Welcome to Seinäjoki and South Ostrobothnia, Finland

PM4SD® European Summer School
Leadership and Governance for Sustainable Tourism, 1 July – 3 July 2014
Welcome to South Ostrobothnia and Seinäjoki

Asko Peltola
Regional Mayor, South Ostrobothnia
Why should you visit Ostrobothnia?

The beautiful region of South Ostrobothnia is situated in the province of Western Finland. Its uniqueness lies in its original culture, rich history and entrepreneurial spirit. The regional centre of South Ostrobothnia is Seinäjoki, home for nearly 60,000 inhabitants. The excellent traffic connections turned the region into an easily accessible touristic destination.

The region is famous for its vast fields as well as many rivers. The horizon beyond the plains of Ostrobothnia seems to stretch further than anywhere else in Finland. Shimmering rivers wind through the lush countryside dotted with red ochre farms, making it a view worth watching. In late summer the fields turn golden and then silver from the sparkling frost. This is authentic Ostrobothnia that fills the observer with a sense of ease.

The largest lake in the region Lappajärvi, created by a meteorite 73 million years ago, is a favourite location for both locals and tourists. By contrast, Seinäjoki has one of the few artificial lakes in Finland, a clear proof of the Ostrobothnians’ entrepreneurship.

Untouched nature, the peace and quiet of the countryside, charming old houses, the heartbeat of a town, all this is waiting for you. Here you can find all the comfort of modern civilization in the middle of genuine natural surroundings.

Top 5 reasons to visit South Ostrobothnia

1. genuine nature
2. peaceful and quiet surroundings
3. wide variety of sports and outdoor activities
4. mixture of tradition and hi-tech
5. great infrastructure and accessibility

For further details, please visit the electronic brochure ‘Holiday in Ostrobothnia’ at http://issuu.com/bocksoffice/docs/pohjannaan_kautta_en_2013_issue

How to access Seinäjoki

Most international flights arrive in Helsinki, but coming to Seinäjoki you need to take the train from Tikkurila railway station (good bus connections from the Helsinki Airport) or a connection flight to Vaasa. However, from Vaasa Airport there is still about 70 kilometres to Seinäjoki, and the connections are limited, since private car use is very popular in the more sparsely populated areas.

Below please find examples of the train connections from Tikkurila railway station to Seinäjoki (final destination Oulu, Rovaniemi, Vaasa). You should get an update about the timings from http://www.vr.fi/en/index.html. Search the connections from Tikkurila to Seinäjoki.

<table>
<thead>
<tr>
<th>Train number</th>
<th>Departure from Tikkurila</th>
<th>Arrival at Seinäjoki</th>
<th>One way fare</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pendolino 45, final destination Oulu</td>
<td>9:46</td>
<td>12:13</td>
<td>Eur 54,04</td>
</tr>
<tr>
<td>InterCity 47, final destination Rovaniemi</td>
<td>10:22</td>
<td>13:15</td>
<td>Eur 60,72</td>
</tr>
<tr>
<td>InterCity 49, final destination Rovaniemi</td>
<td>13:22</td>
<td>16:26</td>
<td>Eur 62,40</td>
</tr>
<tr>
<td>Intercity 173, final destination Seinäjoki</td>
<td>14:22</td>
<td>17:29</td>
<td>Eur 52,40</td>
</tr>
<tr>
<td>Pendolino 53, final destination Oulu</td>
<td>15:46</td>
<td>18:10</td>
<td>Eur 60,72</td>
</tr>
<tr>
<td>InterCity 55, final destination Oulu</td>
<td>16:22</td>
<td>19:20</td>
<td>Eur 59,05</td>
</tr>
<tr>
<td>Pendoline 57, final destination Vaasa</td>
<td>17:46</td>
<td>20:19</td>
<td>Eur 57,38</td>
</tr>
</tbody>
</table>

Examples of train connections from Seinäjoki to Tikkurila. It is recommended that you double check the schedules in June 2014. You may purchase a return train ticket Tikkurila-Seinäjoki-Tikkurila in the web www.vr.fi

