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# Espoo Convention & Marketing News

## Refurbished Scandic Espoo





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## Positive developments

The year 2003 was one of the best in recent years for the congress trade in Espoo. This year also looks promising, even though the number of congresses may be somewhat lower.

The coming years will be highlighted by large-scale events such as the 10th IAAF World Championships in Athletics in Helsinki next year. Espoo will assume an important and challenging role in the arrangements as the Athletes' Village and one of the two press centres will a gain be located in Otaniemi in Espoo. You can read more about the athletics world championships in the next issue.

It has been a pleasure to witness the refurbishment and fresh new look given to many of Espoo's hotels, as well as the establishment of new interesting restaurants and cafes. The services in Espoo as a whole are becoming increasingly versatile and the city's infrastructure and general appearance are being further improved on many fronts. Development along these lines forwards our work to meet the congress challenge.

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ESPOO CONVENTION & MARKETING

Member of FCB, ICCA, EFCT, BTC

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# Nordic signal processing community assembles in Espoo



Digital television, multimedia and mobile phones are a few examples of new everyday applications made possible by the development of signal processing in the last decades. In medicine, new methods for finding relevant information hidden in large volumes of data are being introduced to areas such as medical imaging and genome research. Signal processing methods are even tested in the analysis of economic trends to find previously unnoticed regularities.

Signal processing research in several fields in the Nordic countries sits among the best the world has to offer. The Finnish mobile communications success story of Nokia, for example, would never have been possible without leading-edge technical knowledge. The world's first ever NMT and GSM phone calls were made in Finland, and vigorous research into fourth-generation mobile devices is already underway.

One important mobile phone related line of research in Espoo is multi-antenna technology, which is studied at Helsinki University of Technology's (HUT) Smart and Novel Radios Research Unit SMARAD. The unit is a Centre of Excellence in Research, appointed by the Academy of Finland.

### All-inclusive facilities at Meripuisto

The Nordic signal processing community gets together every two years at the Nordic Signal Processing Symposium NORSIG. This year's congress will be the sixth to date and will be held in Espoo for the second time. The General Chair of the congress is Professor Paavo Alku from HUT.

"We're expecting about 120 participants from around the Nordic countries and beyond, mainly the USA. The event is particularly interesting to younger researchers," says Professor Iiro Hartimo from the HUT Signal Processing Laboratory.

The conference papers to be presented at NORSIG 2004 are currently under review. Close to a hundred papers will be selected, representing all aspects of signal processing theory, design and application. "The aim is again to offer a thorough presentation of the state of signal processing science in the Nordic countries," Hartimo says.

NORSIG2004 will take place on 9-11 June at the Congress Hotel Meripuisto. Meripuisto provides both the required conference venues and accommodation for the participants.

"With conferences like NORSIG we take total responsibility for organizing practicalities such as accommodation, venues and catering. This way the conference organizer can focus fully on the essential, the content of the conference," says Sales Manager Anne Miilumäki from Meripuisto.

Meripuisto's facilities are superb for events the size of NORSIG, particularly in the summer when it is possible to utilize the hotel's own grounds or the surrounding nature for outdoor get-togethers and other activities. Meripuisto enjoys excellent traffic connections and has a total of 40 congress and meeting facilities of varying sizes. The hotel has 139 beds in 105 rooms.



# Colonial style
## wining and dining
### at the refurbished Scandic Espoo

Only the cosy small hotel atmosphere and an excellent location next to the Turku motorway and Ring II were left of the old Scandic Espoo after its full refurbishment last year. The newly outfitted hotel re-opened its doors to the public last October.

All rooms now have parquet floors, individual air conditioning, iron and ironing board, heated floors in the bathrooms as well as modem, fax and wireless broadband connections. The conference and meeting facilities, too, have been totally overhauled and equipped with the latest presentation and communication technology. The hotel's four saunas and swimming pool are located on the top floor, offering breathtaking views over Espoo.



"Everything has been done with the needs of modern hotel customers in mind, whether they're travelling for business, a conference or purely for leisure," says General Manager Tiina Jytilä.



**Tastes from around the world**

One of the most distinctive changes has taken place in the hotel's restaurant, now renamed the Colonial Bar & Kitchen. The new interior and atmosphere are the work of famous Finnish rock musician Sakke Järvenpää, who has made a successful second career in fields such as motorcycle sales and restaurant design.

