



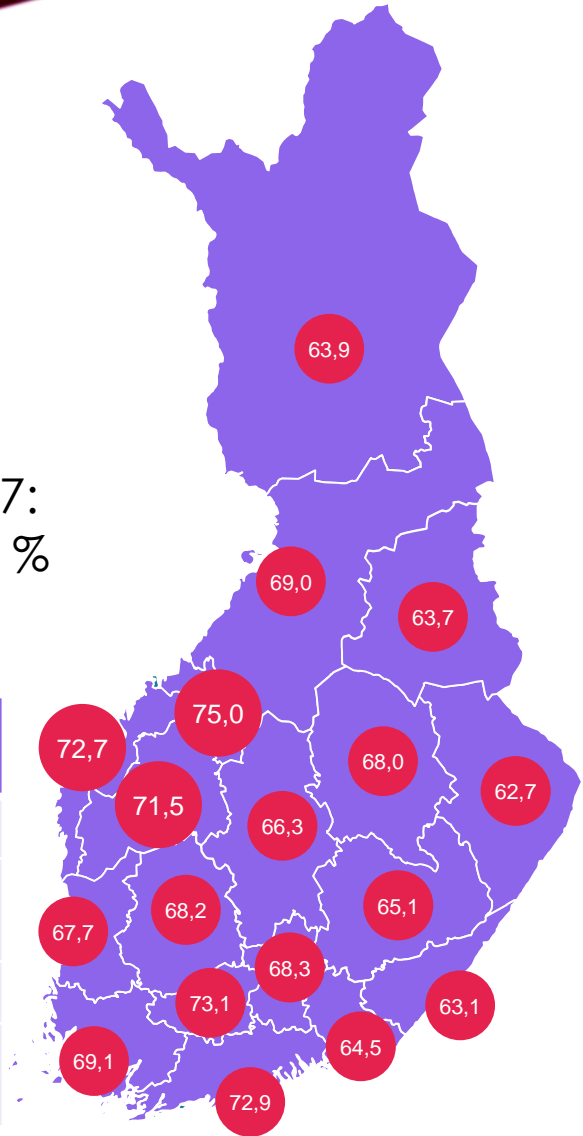
INTERNATIONAL TALENT AS AN ASSET TO THE BUSINESS LIFE

Marja-Riitta Vest
Director General
Centre for Economic Development, Transport
and the Environment

EMPLOYMENT SITUATION

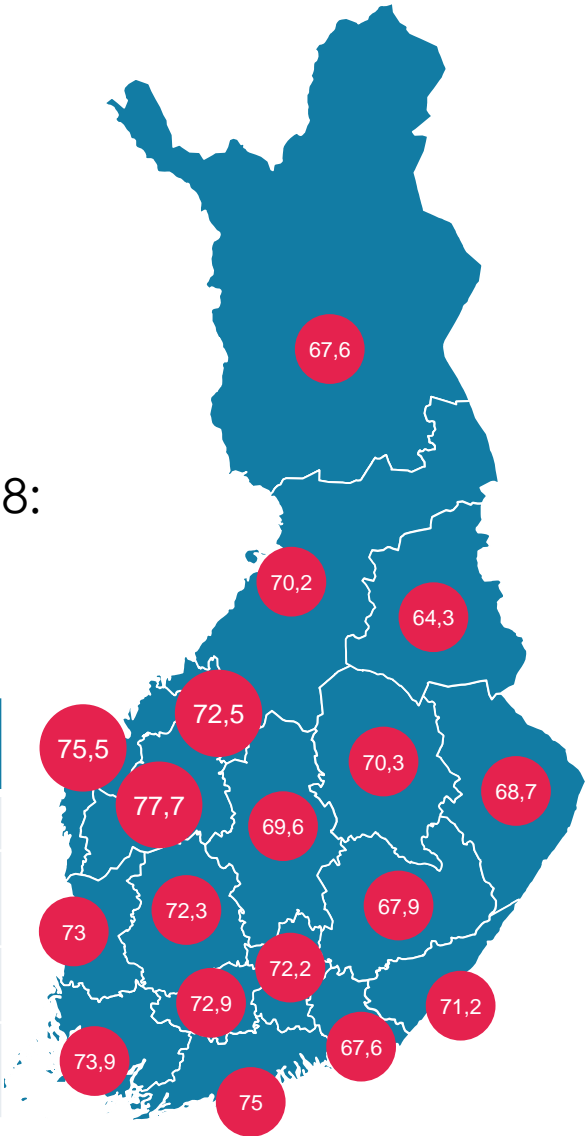
Employment rate 2017:
Country average 69,6 %