<table>
<thead>
<tr>
<th>Train number</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Pendolino 44, final destination Helsinki</td>
<td>7:49</td>
<td>10:15</td>
<td>Eur 57,38</td>
</tr>
<tr>
<td>Pendolino 46, final destination Helsinki</td>
<td>8:47</td>
<td>11:15</td>
<td>Eur 59,05</td>
</tr>
<tr>
<td>InterCity 48, final destination Helsinki</td>
<td>10:38</td>
<td>13:37</td>
<td>Eur 62,40</td>
</tr>
<tr>
<td>Intercity 50, final destination Helsinki</td>
<td>13:38</td>
<td>16:37</td>
<td>Eur 62,40</td>
</tr>
</tbody>
</table>

If you are considering taking a flight to Tampere, then you need to take a bus from the Tampere airport to the Tampere railway station and take a train from Tampere to Seinäjoki. Train connections can be found at www.vr.fi. The following airlines have connections to Tampere: Finnair, SAS, Ryanair, Air Baltic and Air Berlin. Please check the connections from the websites of the airlines.

If you are considering taking a flight to Vaasa, then please check the connections of the following airlines: Finnair (from/to Helsinki) and Scandinavian Airlines (to/from Stockholm). From the Vaasa airport you either need to take a taxi to Seinäjoki or to Vaasa railway station and then take a train from Vaasa to Seinäjoki. Train connections can be found at www.vr.fi
Recommended hotels and other accommodation establishments in Seinäjoki City Centre

Cumulus Seinäjoki  Distance to/from the conference venue (Approximately)  www.cumulus.fi
Alma  1.5 km  www.hotelalma.fi
Omenahotelli Seinäjoki  1.5 km  www.omenahotels.com
Family hotel Nurmela  700 m  www.netikka.net/nurmela
Sokos Hotel Lakeus  2 km  www.sokoshotels.fi/fi/seinajoki/sokos-hotel-lakeus
Hotel Vaakuna  1.3 km  www.sokoshotels.fi/hotellit/seinajoki/vaakuna/
Marttilan Kortteeri  500 m  www.marttilankortteeri.fi

The organizers have now blocked booked 30 rooms at Marttilan kortteeri (www.marttilankortteeri.fi). There one apartment includes three rooms, joint kitchen and joint bathroom. Therefore apartments for ladies and gentlemen will be booked separately. The room rate is Eur 55 per night per person. Please note that this rate will not include bed linen/towel nor breakfast. These rooms in the three person apartments need to be confirmed 4 weeks before the event i.e. preferable by mid-May 2014.

In addition we will block book some rooms at Nurmela Family Hotel (10 rooms) Eur 45/65 per night per person, Alma (10 rooms) Eur 89 per night and Vaakuna Hotel (20 rooms) Eur 70 per night in a single room and Eur 90 twin room. If you wish to stay in other hotels, please contact Ms. Jenniina Palmu, South Ostrobothnia Tourist Service, tel. +358 6 420 9026, e-mail kokous.palvelut@epmatkailu.fi
If you come from an EU/EEA country or Switzerland, use the European health insurance card when you seek treatment from a doctor. By presenting your European Health Insurance Card, you will receive medical treatment on the same terms as the local residents. However, not all doctors and hospitals operate within the reimbursement system, which means that any costs you incur outside the system will have to be paid by yourself. As a general rule, public health care services are covered by the reimbursement system.

The European Health Insurance Card mainly covers emergency treatment in the event of an illness or injury and other medically necessary treatment. You can also get medical treatment if you have an existing chronic condition that requires medical attention while in Finland.

