

Outokumpu Mining Camp- Mining Regions strategic approach

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Structure of the presentation

- ❑ Business Joensuu
- ❑ Personal background
- ❑ Business Joensuu network mapping
- ❑ Outokumpu Mining Camp
- ❑ Mining industry S3 partnership
- ❑ Key points and future mission



Business Joensuu Oy

Supporting companies to
grow and become
international, providing
expertise to help to invest and
relocate

BUSINESS
JOENSUU

JOE
WITH



Targets.

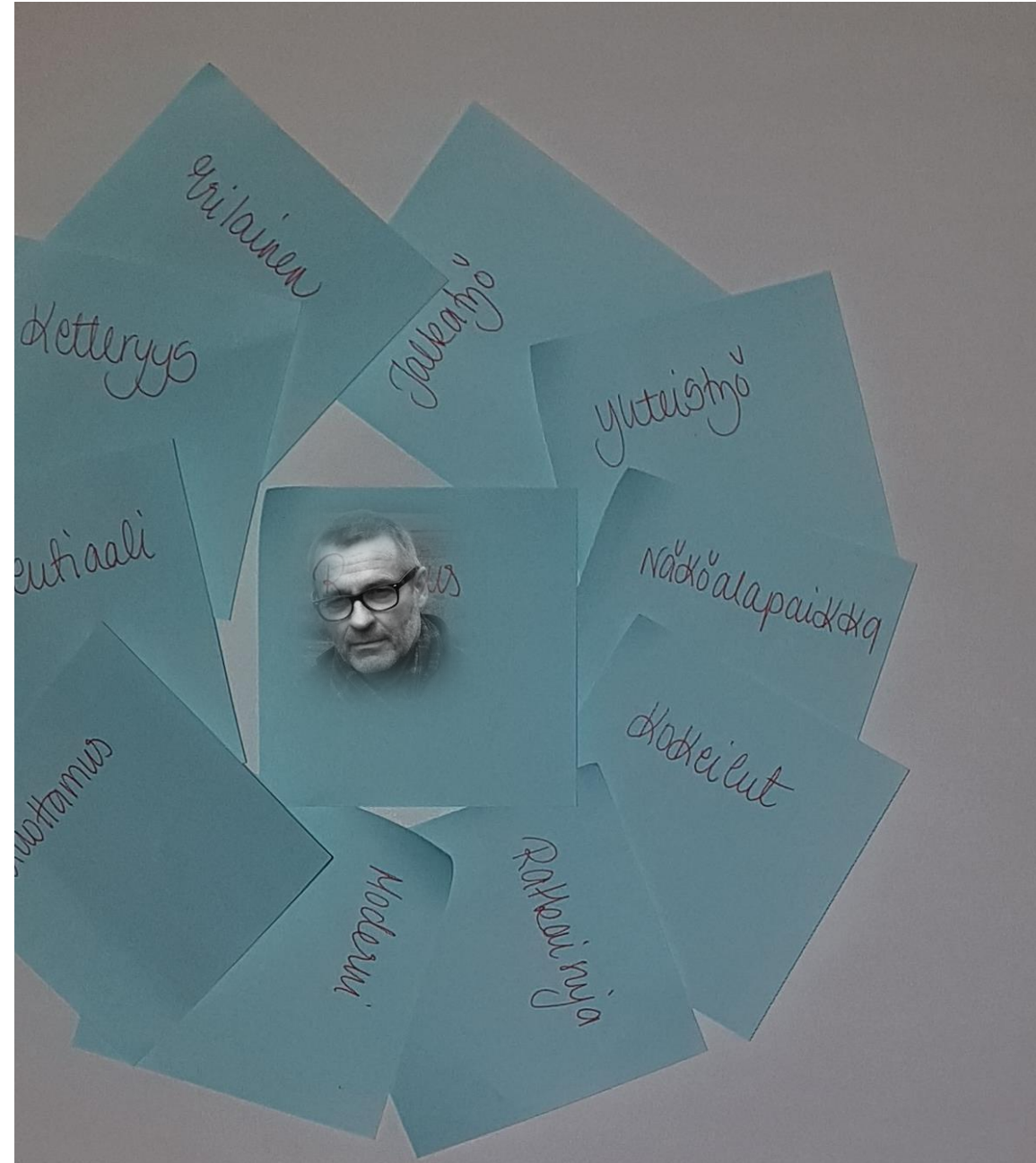
1. Companies grow and become international
2. New successful companies and entrepreneurs
3. Strengths of the region are known nationally and internationally, new investments and professionals

Purpose.

**Growth, jobs and
companies
with solid business
enable good living
for us all**

Seen through my own eyeglasses

- Entrepreneur for 20 years in construction business
- CEO of Finnish Stone Center 10 years
- Mining and natural stone related business and projects over 15 years
- Worked with European union projects since 1996
- Personal experience of entrepreneurship and EU projects
- Understanding of challenges between businesses and EU – projects



Entry to the subject of the day..