Unemployment rate 2017 (average)	
FINLAND	11,5 %
SOUTH OSTROBOTHNIA	8,9 %
OSTROBOTHNIA	7,9 %
CENTRAL OSTROBOTHNIA	9,4 %



Employment rate Q3/2018:
Country average 72,7 %

Unemployment rate 10/2018 (average)	
FINLAND	8,7 %
SOUTH OSTROBOTHNIA	6,6 %
OSTROBOTHNIA	5,4 %
CENTRAL OSTROBOTHNIA	6,7 %



Ostrobothnia in a Nutshell

Inhabitants

180 900

Foreign citizens

5,2 %

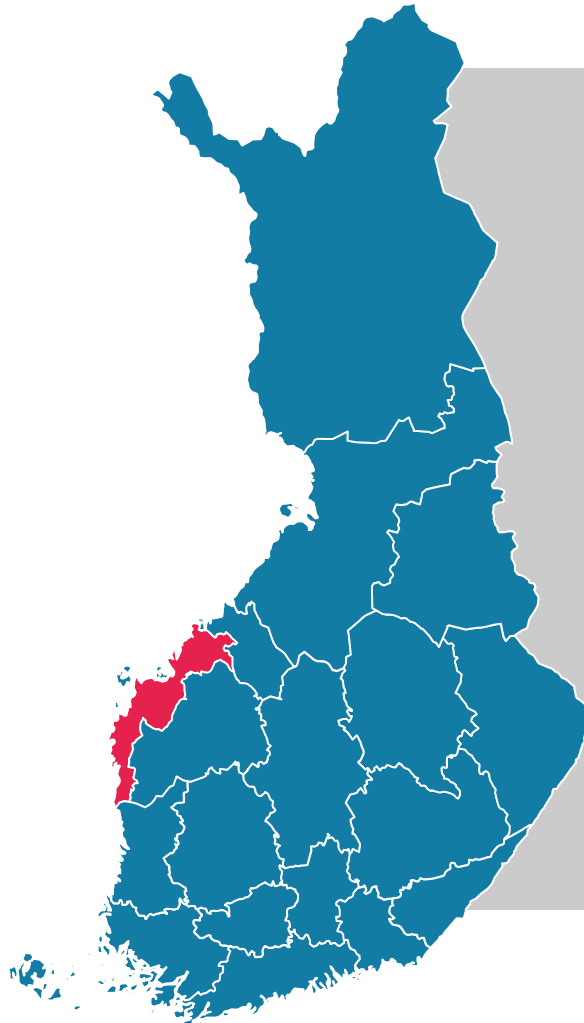
Employed

82 000

Employment
rate

75,5 %

Finland 72,7 %



Average amount of unemployed

6 800

Unemployed
in services

3 600

Long term
unemployed

2 000

Amount of company branches

14 200

Unemployment
rate

5,4 %

October 2018

2,3 %

off all
unemployed
in Finland

3,7 %

off all
branches in
Finland

Source: Ministry of Economic Affairs and Employment, Employment Bulletin. Statistics Finland, Demography. Company Branch Statistics (2016)

SHORT TIME ASSESSMENT OF EXPERTISE REQUIREMENTS⁴

OSTROBOTHNIA

Branch: Energy Cluster
(machine- and metal industry, electronics- and electrical engineering, automation)

Challenges for expertise and education:

- Digitalisation and robotisation
- Product development and materials technology
- Business expansion in the SME-sector
- Lack of attractiveness in the branch
- Lack of expertise falls upon different educational levels
- Lack of ICT-professional is also linked to the energy cluster

Measures and solutions:

- Emphasize the meaning of the energy cluster
- Increase the expertise in product development and materials technology
- Connection between the Vaasa energy cluster and industry clusters in Pietarsaari and Kokkola
- Cooperation between education institutions and employers including different forms of lifelong learning
- Tapping into the potential of international talent

Branch: ICT-branch, digitalisation and Artificial Intelligence (AI) in broad scope

Challenges for expertise and education:

- Digitalisation and AI are the new normal: the importance of information utilisation and analytics
- Difficult for education actors to follow the fast changing digitalisation
- Brand challenge in the branch

Measures and solutions:

- Increase the cooperation between business and education: further education, lifelong learning, company trainings
- Reeducation of unemployed
- Tapping into the international talent pool
- Increasing the knowledge of the SME sector concerning the possibilities of digitalisation and AI to develop companies' competitiveness
- Digitalisation and AI as spearheads of the ELY-Centre