"The concept is based on the restaurant's menu of cuisine from around the world. The atmosphere is warm and colourful, taking diners into the midst of the old colonial days in the equatorial region," Järvenpää says.

The Colonial Bar & Kitchen was the first implementation of the Scandic Hotel chain's new restaurant concept. It was followed soon after this January by the Colonial Bar & Club in Jyväskylä.

According to Jytilä, the new restaurant has been extremely well received among hotel guests and local diners alike.

"The interesting international menu together with a cosy atmosphere and long opening hours make it a very attractive alternative for many kinds of customers, from busy office workers in search of an enjoyable lunch to those looking for a pleasant night out."

### New accommodation alternative next summer
## Unforgettable holidays at Serena

Active days at Serena, Europe's largest tropical water park, will soon be perfectly balanced with cosy nights in new holiday villas. The doors to the first of the well-equipped villas will open this summer.

The villas will be located in natural surroundings on land rising from the Serenalampi pond.



Standard equipment includes a fridge-freezer, microwave and conventional oven, a dishwasher, washing machine and dryer plus air conditioning, an electrically heated sauna and gas-fired barbeque. Entertainment and the more technical equipment includes a television, VCR, CD player and a computer with internet connection. The villas are intended for round-the-year use.



Whether it's summer or winter, there's never a lack of things to do at Serena. The Serena Water Amusement Park is only a few minutes walk away from the villas, providing 2,000 m² of heated pools around the year. Summertime magnets include an additional 1,000 m² of outdoor pools, waterslides and tubes and a mountain cross track. In winter, Serena offers the closest ski slopes to the capital, of which there are five.

Nature lovers will find trails and berry or mushroom picking opportunities in the largest unbroken woodlands in the province. Orientation is easy with maps or even GPS navigators – both are available from Serena's reception desk. Fisherman's heaven is even closer as the Serenalampi pond is well stocked with lake trout, carp, perch, pike, pikeperch and bream. Visitors staying at the villas can fish for free with a hook and line, lure or fly.

# The latest from our partners in cooperation

### Espoo at KONGRESSI 2004

The eighth annual event for Finnish congress professionals and organizers, KONGRESSI 2004, will be held at the Cable Factory in Helsinki on 24-25 March. Meetings and company events in Espoo will be presented at their own stand, which will feature services provided by Espoo Convention & Marketing as well as Dipoli, Sokos Hotel Tapiola Garden, Congress Hotel Meripuisto, the Espoo Cultural Centre and April Jazz.

### Staff change at Espoo Convention & Marketing

PR Officer for Visitors Leena Klem began a year's job alternation leave in January.



Lea Rintala started work on 19 January as Project Manager responsible for the World Championships in Athletics to be held on 6-12 August 2005. Even though the sports events will take place at the Helsinki Olympic Stadium, Espoo has a significant and challenging role in the arrangements as the Athletes' Village and one of the two press centres will again be located in Otaniemi in Espoo. Lea Rintala has previously worked as project manager for the Tapiola 50th Anniversary Year and as producer for the Helsinki 2000 European Cultural Capital project.

### Guide map Explore Otaniemi

More than 14,000 undergraduate and postgraduate students are studying for a university degree in technology within the Helsinki University of Technology campus area in Otaniemi. Otaniemi is also home to Finland's leading technology research institutions, which accommodate 6,000 people working in frontline research. Almost 300 high-tech companies operate within Otaniemi's technological community, where companies, research institutes and the university collectively form the largest concentration of technology research and education in the Nordic countries.

For the needs of students, staff and visitors, members of the Otaniemi scientific community have published a guide map of the area, Explore Otaniemi. The brochure is available from Espoo Convention & Marketing and various other outlets.



## 2003 one of Espoo's best ever congress years

Last year was one of the best yet in Espoo's congress history. In 2003, there were 44 international congresses arranged in Espoo. June was the busiest month, September a good second and May close behind. Otherwise the congresses were spread quite evenly around the year.

The most common field shared by last year's congresses was technology. The number of congresses related to medicine has also risen. Other well-represented areas included culture, education and sports.

