Open doors at the Keskustorni tower

At the turn of the year, our office will relocate to the Keskustorni tower in Tapiola. The new premises enjoy wonderful views over the district and the sea. After the move we will be easier to find, and our office will be increasingly visitor-friendly.

On the meetings and congress front we are having another lively year, though we'll have to wait until after the New Year for the final statistics. The number of congresses seems to be on the same level as 2003, and although they have been smaller in scale this puts us on par with one of the best years ever.

Year 2005 already looks very promising. We will also be facing many new challenges which you will be able to read more about in the next issue.

I wish you all our very best as we begin preparations for the festive season.

Ann-Britt Jukka
Conference & Conventions Manager
Espoo Convention & Marketing



ESPOO CONVENTION & MARKETING

Member of FCB, ICCA, EFCT, BTC
Espoo Convention & Marketing News 3/2004. The next issue, 1/2005, will be released in February.

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Suunto chooses Hanasaari

as the venue for its latest product launch

Suunto, the leading manufacturer of measurement and data processing instruments for a variety of sports, launched its latest product in Espoo at the end of August. International participants at the two-day Suunto Diving Meeting were introduced to the Suunto D9, a new all-in-one dive computer.

The Suunto D9 is the world's first dive computer to integrate a digital compass and wireless tank-data reception. It is marketed globally as the ultimate instrument of choice for recreational as well as military and professional divers.

"Underwater, a diver has to monitor several gauges to receive critical information about the dive, including depth, time, tank pressure, decompression status and bearing. For the first time, the Suunto D9 provides this and other vital information conveniently on the wrist. So rather than monitor a multitude of gauges, it's possible to focus on what is really important – diving," describes Blanka Rohan-Wardi, Suunto's Global Diving Trade Marketing Coordinator.

Meeting customers face to face

For Suunto, a product launch in the form of a seminar is very exceptional. The last event of this kind took place seven years ago.

"Apart from launching the new product, one of the main ideas behind the Suunto Diving Meeting was to meet our diving partners and customers from all around the world, face to face. This way the meeting provided a good opportunity to further strengthen our overall brand image among one of the company's key target groups," Rohan-Wardi explains.
The choice of venue, the Hanasaari Cultural Centre, was the result of a long search.

"Hanasaari was just the right place for us. It's only a five-minute drive away from Helsinki yet still provides a very peaceful and even intimate setting for an event where we hoped the participants would get to know each other. We felt it was very important that the meeting facilities, accommodation and restaurants were all in the same complex."

"I can truly say that Hanasaari rose to our expectations in all respects and even exceeded them. The service was outstanding and the staff were able to react to our needs at a moment's notice. They even managed to put together a special dinner alternative for our Asian guests with just a few hours' notice."



A venue with cultural flavour

Hanasaari is best known for its role as the Swedish-Finnish Cultural Centre.
The centre's mission is to expand and improve ties between Finland and Sweden in the spheres of culture, business and civil society. "With its modern conference facilities and a high-standard restaurant and hotel, Hanasaari is also a popular congress centre among organizations and businesses," says Hotel Director Ari Vilkki from the Hanasaari Cultural Centre.

Whatever the function, culture is always present at Hanasaari.

"Where time allows, congress delegates can take part in the Centre's cultural programme. Culture in the form of original art work can even be enjoyed in the privacy of our hotel rooms," Vilkki explains.

Otaniemi prepares for the Athletics World Championships



The arrangements for the 10th IAAF World Championships in Athletics, which will be held next summer in Helsinki, are advancing swiftly in Espoo. Part of the HUT student village in Otaniemi will be turned into the Athletes' Village, and the Lifelong Learning Institute Dipoli Congress Centre will be the village's service centre.

The World Championships organizers have signed a lease agreement for Dipoli with HUT and Dipoli, a catering agreement with Sodexho, a lease agreement for Otahalli with Otahalli Oy and an agreement concerning a number of student flats with the Helsinki Area Student Housing Foundation.

All 3,000 participating athletes and other team members will be housed in student flats in Otaniemi. Dipoli will provide the catering and various other services required by the teams, including meeting facilities. The Otahalli hall and the Otaniemi sports grounds will serve as the athletes' training arena.

For students of HUT, the games will mean the completion of six new blocks of student flats five years earlier than anticipated.

"The World Championships project accelerated the City of Espoo's planning procedures to the point where building work on the flats began well ahead of schedule," explains Rauli Oikarinen, Secretary General of the HUT Students' Union.

