Atria is our biggest company.

Alvar Aalto designed a church, town hall and library for us. Architects from all around the world visit Seinäjoki to photograph Alvar Aalto Centre.

Apila is the new library next to Alvar Aalto Centre. It is the most beautiful library in Finland.

One of the most difficult letters to pronounce in local dialect. Therefore our business is pronounced pisnes; banaani panaani; and bensin pensa.

Cheek – famous Finnish rapper – will perform at Provinssi Rock in summer 2014.

Cranes can be seen in Seinäjoki. Housing production in Seinäjoki is among the highest in Finland.

Community theater has long traditions at Törnävä, Seinäjoki.

Dudesons are from Seinäjoki and South Ostrobothnia.

Entrepreneurship is the key brand of South Ostrobothnia. Our region is the cradle for entrepreneurs in Finland.

Tecnology Centre Frami contributes to regional development and brings together research, higher education, development services and enterprises in the middle of Seinäjoki.

We have plenty of plains around us. Therefore you can also find an 18-hole Golf Course ‘Ruuhioksi’ nearby – just 10 minutes’ drive from Seinäjoki city centre.

‘Green Creative Garden’, our Innovative Cities Programme, focuses on creative development of new food system solutions and business activities.

‘Holy Moses = herttintähäre in local dialect = voi hyvänen aika in Finnish’ is a suitable statement to bemoan, complain, dismay, wonder, admire about something.

Horsemen can be seen at Seinäjoen Ravikeskus (the horse race centre of Seinäjoki), which is one of the biggest and active race centres in Finland.

Itikka in local dialect means cow (lehmä in Finnish). Itikka is also the name of cooperative for meat producers.

Jaakko Ilkka was a Finnish yeoman and trader, who is remembered for leading the Cudgel War of 1596 (peasant uprising in the kingdom of Sweden against exploitation by nobility and military in what is today Finland). Jaakko Ilkka is also a subject of an opera by Jorma Panula.
Komia, sweet komia. Komia in local dialect (beautiful, handsome etc.) is the most common word to describe anything in this region. See our marketing campaign Komia – Seinäjoki Region.

Lakeuden Risti (Cross of the Plains) – name of the church designed by Alvar Aalto. The tower can be seen even in Lapua, neighbouring city.

Mallaskoski Brewery’s most known beer is Kuohu (foam).

No Can Do –is not part of the vocabulary here in South Ostrobothnia.

Olli-Pekka Karjalainen has won the Finnish championship in hammer throw fifteen times. Nowadays he is the ‘senator’ in the city council of Seinäjoki.

Provinssirock is one of the most traditional rock festivals in Finland. It starts the festival and event season in Seinäjoki annually.

Qmax Arena is the specialized hall for floorball. Qmax is one of the six sports halls built by private investors.

Rytmiorkjaamo club is one of the biggest rock clubs in Finland.

Softengine. Young and energetic teenage band from Seinäjoki represents Finland in Eurovision Song Contest 2014, with their song ‘Something Better’.

Tango Festival. Official cradle for royalty in Finland since 1984.

Unbelievable, how fast Seinäjoki grows and develops.

Vauhtiajot – Race and Rock – festival is the most important street race competition in Finland. The sound of races will turn to rock in the evenings.

Wallsport – arena is the biggest inflated sports hall in Finland.

Will – South Ostrobothnians are known for their strong will and hence the number of entrepreneurs in our region.

X-chromosome. According to the author Antti Tuuri, wisdom lives in old ladies and lunacy in men.

Yes-Can-Do – attitude, even through thick and thin, is a trademark among South Ostrobothnians.

ZZzzzzzzzzzzzz....Plenty of beds to lay your head. Seinäjoki has 1500 beds in accommodation establishments.