1/2002

Espoo Convention & Marketing News



Winter in Espoo is full of activity, from Shrovetide celebration to winter swimming and lake tours on ice skates. January's indoor highlight is a concert by Italian superstar Laura Pausini at LänsiAuto Areena.

Women will also take centre stage next summer when Espoo hosts the biggest women's tennis tournament ever to take place in a Nordic country, the Nordic Light Open.

ESPOO CONVENTION & MARKETING

Espoo Convention & Marketing News 1/2002. The next issue, 2/2002, will be released in April.



Thank you for a great first year!

The first year of Espoo Convention & Marketing has been busy, and much has been achieved.

The various activities have included a workshop for secretaries and travel managers at Congress Hotel Meripuisto, with almost 400 participants, numerous other events arranged for professionals and participation in a number of large trade fairs. We have also launched our new web pages and an event calendar, produced a new brochure on forthcoming events – the Espoo Guide – and continued our cooperation with the City of Espoo service points, which provide basic visitor information and distribute visitor material. The year for Espoo Convention & Marketing concluded with a move to new premises.

2002 will bring greater cooperation with other players in the capital region. One of the highlights of the year will be the Nordic Light Open tennis tournament in Tapiola in August.

The success of the visitor trade in Espoo is a result of the commitment of many parties. I would like to thank the personnel of Espoo Convention & Marketing, all companies in the visitor trade, the City of Espoo and, naturally, all those who visit Espoo. We wish you all a prosperous New Year!

Kai Mattsson
Managing Director
Espoo Convention & Marketing

Espoo hosts the first Nordic Light Open tennis tournament

The Nordic countries' biggest women's tennis tournament of all time will bring the cream of women's tennis to Tapiola Tennis Park in August 2002. Held only a couple of weeks before the US Open, the Nordic Light Open provides a perfect opportunity for the stars to put a final polish on their skills.

The Nordic Light Open is the first women's Sanex WTA Tour event in the Nordic countries in more than two decades. The tournament's prize money totals $140 000. It will become an annual event, arranged in the capital region of a Nordic country.

"The new event is a significant advancement for women's tennis in all Nordic countries. We're very proud that the first Nordic Light Open will take place in Finland," says Managing Director Mika Bono from the Finnish Tennis Association.

15 000 visitors, TV spectators all over the world

According to Mikael Larsson, Managing Director of the tournament organizer and owner ATS (Alandia Topshow Ab), Espoo is a perfect complement to what the Nordic Light Open stands for:

"We want to create a friendly, feminine and Nordic event with the best possible tennis. The green and friendly Tapiola Tennis Park – surrounded by Espoo's Nordic touch of design close to the archipelago – is a magnificent setting for such an event!"

The tournament will bring an estimated 15 000 visitors to Espoo, and the TV coverage will be broadcast in approximately 80 countries.

"The stars will stay at the official player hotel, Radisson SAS Espoo. We believe that all Espoo's hotels will be booked to capacity and some of the hotels in Helsinki will also be needed for the spectators," Larsson estimates.

A new boost for the visitor trade

For the tournament's arrangements, ATS works in close cooperation with Espoo Convention & Marketing. Their forces are combined particularly in promotional activities.

"We're delighted to receive such a high-profile event in Espoo. The city is already a regular host of high-standard cultural events such as April Jazz and the Organ Night and Aria, but – like most other cities in the Nordic countries – Espoo has not yet been host to an international sports event of this scale. The tournament will be a significant boost for the visitor trade," says Managing Director Kai Mattsson from Espoo Convention & Marketing.



New brochure on Espoo

The new Espoo brochure comes into print in the beginning of January. Published in Finnish, Swedish and English, the brochure presents Espoo in its role as a meeting and congress city. The publication is compiled in a thought-provoking style with a photographic emphasis.

The new Espoo brochure is available from Espoo Convention & Marketing's office. It can also be ordered via the Internet using the order form on our web site

ICOMAT'02 – An intensive week on martensitic transformations

For a long time, martensite was a phenomenon associated with the hardening of steel. The term originally referred to a hard and very brittle solid solution of carbon in iron, caused by quick cooling. When it was noticed that similar transformations in a grid arrangement were relatively commonplace in nature – in solid helium for example – the term martensite became a description of a particular type of grid transformation.

Martensitic transformations continue to play an important role in the steel industry and in mechanical engineering. Through new innovations – such as shape memory metals and ceramic materials – the phenomenon has also come to be applied in the electronics and medical industries. Smart materials can be utilized to control motion or power, or in biomedical applications, for example.

Emphasis on smart materials

The International Conference on Martensitic Transformations, ICOMAT'02, will bring an estimated 500 researchers and other experts of martensitic transformation to Espoo next summer. The conference is to be arranged at Dipoli Congress Centre in Helsinki University of Technology (HUT).

HUT's Laboratory of Physical Metallurgy and Materials Science is one of the world's most prominent research facilities in the field. The magnetic shape memory phenomena (MSM) studied in this laboratory are among the innovations that stem from Finland.

The conference is to a large extent the achievement of Professor Emeritus Juha Pietikäinen, who will also act as Conference Chairman. The practical arrangements will be carried out by a professional congress organizer, TSG-Congress.

"The conference provides a forum for the discussion of new results in the fields of martensitic and bainitic transformations. Even though most papers presented at the conference will concentrate on smart materials, the more traditional fields of research will not be forgotten. Martensite will be celebrated in the form of honorary lectures dedicated to great scientific minds in the field," Pietikäinen explains.

Participants from all over the world

The conference starts with registration and a get-together party on Sunday 9 June. The following five weekdays will be filled with various programmes.

"In addition to three honorary lectures and seven key-note lectures there will be a total of 268 oral presentations. There will also be workshops, and a number of topics will be presented on posters," Pietikäinen describes.