The HUT Students' Union is delighted to host the athletes in Otaniemi. Espoo has provided the location for the Athletes' Villages on four previous occasions.

"HUT students form a significant group in the World Championships organization and they work in various voluntary tasks in the Athletes' Village. It's only natural – the students know the village, and many of the athletes are of a similar age and students themselves," Oikarinen says.

Paralympic stars meet at Espoo 2005



Tor Wennström / Lehtikuva

Tor Wennström / Lehtikuva

Just a few days after the conclusion of the 10th IAAF World Championships in Athletics next summer, the Athletes' Village in Espoo's Otaniemi will be occupied by athletes and other delegates of the IPC Athletics Open European Championships.

The world's largest sports event for physically disabled and visually impaired athletes in 2005 will bring together 750 athletes from 50 countries. The 200 competition events will take place at Espoo's refurbished Leppävaara stadium.

Organized by Finnish Athletics, the Finnish Paralympic Committee, the IAAF World Championships 2005 Organization, the City of Espoo and the Athletics Clubs of Espoo, Espoo 2005 will be a pioneering event in the organization of non-disabled and disabled games by the same organizing committee outside the Olympic or paralympic level.

"A joint organization naturally brings significant synergy benefits. But above all, Espoo 2005 will send out a message of pluralistic sports culture.

One of the aims of these games is to help disabled athletes become part of athletics on the wider scale in addition to promoting awareness and appreciation of paralympic sports," explains Katariina Järveläinen, Coordinator for the IPC Athletics Open European Championships.

Finland's recent success in the Athens 2004 Paralympic Games has raised general domestic interest in paralympic sports at just the right time.

"Athletics is Finland's strongest area in disabled sports, and our Paralympic medallists in wheelchair racing, javelin and shot-put are looking forward to entering their home games in their best form. The results they achieved and the surrounding publicity are likely to encourage more disabled people to participate in top-level sports, forwarding paralympic sports in Finland even further," Järveläinen says.

The latest from our partners in cooperation

Espoo Convention and Marketing moves

Espoo Convention and Marketing Ltd will change its postal and visiting address at the turn of this year. The new premises will be located on the tenth floor of the landmark Keskustorni tower at the centre of Tapiola.

The new address will be Keskustorni, 10th floor, 02100 Espoo, Finland. All other contact information will remain the same.

Scandic Espoo receives the Nordic Swan eco label

Scandic Espoo has become the second Scandic hotel in Finland to receive the Nordic Swan label. The Nordic Swan is granted by the Nordic Council and guarantees a high environmental standard. Only products that satisfy strict environmental, health, usability and quality requirements are permitted to display the environmental label.

According to Hotel Manager Tiina Jytilä, Scandic Espoo has always followed ethical and environmentally sustainable policies.

"The hotel's furnishings and decorative materials follow the Scandic chain's environmental programme. Water consumption has been cut by a third with a system to control water pressure and by adjusting the volume of water used for flushing the toilets. The environmental load is also reduced with the use of energy-saving light bulbs and through waste recycling," explains Jytilä about some of the eco measures implemented at the hotel.

The hotel began the acquisition process for the Nordic Swan label last year, when the hotel's renovation reached completion.

"Obtaining the Nordic Swan label is substantial proof of the importance of our values and our staff's commitment to environmentally friendly operation," Jytilä says.

Dipoli's Poli cabinet refurbished



The Poli cabinet at Dipoli has been refurbished to meet the requirements of a modern high-quality venue for meetings and lunches.

The technical equipment installed in the cabinet includes S-VHS and DVD players and a Panasonic XGA data/video projector. The meeting table incorporates electrical outlets and connections for internet (100 Mbit/s), VGA and sound. A control panel drives the screen and surround sound systems. All domestic TV channels, international satellite channels and digital TV are also available.

With the meeting table, the cabinet can host events for up to 18 persons. Lunch can be served for 20.

Forthcoming international meetings in Espoo



October

Oct 18-20 200 delegates	Den 4:de Nordiska Dricksvattenkonferensen *Hanasaari Cultural Centre*
Oct 22-24 100 delegates	Bellmanfestival *Hanasaari Cultural Centre*
Oct 28-29 50 delegates	Alvar Aalto i Sverige och Finland *Hanasaari Cultural Centre*

November

Nov 4-5 100 delegates	NordSec 2004 *Dipoli Congress Centre*
Nov 6-7 500 delegates	Europe Grand Prix, Wizards of the Coat *Dipoli Congress Centre*

December

Dec 9-10 20 delegates	URBAX2 Third General Meeting *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 red.

