur-
friendly atmosphere
and safe environment.
The Holkkola-Löf family
can list many benefits
with Jakobstad.**



Pia and Daniel live in the heart of Jakobstad, in an apartment with a view over the marketplace.

– I think we stand out a bit. Most families with children live outside the town centre, Pia Holkkola-Löf explains.

But precisely this central location was one of the reasons they chose to move back to Jakobstad from Vaasa, where they both studied. Both Pia and her husband Daniel grew up in Pedersöre, but they describe themselves as townsfolk who enjoy living in Jakobstad.

– Our dream apartment was suddenly available for sale, so we chose to act quickly – a decision we haven't regretted. Jakobstad is perfect for us. Suitably small and yet big enough, Pia says.

The family has grown with Pia and Daniel's first child, William. He, too, enjoys living in town.

Curbstones, escalators, and railings – a normal evening stroll quickly turns into an expedition.

– We really appreciate having several nice parks within walking distance. There's always something new to discover, especially with kids.

Pia and Daniel love living in the town centre, close to everything, whether it comes to shopping or grabbing a beer with their friends. A small town is also never too far from nature and the surrounding countryside. Both have their childhood homes only ten minutes away.

Daniel Löf is an entrepreneur, and he's impressed over the region's strong drive and entrepreneur-friendly atmosphere. There are several other entrepreneurs to network with and many good opportunities to receive support and advice.

– We really like it here. We've found our home.

» Read about others who have moved here: www.jakobstadsregionen.fi/en/work-here/we-have-moved-here/





Want to get to know us better?

Feel free to join the Facebook groups
What's up in Jakobstad/Pietarsaari?
and **Jakobstad/Pietarsaari**

Also check out our Instagram account
@jakobstadpietarsaariregion
and the hashtag #jeppis



Please follow us!

#jakobstadregion
#thebestplaceintheworld

A photograph of a woman and a young boy in a forest, surrounded by low-lying bushes with small red berries. The boy, on the left, is wearing glasses and a grey sweater, holding a small handful of dark berries in his hands. The woman, on the right, is wearing a grey sweater, blue jeans, and a red headband, and is bent over, using a wooden berry picker to harvest from the bushes. A woven basket is visible on the ground to the right.

That was skrypt!

74 percent of us speak
swedish, but don't be
surprised if you don't
understand what we are
saying – it's because
of the dialect.



Eat & Drink

Lunch culture in Jakobstad is unique – no matter what you like you're sure to find your favourite place. The town is home to the classic Korv-Görans grill, it was also here that the hamburger chain Friends & Brgrs opened its first restaurant, and we have an impressive number of local entrepreneurs with their own specialties. The town's international atmosphere can be seen also in the selection of restaurants.

»» READ MORE

List of restaurants:

www.visitjakobstadregion.fi





Crazy About Sports

The football club FF Jaro is the region's pride. The players in red and white have been role models for the region's young football fans for several years, and the region's football culture is nowadays strong with various associations and junior teams. We can also offer a wide range of other sports and leisure activities – hiking, cross country skiing, padel, frisbeegolf, swimming and MTB.

» READ MORE

You can find a register of the region's associations on the municipalities' webpages.

What's Happening?

During the summer, the calendar overflows with a wide selection of events – everything from the week-long Jakobs Dagar (Jakob's Days) town festival to Juthbacka-marknad (Juthbacka flea market), Finland's largest flea market that attract tens of thousands of visitors to Nykarleby in late August. The region also hosts the Träbåts-kavalkad (Wooden Boat Cavalcade) in Jakobstad's Old Harbour, summer festivals, and well-being evenings. The Schauman Hall offers visitors world-class music throughout the year, whereas the summer theatre at Kronoby's Tor-





gare Vicarage attracts visitors with local stories. The Jakobstad region has a vibrant music scene with long-standing traditions. Thursday Jazz gives a platform for the town's music students, and the chamber music festival Rusk is organized every Autumn. Winter months are also allocated their own events in the calendar. The music café After Eight's Christmas market as well as the other artisan market attracts folks. As Christmastime approaches, the region's Lucia maidens light up the winter darkness and Christmas concerts fill venues and churches to the brim. And in the late winter we flock to ice trails, preferably along the ice road to Mäskär where a café is kept open for winter holiday visitors.

» READ MORE

More about the region's events:
www.visitjakobstadregion.fi



Worth a Visit

The region is full of places, just waiting to be discovered. If you travel through all five municipalities, you can stop at Tonttula Elf Manor in Larsmo, listen to ghost stories at Kronoby's Torgare Vicarage, walk across the Brockabron Bridge in Pedersöre, and admire the childhood home of author Zacharias Topelius in Kuddnäs in Nykarleby. Jakobstad is also home to the Arctic Museum Nanoq, the town museum with all its collections, and the old wooden house neighbourhood Skata, which is best discovered by foot. Aspegren Garden and the Old Harbour with Skeppsgården Shipyard and the beach are also worth a visit.








Summer Life

For many of us, summer is synonymous with cottage life. Boats are launched as soon as the ice melts, and we like to spend our free days and weekends in the archipelago. Many also move out to their summer cottages and do remote work or commute. Most of the cottages are found on islets but also along the mainland shore- line and the edges of many of the lakes. The number of inhabitants in the region increases considerably during the summer months. The archipelago also offers services and summer restaurants. And when the autumn twilight catches up on us, we celebrate the ending of the cottage season – the Venetian night festival – that lights up the whole archipelago.





