

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



## One region, five municipalities

**Inhabitants:** 50,000,  
of which 58 % live in towns  
and 42 % in the countryside  
**Living area per person:** 42,2 m<sup>2</sup>  
**Languages:** Swedish 73 %,  
Finnish 18 %, other 9 %  
**Area:** 4,504 km<sup>2</sup>, of which half is water  
**Number of islands:** 2,526  
**Number of summer cottages:** 6,820  
**Number of associations:** 1,060  
**Number of companies:** 8,300  
**Number of new businesses  
per year:** Appr. 300  
**Number of jobs:** Appr. 22,000  
**Value of exports:** EUR 2 billion per year





# 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. 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.

**A little town with a big heart.**

**[jakobstad.fi](http://jakobstad.fi)**

JAKOBSTAD





# 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.

**One step ahead.**

**pedersore.fi**



**PEDERSÖRE**





# Nykarleby

## Big Dreams in a Small Town.

**Nykarleby** is a small town at its best. Here you will 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. Our over 400-year-old town is also a flourishing place for writers.

**We're open to everything new**  
– both thoughts and people.

**nykarleby.fi**





# Larsmo

## Stunning String of Islands.

Welcome to the archipelago! In **Larsmo** you will find beachfront residential areas, excellent outdoor possibilities, and a natural closeness to the sea and archipelago. Larsmo is known as a municipality with lots of children. We have 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.

**Did you know that Larsmo consists of 365 islands?**

**[larsmo.fi](https://larsmo.fi)**





# Kronoby

As Close to Tranquility  
as to the World.

We offer the best of both worlds. Experience the peace of the countryside while being just a step away from a flight or a connection to the rest of the world. Here, you'll find international industry, numerous small businesses, and a vibrant rural community. For us, entrepreneurship is not just a way to make a living – it's a way of life. A rich cultural scene and diverse recreational opportunities are here for you to explore.

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

**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 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 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 8,300 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

Located by the main square in Pietarsaari, Campus Allegro is the region's educational hub. Here, the universities of applied sciences Centria and Novia offer programmes in fields such as business, engineering, and the arts. A diverse range of vocational programs is available through Optima and the Vocational College of Ostrobothnia. The region is home to five upper secondary schools, with the Jakobstad campus uniquely accommodating both Finnish- and Swedish-speaking students under one roof. The folk high schools Kvarnen, Kredu, and STEP Education in Nykarleby complement the educational offering with vocational study tracks.



## 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:

[vr.fi](http://vr.fi)

### By plane



#### Kokkola-Pietarsaari airport

Flygarevägen 162, Kronoby  
[www.kokairport.fi](http://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:

[finavia.fi](http://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.

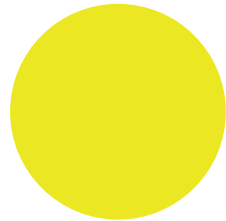




Markku & Pamela Koski, and their sons Elias and Aksel

# 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.

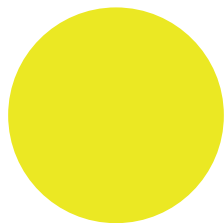
– It's important for us that the boys get to learn several languages, Markku Koski says.

» Read about others who have moved here: [jakobstadsregionen.fi/en/work-here/we-have-moved-here/](https://jakobstadsregionen.fi/en/work-here/we-have-moved-here/)





**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.**



**Daniel Löf & Pia Holkkola-Löf and their son William**

# A big small town

**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: [jakobstadsregionen.fi/en/work-here/we-have-moved-here/](https://jakobstadsregionen.fi/en/work-here/we-have-moved-here/)







## Want to get to know us better?

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

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

## Please follow us!

**#jakobstadregion**  
**#thebestplaceintheworld**

## That was skryyp!

73 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 specialities. The town's international atmosphere can be seen also in the selection of restaurants.

### »» READ MORE

List of restaurants:  
[visitjakobstad.fi](http://visitjakobstad.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 town festival to Juthbackamarknad, Finland's largest flea market that attract tens of thousands of visitors to Nykarleby in late August. The region also hosts the Träbåtskavalkad (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 Torgare 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:  
[visitjakobstad.fi](https://visitjakobstad.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 Bockabron 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 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 shoreline 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 summer restaurants, such as Strandis Smokehouse, Mässkär and Hästöskatan. 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.

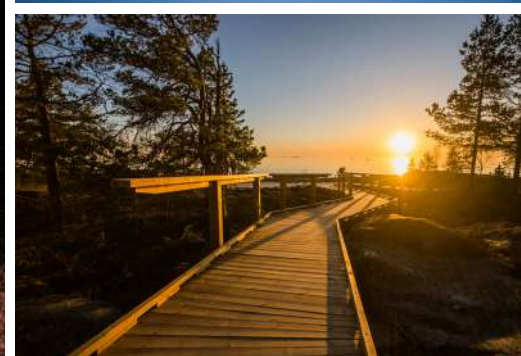






The best place  
in the world.

FÄBODA







The best place  
in the world.

SMALLTOWN  
LIFE







The best place  
in the world.

LIFE IN THE  
COUNTRY-  
SIDE







The best place  
in the world.

OUTDOOR  
LIFE







The best place  
in the world.

LOCAL  
DELICACIES







# The best place in the world.

[jakobstadregion.fi](http://jakobstadregion.fi)

#thebestplaceintheworld

**The Jakobstad Region Development Company Concordia**

Skolgatan 25-27 C, 68600 Jakobstad

+358 10 239 7550 | [info@concordia.jakobstad.fi](mailto:info@concordia.jakobstad.fi) | [jakobstadregion.fi](http://jakobstadregion.fi)



**THE JAKOBSTAD REGION**