What's on in Espoo

Until Nov 28 Finnmagyar	Contacts in the arts between Finland and Hungary in 1900-1920, an exhibition at the Gallen-Kallela Museum
Nov 2 Novospassky Monastery Choir	A concert at the Olari church at 7 p.m.
Nov 5 Chamber Music Marathon	Tapiola Sinfonietta at the Espoo Cultural Centre at 6 p.m.
Nov 17-25 Musical theatre	A tale of betrayed love and Sicilian revenge - Cavalleria Rusticana by Mascagni, at the Sellosali hall. Production: Espoon Musiikkiteatteriyhdistys.
Dec 12-Apr 17 Artists and Letters - Book Art of the Golden Age	An exhibition at the Gallen-Kallela Museum
Dec 7-13 La Cucina dell' Arte	A breathtaking show of juggling, balancing and dexterity by David & Danny Ronaldo at the Espoo Cultural Centre. Performed in English, but language is not essential for understanding. For over 9-year-olds. Tickets 28/25/15 €, family ticket 75 €. Organized by the Espoo City Theatre.
Dec 10 Tapiola Sinfonietta	7.30 p.m. at the Espoo Cultural Centre, conducted by Jean-Jacques Kantorow, soloist Martin Fröst, clarinet. Tickets 16/11/5.50 €.
Dec 15 Baroque Christmas	7 p.m. at the Sellosali hall, featuring the Finnish Radio Chamber Choir conducted by Timo Nuoranne, and Samuel Scheidt & Piae Cantiones. Tickets 11/6 €.
Dec 18 Traditional Christmas	2 p.m. and 4 p.m. at the Sellosali hall, featuring the Juvenalia Choir conducted by Matti Järvinen. Tickets 8/6 €, tel. (09) 8946 1420 and from the door an hour before the event.

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

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PILOT

LänsiAuto Areena hosts events from ice hockey to concerts and company events

Espoo Blues aim for the top



National-level ice hockey in Espoo celebrates its twentieth anniversary this year, and the Espoo Blues have set their sights on reaching the top four in the Finnish championship league, SM-liiga. The club hasn't missed the playoffs in four years.

"Our long-term goal is to establish a position among the top teams. At the same time, we strive to provide opportunities for our own junior players to prove themselves on the highest level," says Christian Ruuttu, General Manager of Blues Hockey Ltd.

Espoo Blues plays its home games at LänsiAuto Areena, a multipurpose venue in the Tapiola Sports Park. In addition to ice hockey, LänsiAuto Areena serves as a setting for sports such as figure skating, floor ball and basketball.

"LänsiAuto Areena has also become a popular venue for various company events. Only a stone's throw from Helsinki's city centre and with a capacity of 8,000, it also provides a tremendous alternative for large-scale concerts. Two to three big concerts every season would be a good pace," says Ruuttu, who also acts as General Manager of Länsi-Auto Arena Ltd.

Ruuttu perceives his dual role to be highly constructive: "Communication between the venue and its principle user couldn't get any smoother!"



Espoo Blues home matches

16.10.2004	Blues - HPK LänsiAuto Areena, Espoo
19.10.2004	Blues - TPS LänsiAuto Areena, Espoo
23.10.2004	Blues - Jokerit LänsiAuto Areena, Espoo
27.10.2004	Blues - JYP LänsiAuto Areena, Espoo
06.11.2004	Blues - Pelicans LänsiAuto Areena, Espoo
16.11.2004	Blues - TPS LänsiAuto Areena, Espoo
20.11.2004	Blues - Jokerit LänsiAuto Areena, Espoo
25.11.2004	Blues - HIFK LänsiAuto Areena, Espoo
27.11.2004	Blues - Ässät LänsiAuto Areena, Espoo
03.12.2004	Blues - Saipa LänsiAuto Areena, Espoo
28.12.2004	Blues - HPK LänsiAuto Areena, Espoo
02.01.2005	Blues - Kärpät LänsiAuto Areena, Espoo
04.01.2005	Blues - Lukko LänsiAuto Areena, Espoo
15.01.2005	Blues - Ilves LänsiAuto Areena, Espoo
18.01.2005	Blues - Tappara LänsiAuto Areena, Espoo
21.01.2005	Blues - TPS LänsiAuto Areena, Espoo
27.01.2005	Blues - HIFK LänsiAuto Areena, Espoo
03.02.2005	Blues - JYP LänsiAuto Areena, Espoo
15.02.2005	Blues - Pelicans LänsiAuto Areena, Espoo

In the next issue 1/2005

to be released in February.