A full-page photograph of a serene sunset over a body of water. The sun is a bright, glowing orb on the horizon, casting a long, shimmering reflection across the calm water. The sky is a mix of soft oranges, yellows, and blues. In the foreground and middle ground, large, dark, smooth boulders are scattered along the shoreline and in the water. The water's surface is textured with gentle ripples. The overall mood is peaceful and majestic.

**The best place
in the world.**

FÄBODA





The best place
in the world.

SMALLTOWN
LIFE





The best place
in the world.

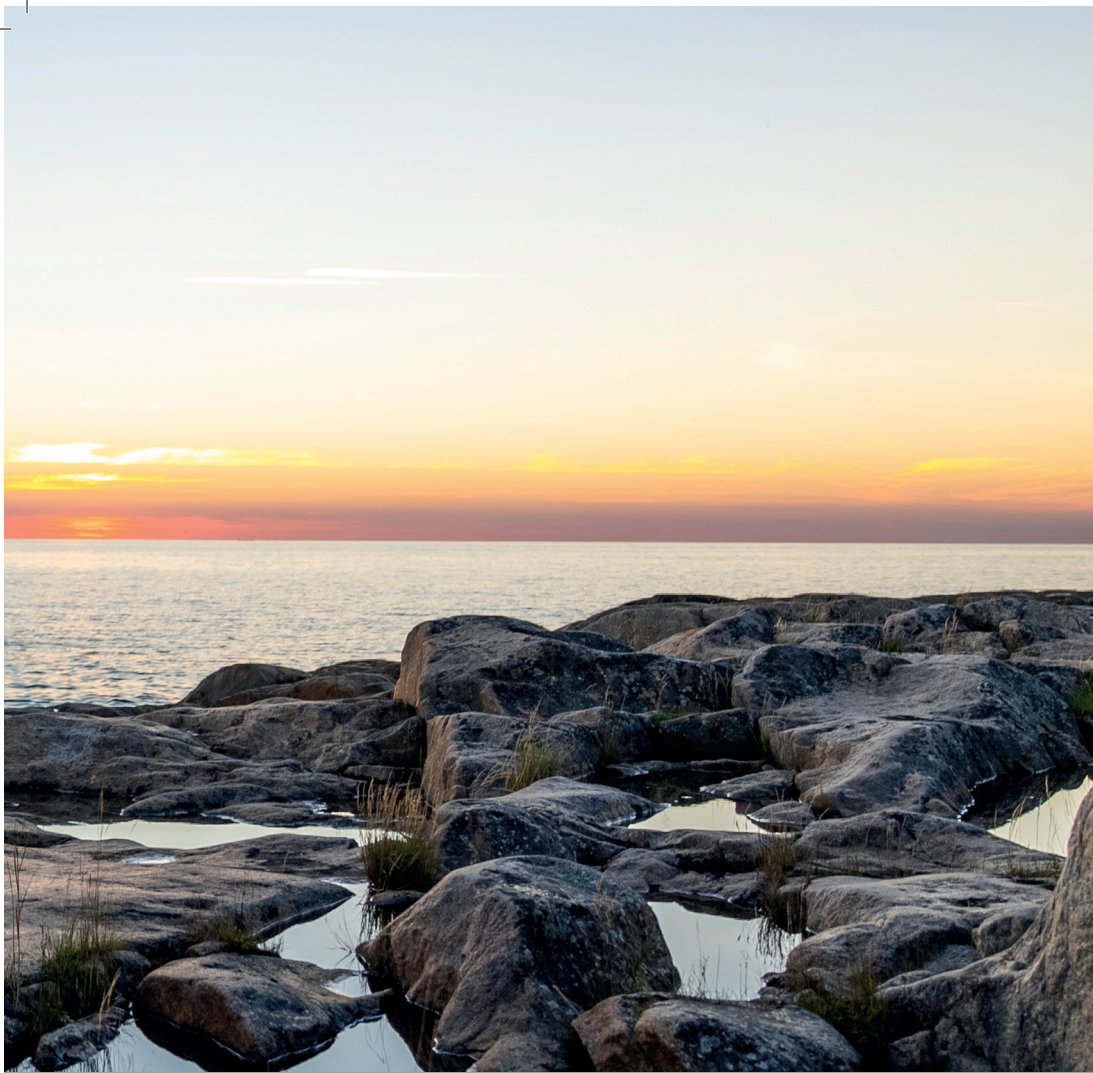
COUNTRYSIDE
LIFE




A person is sitting in a dark green deck chair on a rocky shore, looking out at the ocean during sunset. The sky is a mix of orange, yellow, and blue. In the distance, a lighthouse is visible on the horizon. A yellow bag and some gear are on the ground next to the chair. The overall mood is peaceful and serene.

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**OUTDOOR
LIFE**



A person with dreadlocks tied in a bun, wearing a grey t-shirt, blue pants, and blue gloves, is leaning over a large, polished stainless steel brewing tank. They appear to be cleaning or inspecting the tank. The tank has various pipes, valves, and a large circular hatch. In the background, another similar tank is visible. The setting is a modern, industrial brewery with bright lighting.

**The best place
in the world.**

**LOCAL
DELICACIES**





The best place in the world.

www.jakobstadsregionen.fi

#thebestplaceintheworld

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