

JYVÄSKYLÄ OR LONDON?



Blue Meteorite is one example of new Finnish innovations and companies based on understanding the human being – humanizing. The organization behind the concept of humanizing is Human Tech Center Finland – HTC, which assembles specialists, researchers and enterprises worldwide in order to develop new and successful products from a human perspective – products that are humanized.
www.humantechnology.fi

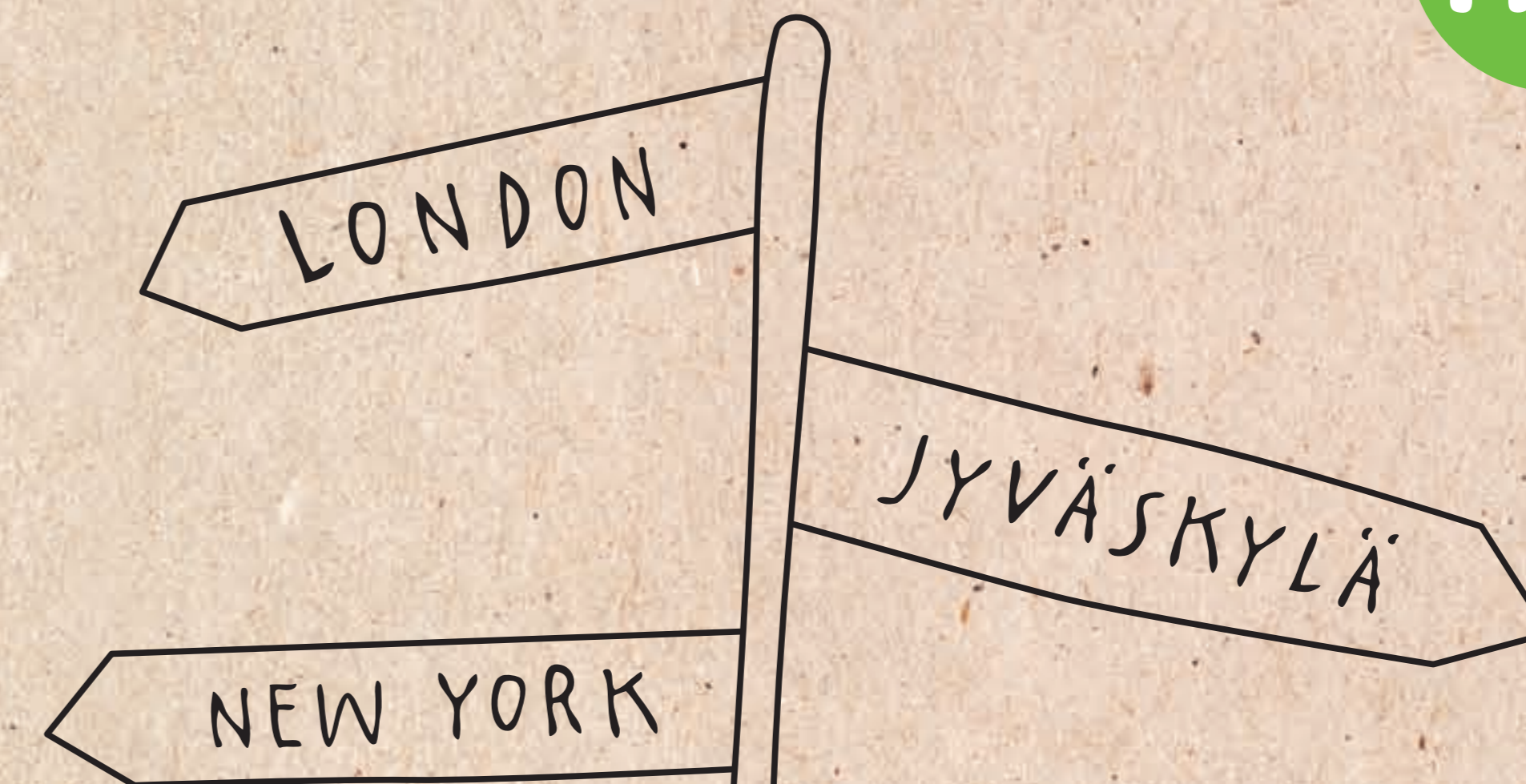
HTC's impetus is provided by Jyväskylä Regional Development Company Jykes Ltd, the City of Jyväskylä, the University of Jyväskylä, JAMK University of Applied Sciences, Jyväskylä Educational Consortium, Jyväskylä Innovation Ltd, Ääneseudun Kehitys Ltd and the Regional Council of Central Finland.



Pekka Walkama, CEO, Blue Meteorite

PEKKA RUNS A COMPANY voted one of Finland's best places to work three years in a row. Its name is Blue Meteorite and it is a web development and information worker solutions firm. In 2010 Pekka pondered where to establish a new office: London, Mumbai or maybe New York? Demand was buoyant all over the world. Pekka chose Jyväskylä.

WHAT ATTRACTED PEKKA and Blue Meteorite to Central Finland was a unique commodity to be found there: humanizing. In addition to humanizing Pekka needed innovative professionals. Graduates from the University of Jyväskylä and the other educational institutions in the area answered the call. Added bonuses were the area's networks, from researchers to experts in foreign trade, as well as personal service.



AS AN ENTREPRENEUR Pekka is by no means on his own. In 2010 the Jyväskylä Region acquired a further 892 businesses. Only a few chose to leave. And in the ICT sector alone over 200 new jobs were created – to add to the 6 500 already in existence. That's how things get started. Welcome to Jyväskylä.

For more information on humanization please visit: **humantechnology.fi**

Blue Meteorite can be found at **meteoriitti.com**