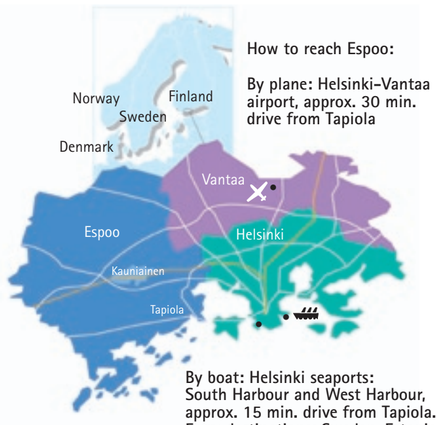
More follows on meetings and congresses in Espoo, the 10th IAAF World Championships in Athletics in Helsinki 2005 and other forthcoming events.



Hertz

Blue1

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How to reach Espoo:

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

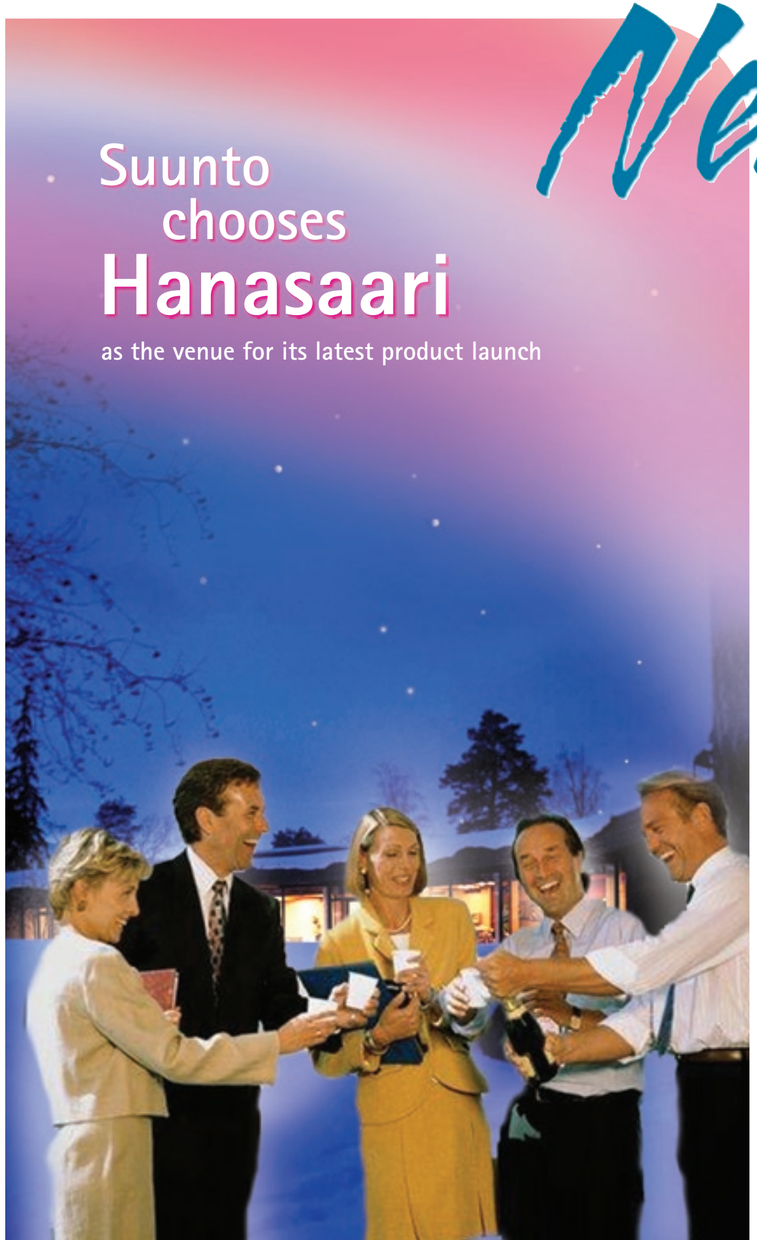
By boat: Helsinki seaports: South Harbour and West Harbour, approx. 15 min. drive from Tapiola. Ferry destinations: Sweden, Estonia and Germany

3/2004

Espoo Convention & Marketing News

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