- The World is changing rapidly and competition between continents is increasing
- Changing competitive situation requires companies to develop new approaches to survive and make new business
- The Commission has launched new instruments in order to support businesses
- No one will be able to survive alone
- Strengthening cooperation within Europe is necessary

International Network of Business Joensuu Mining related operations

Global

OECD- Mining regions and cities
Australia, South America, USA, Canada,
Northern countries

European

Industrial
Modernization
Mining Industry and
global value chain
S3P
7 european regions >+

REMIX
9 european regions

Outokumpu
Mining
Camp

MIREU
16 european countries + Chile

Local and Regional

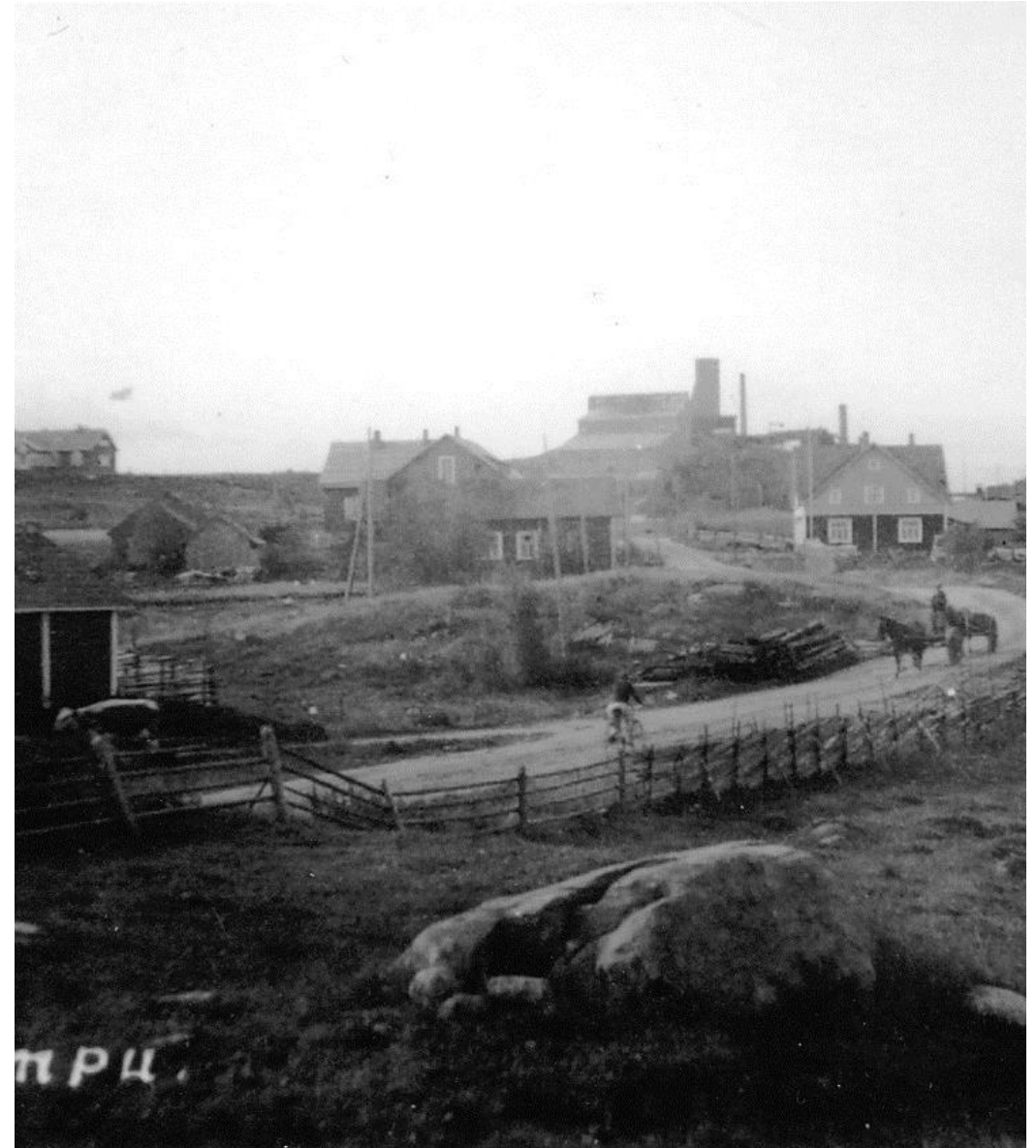
Business Joensuu
North Karelia