# Forthcoming international meetings in Espoo

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**January**

| | |
|---|---|
| Jan 20–21<br>200 | **KCL Research Conference**<br>*Hanasaari Cultural Centre* |

**February**

| | |
|---|---|
| Feb 11–13<br>100 | **BIRME**<br>*Hanasaari Cultural Centre* |

**May**

| | |
|---|---|
| May 18–20<br>100 | **6th Fenno-Ugric Conference on Pulmonology**<br>*Hanasaari Cultural Centre* |

**June**

| | |
|---|---|
| Jun 9–11<br>120 | **NORSIG 2004**<br>*Meripuisto Congress Hotel* |
| Jun 13–16<br>250 | **Millennium Technology Conference**<br>*Dipoli Congress Centre* |
| Jun 13–17<br>100 | **Kurt Schwabe Symposium**<br>*Helsinki University of Technology, HUT* |

*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.*

## What's on in Espoo

| | |
|---|---|
| Until May 9<br>**Tarvaspää – A Castle for Children** | An exhibition at the Gallen-Kallela Museum |
| Until Dec 31<br>**Tapiola – in search of a better life** | An exhibition at the Espoo City Museum |
| Mar 6–7<br>**Loiste!** | Dance festival at the Espoo Cultural Centre. Dance events from breakdance to ballet – around the Metropolitan Region |
| Mar 12–21<br>**Bravo!** | International children's theatre festival at the Espoo Cultural Centre |
| Apr 21–25<br>**April Jazz Espoo 2004** | in Tapiola |
| May 9<br>**Europe Day** | |
| June 4–6<br>**Espoo–Suursaari Race 2004** | Yacht race in the open sea |

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

### Spring starts on a high note with the

# 18th April Jazz Espoo

On 21–25 April, music for the spring season in Finland will kick off to the sound of April Jazz Espoo.
The largest annual jazz event in the Metropolitan Region is being arranged for the 18th time, bringing together music lovers from around Finland and beyond for unforgettable musical moments.

Most of the main concerts will be arranged in the two concert halls at the Espoo Cultural Centre.
The venue will host performers such as Dave Douglas, Johnny Griffin and Allan Harris. Finnish favourites include Avanti!, Emma Salokoski, Jukka Perko and Marzi Nyman.
This year's dance production will also take place at the Cultural Centre, featuring Italian Luziano Di Natale accompanied by Spanish flamenco guitarist Herman Romero and Venezuelan percussionist Pibo Marquez.

The lighter programme in the Tapiola Jazz Tent next to the Cultural Centre will be more versatile than ever. The canvas will lend protection from the elements to the 14-man Earth, Wind & Fire Experience featuring the Al McKay All Stars, and accommodate a range of sound and activity from African soul music performed by Manuel Dibango to sparkling children's jazz events.

New concert venues at the festival this year are the Sello Hall in the Sello shopping centre and the Tapiola church, which will host a gospel concert on Sunday 25 April.

### Club rhythms at Sokos Hotel Tapiola Garden

The first ever scene for April Jazz, the Sokos Hotel Tapiola Garden, will again host the festival's club events in the traditional cotton club style. The artists playing will include Antti Sarpila & Johanna Iivanainen, U-Street All Stars and trio Lenni-Kalle Taipale–Ape Anttila–Toni Porthén. The ever popular jam sessions into the small hours will be accompanied by the Jonathan Gee Band and a group of top British musicians.






"April Jazz has brought an international flavour to Tapiola Garden since 1986. The hotel staff are very excited about it. In addition to the club events this year, Tapiola Garden offers a special hotel package in connection with the Earth, Wind & Fire Experience," says Hotel Manager Tuovi Kovanen.

A recent cooperation agreement with Finland Festivals will further enhance the hotel's cooperation with the April Jazz organization. Tapiola Garden is now Finland Festivals' official hotel.

# In the next issue 2/2004

**to be released in May.**

The next issue of Espoo Convention & Marketing will cover the coming summer's congresses and other large events, and convey the latest news from our partners in cooperation. There will also be more on the World Championships in Athletics and their significance to Espoo, which is to host the Athletes' Village and one of the two press centres. Almost 3,000 team members from more than 200 countries will take part in the championships, and close to 4,000 media representatives from around the world are expected to cover the events.



Hertz







PILOT