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1/2003

Espoo Convention & Marketing News

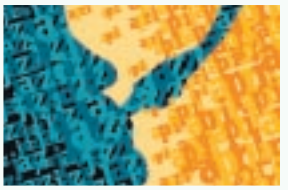


– Jan Fagerström –

”Espoo

enjoys a good reputation in scientific congress circles”

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Spring´s festival season opens with

April Jazz

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Kirsikkapuisto

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TAPIOLA

Espoo’s Garden City celebrates

50 years



Delightful developments

Last year, Espoo was second only to Helsinki as a Finnish congress city when measured in terms of the number of international congresses. Bookings for this year also look good, and the estimated number of participants exceeds that of previous years.

Effective cooperation with important interest groups is required to continue this positive trend. A good example of a concrete step forward is the cooperation agreement between Espoo Convention and Marketing and HUT, which came into force at the beginning of 2003. We have naturally been engaged in cooperation before, but this official agreement shows that both parties are committed to wide-scale cooperation and continuity.

Smaller meetings and supplementary programmes are a part of many an event. It is a real cause for delight that the Nordic countries' largest women's tennis tournament, The Nordea Nordic Light Open, will again take place in Espoo this coming summer on 2-10 August. At the same time, veterans will play for the squash world championship in Espoo. A few weeks prior to this, the city will host the largest men's tennis tournament in Finland.

While waiting for the summer to arrive and for the congresses and racket games to get underway, I like many others will enjoy the greatest springtime event - the 17th April Jazz!

Kai Mattsson
Managing Director
Espoo Convention & Marketing

ESPOO CONVENTION & MARKETING

Member of FCB, ICCA, EFCT, BTC

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Jan Fagerström promotes congress activities at HUT

"Espoo enjoys a good reputation in scientific congress circles"



A significant proportion of Espoo's international congresses and meetings take place in Otaniemi at Helsinki University of Technology (HUT) or at HUT's Dipoli Congress Centre. In recent years, 20 to 30 international scientific congresses have been held there annually. The number of congresses is expected to rise further as the University focuses strongly on internationalization.
Congress organizers within HUT can receive free advice and assistance from the University's congress consultant, Jan Fagerström. He also actively seeks candidates to arrange new congresses.
"To quote the University's Rector, Paavo Uronen, there are hundreds of 'noses' hiding somewhere in HUT who go to international congresses, give keynote speeches and hold positions of trust in the international scientific organizations that arrange congresses in their field. My task is to find these noses and to push them out into the world to invite these congresses to Espoo," Fagerström says.

Close cooperation with Espoo Convention & Marketing

Jan Fagerström has promoted congress activities at HUT since 1995. From the start, he has worked closely with the Espoo Visitor and Convention Bureau and its successor, Espoo Convention & Marketing. At the turn of the year, this cooperation received a more official status with the signing of an agreement between HUT and Espoo Convention & Marketing.
"I would say that the agreement transformed steady cohabitation into marriage. We have always shared the same interest - to bring congresses to Espoo - and both parties work for the good of the city," Fagerström describes.
Through the cooperation, Fagerström gains access to Espoo Convention & Marketing's wide network of contacts. The company's recent membership in the ICCA - The International Meetings Association - has particularly helped Fagerström to access vital information about the role that various HUT personnel have in international circles.

High-quality events in a safe environment

Organizing a scientific congress is usually a task that takes many years. Negotiations are currently underway for events that will take place as long into the future as 2011.
Fagerström's input at HUT ranges from motivation and encouragement to assisting in congress planning and compiling materials for invitations. For first-time congress organizers in particular, he recommends employing a professional congress organizer (PCO) to implement the practical congress arrangements. He himself often assumes the role of mediator between the professors and the PCO, and he is usually appointed as a member of the congress organizing committee.
According to Fagerström, Finland and Espoo enjoy a good reputation among scientific congress circles.
"The only major minus still too often associated with Finland is high prices. This is actually no longer true. In congress trade, the prices in Finland represent the European average, and it is in fact possible to negotiate very competitive prices in July, which is a low season for businesses such as hotels and catering companies. In general we are seen as reliable organizers of high-quality events in which timetables and other promises hold. General safety and the vicinity of exotic places like Lapland and St. Petersburg are also big bonuses."



City planning professionals celebrate Espoo's Garden City with a conference

Tapiola 50
KAIKKI HYVÄ YHDESSÄ



Espoo's Tapiola Garden City celebrates its 50th anniversary this year. One of the main events of the festive year will be the international anniversary celebration conference "Roots and Seeds of the Garden City - the Tapiola Case", arranged at the Espoo Cultural Centre in Tapiola on 3-5 September.
Organized by the Helsinki University of Technology Centre for Urban and Regional Studies and the City of Espoo in cooperation with The Finnish Society for Urban Planning, The Society for Urban Studies and The Finnish Association of Architects (SAFA), the conference is aimed at architects, city planners and municipal decision-makers.
"We are calling on both Finnish and international experts to rediscover Tapiola and similar garden cities and to question how they fit into the network city developments of our time," says member of the conference's realization group, Liisa Knuuti from HUT. According to Knuuti, the organizers expect the number of participants to reach 300.