**BUSINESS
JOENSUU**

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Outokumpu Mining Camp

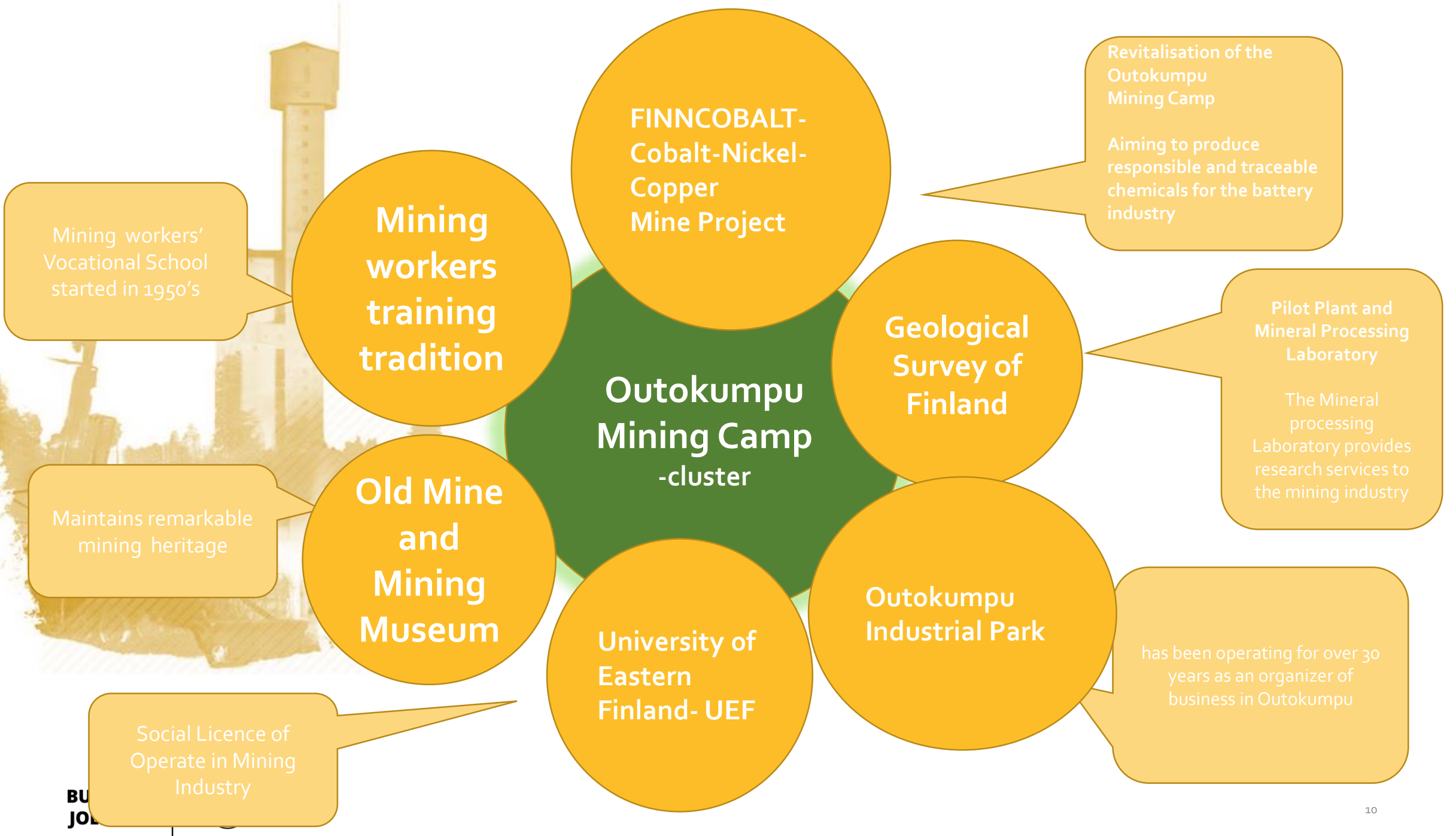
- History
 - The city of Outokumpu has a unique mining history from the beginning of 20th century with its success and fall.
 - The second largest copper mine in Europe until 1989 when it was closed after 79 years of mining
- Problems addressed
 - The old mining area is suffering from waste problems, unemployment, population aging and lack of faith of future



Opportunities

- In the city of Outokumpu exists a great mining related know-how inside one square km;
- **FinnCobalt**, cobalt mine project
- **Mintec**, research laboratory of Geological Survey of Finland
- **Industrial Park** of Outokumpu
- **Old Mine**, Outokumpu mining heritage center





Measures to be done...