Branch: Social and health care
Challenges for expertise and education:

- Insecurity in the branch drives employees off to other branches
- Low income level does not encourage to stay in the region

Measures and solutions:

- Appreciation of primary health care as well as the attractiveness of the region and branch should be emphasized
- Development of hospital cooperation in Kvarken
- Need of resources and decisions to stabilize special health care
- Opportunities for blended learning
- Tap into the potential of international talent also in assisting positions

Branch: Construction
Challenges for expertise and education:

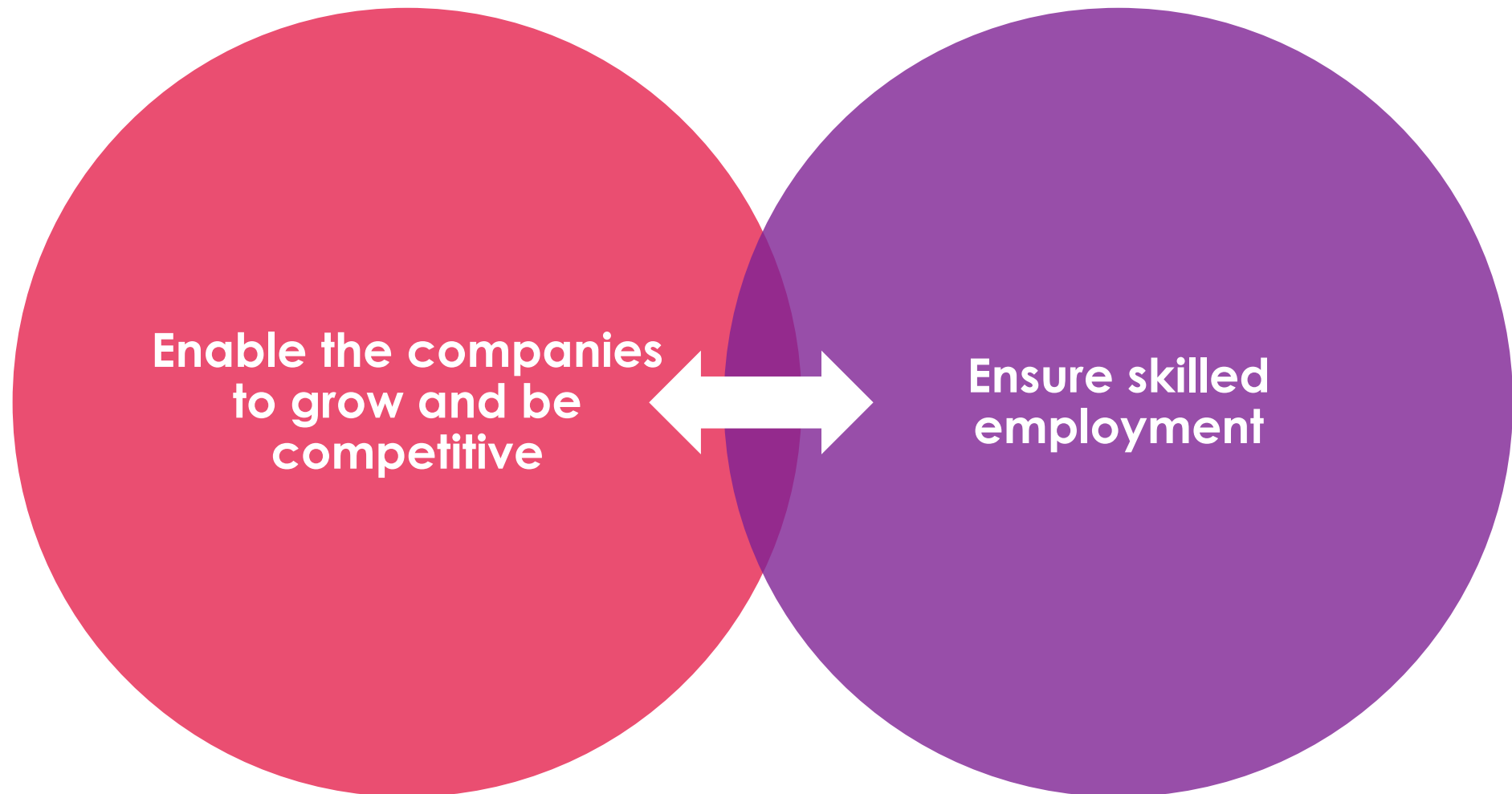
- Language skills, IT-skills
- Increase of productivity in the branch
- Growing retirement percentage in the future
- Lack of expertise falls upon different areas of education