On excursion for a real inside look

The conference's keynote speakers will be Professor John F. Ahern from the University of Massachusetts, Professor Edward J. Blakely from the New School University, Professor Johan Rådberg from the Lund Institute of Technology and Architect Jerker Söderlind from the Stockholm Royal Institute of Technology.
"The questions raised during the conference sessions will include how Tapiola fits into the context of the Nordic and international garden city doctrine, how its charm has been preserved, what lessons can be learnt from Tapiola and what the future holds for it. One session, which is still in the planning stage, will focus on funding for housing," Knuuti describes.
Scientific debate aside, the conference guests will be offered interesting excursions to familiarize themselves with Tapiola and the latest city planning developments in other parts of Espoo and Helsinki.
"We believe that the Tapiola excursion will turn out to be the highpoint of the whole event. We'll be seeing a representative ensemble of Tapiola housing, and we'll also have a rare chance to visit some private homes to see what typical apartments in Tapiola are really like!" Knuuti says.







50 years old and still going strong

Named after the dwelling place of the mythological Finnish forest god Tapio, Tapiola is one of the best-known post-war adaptations of the garden city concept and a model city of its time. Like the world's first Garden City, Letchworth in the UK, it was initiated by a citizen's movement to create a cosy, green and spacious living environment. The Tapiola of today is Espoo's principal district centre. It has maintained its garden city greenery, and it is also a provider of versatile commercial, recreational and cultural services as well as an internationally significant centre for high technology, education and research. The festivities for Tapiola's anniversary year comprise almost a hundred events, from concerts and theatre performances to seminars and exhibitions. Most of the events will take place in early autumn, commemorating the laying of Tapiola's foundation stone on 5 September, 1953.

New resources for individuals and work communities from Kirsikkapuisto

Kirsikkapuisto is an Espoo-based provider of training in areas such as customer service, presentation skills, time management and communication skills. Training is available for private individuals and companies, which can have an event or programme tailored to their particular needs.

Kirsikkapuisto's training events and programmes take place in a cosy environment in Willa Kirsikka, the company's hundred-year-old wood-built training centre located in the heart of the Nuuksio National Park, 25 km from the capital.

In addition to training events, Willa Kirsikka makes a relaxing environment for a variety of meetings and evening gatherings.

Further information:
www.kirsikkapuisto.com



The latest from our partners in cooperation

Two new meeting facilities at Meripuisto

Two new meeting facilities were taken into use at the Meripuisto Congress and Seminar Centre in the beginning of 2003. The refurbished fireplace room facilities are now superbly suited for meetings of smaller groups of around 14 people.

Due to their adjustable lighting and new furnishings, the fireplace rooms in the swimming pool sauna and the log-built panorama sauna on the rooftop are perfect for customers who wish to enjoy a sauna.

After the refurbishment, the Meripuisto Congress and Seminar Centre offers 10 meeting facilities for a total of 800 people, in addition to 31 group work facilities.





Havia takes charge at Hotel Korpilampi



Harri Havia was appointed Hotel Manager of Hotel Korpilampi on 25 November last year. He has previously worked as Hotel Manager at Sodexho's Hotel Kuninkaantie.

Managerial change at Tapiola Garden



The helm of Sokos Hotel Tapiola Garden passed from Nick Savander to Osmo Turunen on 2 September. Turunen's almost twenty-year career in the hotel business includes experience from the Scandic Hotel chain in Sweden, managerial tasks in the Grand Marina Hotel and Sokos Hotel Pasila in Helsinki, and most recently from development tasks at Sokos Hotels' central office.

As Hotel Manager, Turunen sets off with a mission to further develop Tapiola Garden and its services. The restaurant services will be increasingly integrated to other activities through closer cooperation with the restaurant sited in the same building. Major renovations are not planned, though Turunen wishes that the decision makers would grant permission to extend the premises of this uniquely located hotel.

Turunen also plans to enhance cooperation with players such as the LänsiAuto Areena, Esport Center, Espoo City Theatre and Tapiola Sinfonietta in the arrangement of culture and sports-related events. Tapiola Garden will also have an active role during the Tapiola 50-year festivities in autumn.

New service for Espoo visitors, from Hertz Rent a Car



Espoo Convention & Marketing's latest cooperation partner, Hertz, has launched a new car rental service for visitors staying in Espoo hotels.
"Visitors coming to Espoo can now reserve a rental car by using a web form available on the Espoo Convention & Marketing website. They receive confirmation by return and the car is delivered without extra charge directly to their hotel," explains Station Manager Timo Kropsu from Hertz Espoo.