- Have started a long term development process with OECD in Outokumpu area, which includes:
 - Identifying regional strengths of Outokumpu,
 - Identifying possible development paths based on the regional strengths
 - Identifying potential partners in order to create development processes
 - Applying funding for the projects



Preliminary thematic areas for S3P Mining industry

- Critical raw material production
- **Empowerment of SMEs in Global Value Chains**
- New technologies and sustainable mining
- Social acceptance of mining through stakeholder involvement
- Education and training in mining and related industries



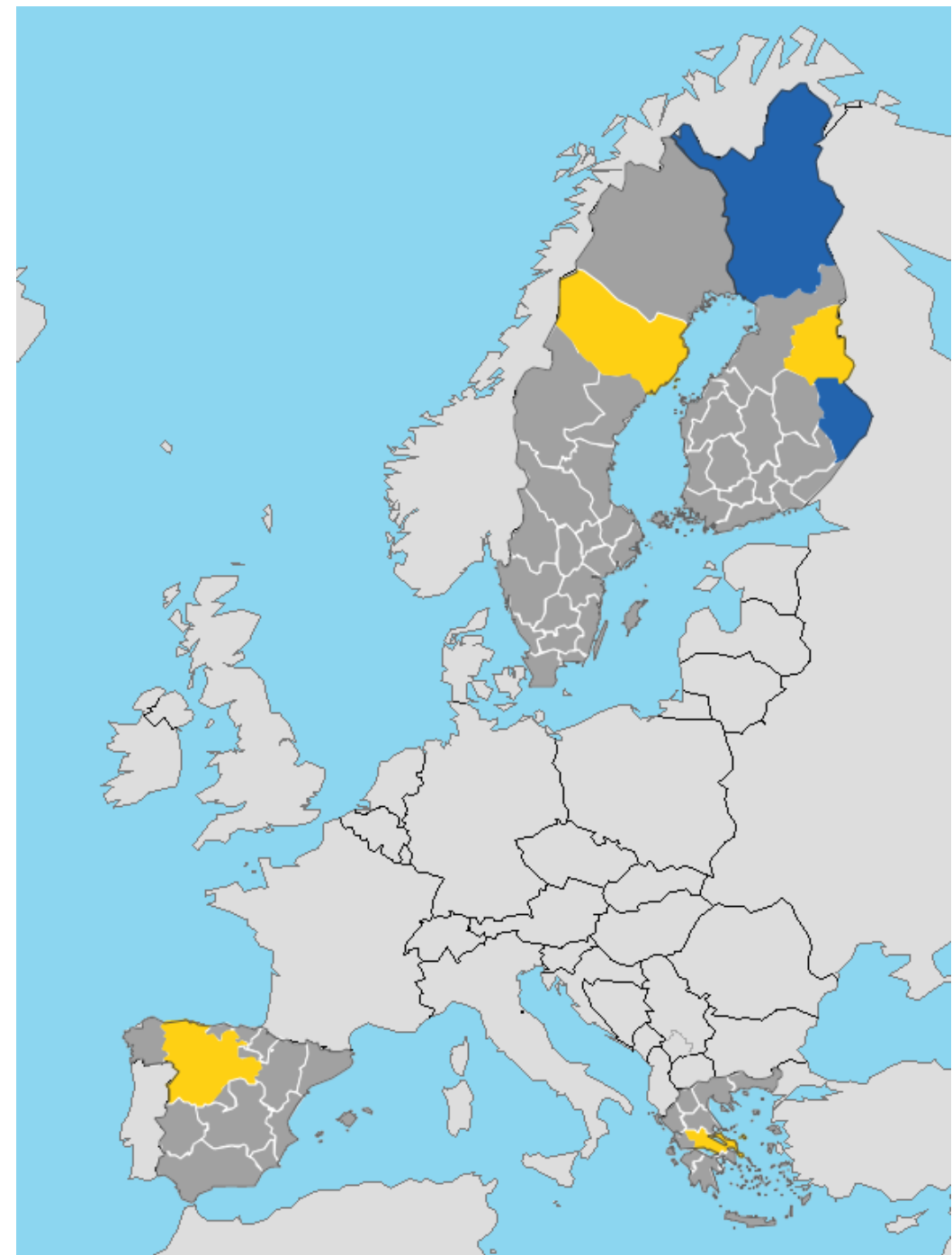
The process

- Phase 0 – Preparatory steps for setting up a Thematic Area
- Phase 1 – Mapping of competences and matching of business opportunities
- Phase 2 – Industrial cooperation and design of concrete investment projects
- Phase 3 - Business Plan and Funding mix



Participating regions

- North Karelia (FI), leading region
- Castilla y Leon (ES)
- Lapland (FI), co-leader
- Kainuu (FI)
- Sterea Ellada (EL)
- Vasterbotten (SE)
- Asturias (ES)



Key points and future mission

- ❑ A long term co-operation between regions is necessary for creating better future and well being
- ❑ SMEs is a key factor in creating future prosperity
- ❑ The gap between businesses and EU projects should be reduced

Thank you for your attention