The conference's supplementary programme will include a City of Espoo reception at the Espoo Cultural Centre, a boat cruise in the archipelago and a banquet.

"The participants are coming from 33 countries and from all continents. In addition to a high-standard scientific programme and discussions, we hope to provide a memorable experience," Pietikäinen says.



Dipoli Congress Centre

New address for Espoo Convention & Marketing

Espoo Convention & Marketing moved to new premises in the centre of Tapiola on 20 December. The company's new address is Pohjantie 3 (sixth floor), 02100 Espoo, Finland. The telephone and fax numbers remain the same.

New Espoo web site for visitors and business life

Espoo Convention & Marketing's new web site went on-line in December. The pages are designed to serve the needs of visitors to Espoo as well as professionals in the visitor trade and other fields of business.

The visitor information on the site covers accommodation, sights and leisure activities – including a comprehensive list of saunas for rent. The site also contains maps, driving instructions, news articles, timely tips and useful links.

New features include a feedback questionnaire and an event calendar that can also be used by event organizers. Continuous attention is paid to the timeliness of the material.

The new web site is available in Finnish, Swedish and English at **www.espootravel.com.**



Forthcoming international congresses and meetings in Espoo

March

Mar 7-10
35
Nordic Algology Education/SSAI
Hanasaari Cultural Centre

April

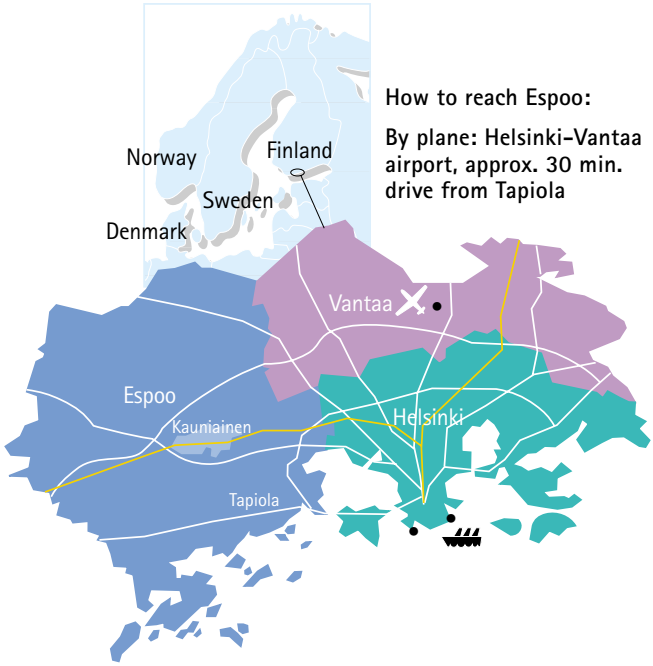
Apr 8-10
200
IEA Bioenergy
Seminar on Power Production from Waste and Biomass - IV
Hanasaari Cultural Centre

Apr 18-21
80
NNMPF Nordic Network for Research in Music Education.
Sibelius Academy/*Hanasaari Cultural Centre*

May

May 5-7
300-400
IDÉFORUM IX Nordiska Kommunalkonferensen – Idea forum for Nordic municipal management
Espoo Cultural Centre

The above lists information that has the organizers' consent for publication, possessed by Espoo Convention & Marketing, regarding forthcoming international congresses. The estimated number of attendants is printed in blue.



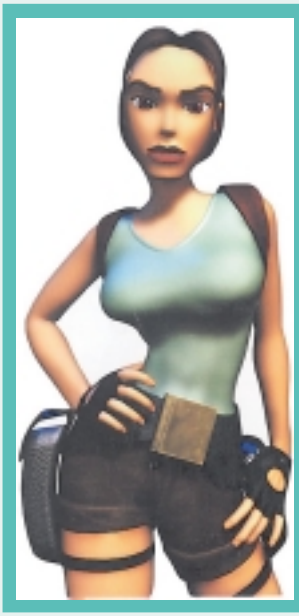
How to reach Espoo:

By plane: Helsinki-Vantaa airport, approx. 30 min. drive from Tapiola

By boat: Helsinki seaports: South Harbour and West Harbour, approx. 15 min. drive from Tapiola
Ferry destinations: Sweden, Estonia and Germany

What's on in Espoo

Graphic art by Maria Backström Jan 1–Feb 28	an exhibition presenting graphic art by Maria Backström at the Swedish-Finnish Cultural Centre Hanasaari
A thematic exhibition Until Feb 10	from the museum's own collections at the Gallen-Kallela Museum
From the Utopia of Global Tools to Global Design Until Feb 10	an exhibition at Galleria Otso
Laura Pausini in concert Jan 25	at LänsiAuto Areena
Snow celebration Feb 10-21	at the Glims House Museum – snow sculpture, sleigh rides and a Shrovetide atmosphere
A Nordic winter day Mar 23	at Hanasaari
The Spirit of the Arctic Apr 9-Jun 21	Inuit art at the Helinä Rautavaara Museum
Afternoon concert by Tapiola Sinfonietta Apr 18	at the Espoo Cultural Centre
April Jazz Apr 24-28	Annual top jazz event in Tapiola



From the Utopia of Global Tools to Global Design, an exhibition at Galleria Otso, until February 10

More events are listed in the Espoo Guide and at www.espootravel.com

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The Bureau is open 08.30–16 on weekdays

The City of Espoo and the Helsinki University of Technology cooperate in the advancement of congress activities in Espoo. The Congress Consultant is Jan Fagerström, tel. +358 (0)9 451 4654, e-mail: jan.fagerstrom@hut.fi, Internet: www.hut.fi/Yleista/kongressipalvelut.html