More information on the service, including prices, can be found at www.espootravel.com

Forthcoming international meetings in Espoo



April	
Apr 10 - 12 120	Partnership for Diversity *Hanasaari Cultural Centre*
May	
May 1 - 4 200	International Coaching Symposium *Dipoli Congress Centre*
May 18 - 21 150	ICMES 2003, Ninth International Conference on Marine Engineering Systems *HUT/Silja Line*
May 21 - 23 200	3rd ESA Workshop on Millimetre Wave Technology and Applications *HUT, Dipoli Congress Centre*
May 22 - 24 150	XXXVI Nordic Coagulation Meeting *Hanasaari Cultural Centre*
June	
Jun 4 - 6 80	ScanGIS´2003, The 9th Scandinavian Research Conference on Geographical Information Science *HUT/Dipoli Congress 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. HUT = Helsinki University of Technology

What's on in Espoo

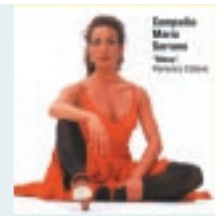
A land shared Feb 1 - May 18	Contemporary and applied art of the Northern peoples at the Gallen-Kallela Museum.
Harry Belafonte Mar 4	At the LänsiAuto Areena.
Gumbo jumbo Apr 8 - 11	The British Gogmagos group, offering a charming combination of music, theatre and expression with motion, at the Espoo City Theatre.
April Jazz Apr 23 - 27	
Tourism, livelihood & art Apr 24 - Jun 29	At the Helinä Rautavaara Museum.
Green milieu May 16 - 18	An exhibition at the Marketanpuisto park.
Tero Laaksonen as the guest of Akseli Gallen-Kallela May 23 - Aug 31	At the Gallen-Kallela Museum.

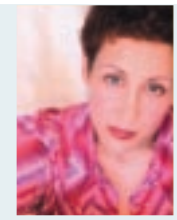
Further information about these and other events can be found from our website at www.espootravel.com and the Espoo Guide brochure.

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Spring´s festival season opens with April Jazz







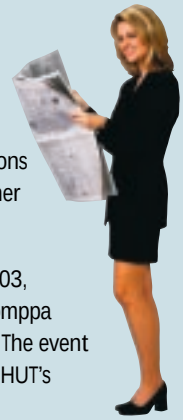


The largest annual jazz event in the capital region and the traditional launch of the springtime music festival season, the 17th April Jazz gets into full swing on 23 April.
The main venue for the event will again be the Espoo Cultural Centre in Tapiola. This year's programme boasts a number of internationally acclaimed stars, like Joe Zawinul and his band and the Jan Garbarek Group - an April Jazz favourite from a couple of years back. Iiro Rantala, the Finnish ambassador of jazz, will indulge the audience with the first-ever performance of his piano concerto. As the host, the Espoo Big Band will accompany Stacey Kent, who has been named the UK's best female jazz vocalist for 2002 and 2003.
In the main sponsor's (Helsingin Sanomat) tent next to the Cultural Centre, the programme will be built around traditional jazz, Latin rhythms and blues. The artists will include The Jive Aces, representing traditional British rhythm and blues, Society Syncopators from Australia and the popular ethno artist Richard Bona. Also making an appearance in the tent will be the Finnish favourite Lenni-Kalle Taipale and his band, Antti Sarpila and the young local star Joonas Kasurinen.
The programme at the festival club at Tapiola Garden will focus on the more traditional Cotton Club style jazz. The stars on stage will include Alexandre Cavaliere, Antti Sarpila, Johanna Iivanainen & Unit 6, Lenni-Kalle Taipale and Anne Ducros, the receiver of the French Billie Holiday award.
Among this year's special April Jazz highlights will be two performances given by the Spanish flamenco group Compañia Maria Serrano, on Saturday 26 April. Entitled "Ritmo", the performance features 12 Spanish and Cuban dancers and six musicians in a whirl of fiery flamenco.

Further information and the full festival programme can be found at www.apriljazz.fi

In the next issue 2/2003

to be released in June.



The next issue of Espoo Convention & Marketing News will feature the 50th anniversary celebrations of Tapiola Garden City and Espoo's numerous other summer and autumn events.

The largest international congress in Espoo in 2003, "100 years of Natural Product Synthesis - The Komppa Centenary Symposium", will be held on 6-9 July. The event is expected to bring more than 500 delegates to HUT's Dipoli Congress Centre in Otaniemi.

In August, Espoo will for the second time play host to the world's hardest hitting women at The Nordea Nordic Light Open, the largest women's tennis tournament in the Nordic countries. The next issue will bring you up to date with the latest news and player information.

The international sports theme will continue with the eCross cross-country running event in Leppävaara on 7 September. eCross is part of the Nordic Cross cross-country-running series.



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



Tapiola 50
KAIKKI HYVÄ YHDESSÄ

Hertz