Seinäjoki Main Health Centre
Koskenalantie 18, Seinäjoki
Telephone: +358 6 425 5425
Mon-Thu 8:00-15:30 and Fri 8-15

Central Dental Clinic in Seinäjoki
Keskuskatu 32, K-stairway, Seinäjoki
Telephone: +358 6 425 5425
Mon-Thu 7:45-15:00, Fri 7:45-14:00
On weekends at Koskenalantie 18, Seinäjoki (1st floor)
Telephone: +358 6 425 5428 (appointment can be made between 9:30-10:30)

Acute health care
For acute treatment (such as broken leg etc.) during evenings, nights and weekends please contact the health centre of the study location’s town. General Emergency Number for ambulance/police/fire brigade: 112 (free calls).

The Health Centre of Seinäjoki (=terveyskeskus)
Mon-Sun 8-22 Koskenalantie 18, 1st floor (Y-building, next to central hospital), tel. +358 6 415 5311

At night time (22.00 – 08.00) the emergency room at the Central Hospital (=keskussairaala) in Seinäjoki. Address: Koskenalantie 18, tel. +358 6 415 4555

Important telephone numbers

Visa arrangements
No visa is required from citizens of Schengen area and Scandinavian countries. If you are coming from outside Schengen, please check the visa requirements from http://www.formin.fi/public/default.aspx?nodeid=15716&contentlan=2&culture=en-US

Credit Cards
Visa and Master Card are widely accepted. In addition, you can withdraw cash from the automatic teller machines.

Currency
Euros are used in Finland.

Time Zone
Finland is in the Eastern European time Zone. Eastern European Standard Time (EET) is 2 hours ahead of Greenwich Mean Time (GMT +2).

Electrical Plug/Outlet and Voltage information for Finland
- Voltage: 220-240 Volts (U.S./Canada are 110-120 Volts)
- Primary Socket Type: Europlug, Schuko
- Multi-voltage appliances (laptops, etc.):
  - Plug adapter
  - Click socket type links to view adapter for that type
- 110-120V electronics: Plug adapter + step-down transformer
- Hair dryers, curling irons, etc.:
  - Plug adapter + voltage converter
Outlet and voltage information

Electrical sockets (outlets) in Finland are one of the two European standard electrical socket types: The "Type C" Europlug and the "Type E" and "Type F" Schuko. If your appliance's plug doesn't match the shape of these sockets, you will need a travel plug adapter in order to plug in. Travel plug adapters simply change the shape of your appliance's plug to match whatever type of socket you need to plug into. If it's crucial to be able to plug in no matter what, bring an adapter for all three types.

- Adapter for "Type C" European CEE 7/16 Europlug
- Adapter for "Type E/F" European CEE 7/4 or CEE 7/5 Schuko

But travel plug adapters do not change the voltage, so the electricity coming through the adapter will still be the same 220-240 volts the socket is supplying. North American sockets supply electricity at between 110 and 120 volts, far lower than in most of the rest of the world. Consequently, North American appliances are generally built for 110-120 volts.

The first week of July is the peak of summer in Finland. Therefore be prepared for light, even during the night time. As you may know, in mid-summer (third week of June) the sun does not set. Local weather forecast can be checked at www.foreca.fi/Finland/Seinajoki.

Finland has two official languages – Finnish and Swedish. Majority, approximately 95 per cent speak Finnish and 5% Swedish as their mother tongue. English is widely spoken.

**Plugging in**

**DOs and DONTs in Finland**

- Punctuality is extremely important; being late is insulting and shows a lack of interest
- The Finnish language is quite unique in Europe; English and Swedish are common business languages
- Silence breaks during conversations are common; don’t interrupt too soon
- Alcohol is no longer part of an average business lunch, but after hours drinking habits are still quite strong
- During a meal you will be seated right from the host; prepare a short thank you speech at the end of the meal, especially dinner
- The Finnish sauna still serves as a good business incubator; always accept an invitation from your business partner

**Registration and hotel booking**

Information about the Summer School and Conference at http://pm4esd.eu/summer-school/summer-school-2014/


Assistance in logistics (transportation in Finland, hotel accommodation, registration etc) will be provided by Jennina Palmu kokous.palvelut@epmatkailu.fi  tel. +358 6 420 9026 (during office hours)