Measures and solutions:

- Increase of productivity
- Improvement of language training
- Suitable training for the companies in the area

Also: Lack of experts in the versatile industry in Pietarsaari, full usage of the potential of Biovalley

BOTH NEED TO BE DEVELOPED

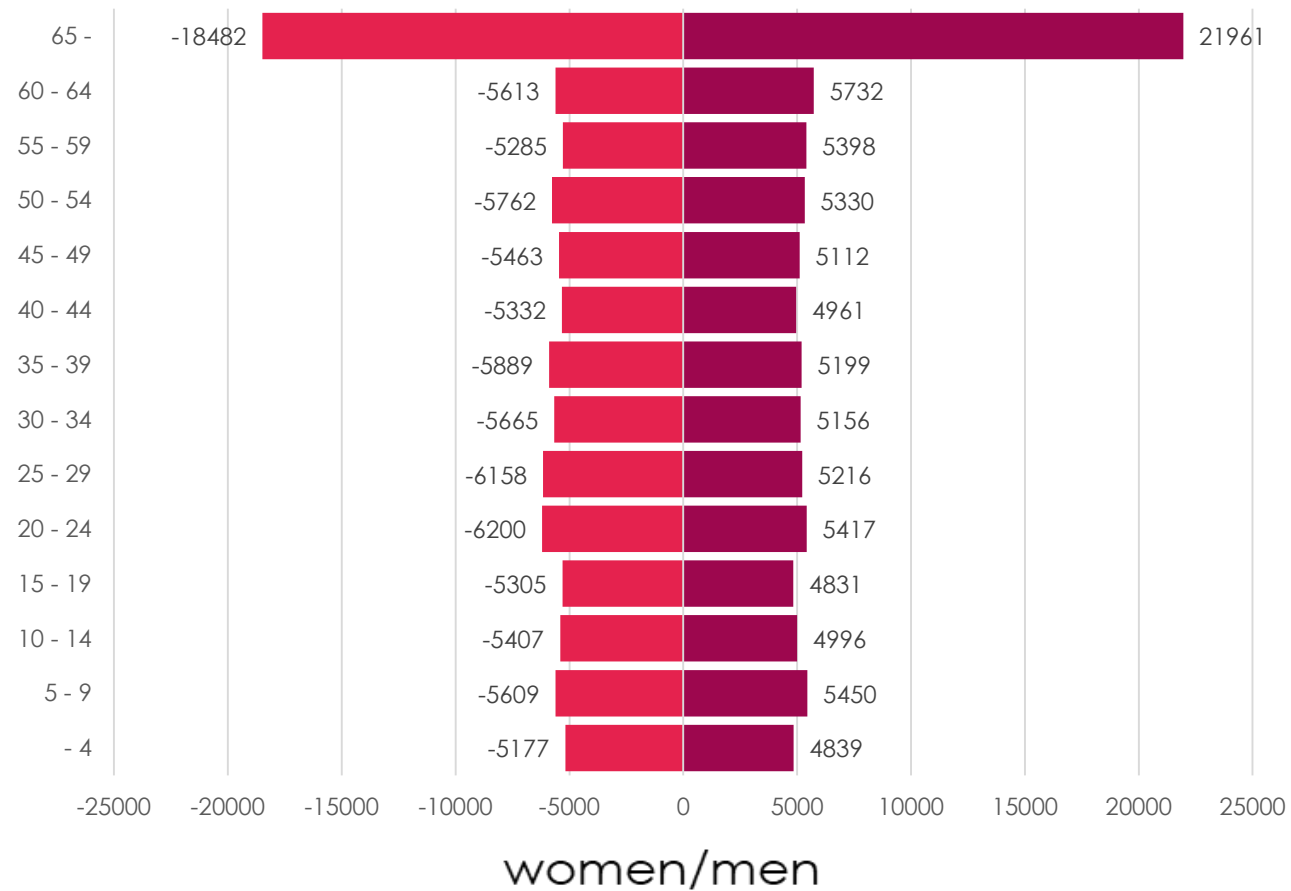


WHAT CAN BE DONE?

1. There should be a better connection between education and employment. Different forms of lifelong learning, targeted trainings and recruitment trainings/Innovative development of cooperation between education and business life, experimental culture, easy access to cooperation models
 2. Full access to employment reserves
 3. International talent
- Support and development of companies' growth and internationalisation in the background



Population pyramid of Ostrobothnia 2017



Population pyramid of other nationalities in Ostrobothnia 2017

