

Tampere Day Award – Mayor Lauri Lyly's award presentation speech 1st October 2020

Esteemed guests,

Today we celebrate Tampere's 241st birthday. Our skill at working together and our strong will have carried us through different times. We are known to be open-minded, courageous and forward-thinking people. When some machines have quietened down, new ideas have soon filled the silence. Bolts of cloth have been replaced with strings of code and memorable experiences. Businesses' domestic and international success and, of course, the creation of jobs are very

important for the city's development. This year, the city has especially wanted to acknowledge those people who have long been active members of business life in Tampere.

Tampere's City Board awards one or two people with a Tampere Award every year. Grounds for the award are significant achievements working for the good of the city of Tampere.

The Tampere Award is artist **Markku Salo's** piece Tammerkosken kuohu. It captures the atmosphere of a developing Tampere. The kerbstone and glass seem incompatible at first glance, yet

nevertheless, they form a well-functioning and impressive whole.

With that same spirit, we drive Tampere forward.

The Tampere Award has been presented to 77 individuals since 1959. Tampere's City Board has granted the Tampere Award to one person this year.

Teollisuusneuvos Markus Mattsson

Teollisuusneuvos (Finnish honorary title) Markus Mattsson has participated in steering the Insta Group family business started by his father since 1987, first in international sales, then as marketing director and later as chairman of the board for over 20 years. The company has continued to grow year after year and is now one of the most successful companies in Tampere. Insta Group specialises in defence technology, secure digitalisation and automation and employs over 1,000 people. His steadfast will has been to keep the company in Tampere.

Markus Mattsson was the first Finnish goalie to play in the NHL and is number 111 in the Finnish Ice Hockey Hall of Fame.

Markus Mattsson has received a business executive of the year award from Tampere Chamber of Commerce and a national entrepreneur of the year award from Suomen Yrittäjät ry. Additionally, teollisuusneuvos Markus Mattson is awarded the Tampere Award in recognition of his significant achievements working for the good of Tampere's economic life.

ESTEEMED GUESTS

In addition, Tampere's City Board has awarded six people with the City of Tampere's class I honorary gold medal in recognition of their significant achievements working for the good of Tampere.

Chairman of the Board Matti Arpiainen

Chairman of the Board Matti Arpiainen has guided the independent family business founded by his father in 1943, TT Gaskets, for over 40 years. He has been a strong proponent of manufacturing and commercialisation within the company. The secret to the company's

enduring success is innovation and an operational model based on problem solving. Today, the company is a leading sealing product manufacturer in the Nordic countries.

Matti Arpiainen is Tampere's first Honorary Consul of Lithuania. In addition, he represents businesses of Tampere in the delegation of the Finland Chamber of Commerce.

Chairman of the Board Matti Arpiainen is awarded City of Tampere's class I honorary gold medal in recognition of his significant achievements working for the good of economic life in Tampere.

Chief Executing Officer Erika Hildén

CEO Erika Hildén, or “coat-saleswoman from Hämeenkatu” as she introduces herself, is a fashion industry entrepreneur in the third generation. Hildén’s fashion shops have been part of Tampere since back in the 1950’s. Erika Hildén has worked as a shopkeeper at the Hildén’s women’s fashion shop, set up in 1973, since 1991. In addition, Erika Hildén has been on the board of Tampere Tunnetuksi ry (The Promoting Tampere Association) for over 10 years. She became chairperson of the board in 2019. She has had a positive influence on developing and making Tampere city centre more attractive.

CEO Erika Hildén is awarded the City of Tampere's class I honorary gold medal in recognition of her significant achievements working for the good of economic life in Tampere.

Promoter Timo Isomäki

Promoter Timo Isomäki has helped create a unique operating environment for festival businesses. Finnish festivals have become more professional in many ways over the past 25 years thanks to his efforts.

Timo Isomäki's personality and work have in their part made Tampere a large events hub. His imprint can be seen in the current forms of the city's famous festivals such as Tammerfest, South Park and Tammerkosken sillalla. Additionally, Isomäki has brought the first truly famous international artists such as Robbie Williams and Rammstein to Tampere.

Promoter Timo Isomäki is awarded the City of Tampere's class I honorary gold medal in recognition of his significant achievements working for the good of Tampere's vitality.

Chairman of the Board Timur Kärki

Timur Kärki is chairman of the board of the Gofore software company, founded in 2001 and specialised in design and development of digital services.

He was CEO of the company until 2019. Timur Kärki's leadership style is open and strongly employee-oriented. Since 2005, the company has grown in every accounting period. Another transformational year was 2010, when the company began to systematically develop workplace wellbeing. At the same time, the company had new insights, which led to starting a new business. Under Timur Kärki's leadership, Gofore has become a key developer

of public administration systems and an expert in change. The company is involved in large, structural projects, such as a national service architecture development programme that will create a digital service infrastructure for Finland.

Timur Kärki was named Tivi influencer of the year in 2015 and received Finland's international growth entrepreneur award in 2019. Chairman of the Board Timur Kärki is awarded the City of Tampere's class I honorary gold medal in recognition of his significant achievements working for the good of economic life in Tampere.

Chairwoman of the Board Ulla Lounamaa

Chairwoman of the Board Ulla Lounamaa is a third-generation entrepreneur and has successfully guided her family business Brander Oy's operations since the beginning of the 1970's as personnel manager, chief business officer for the café branch and CEO. She became chairwoman of the board in 2012.

Brander Oy's cafés have been part of the scenery of Tampere since all the way back in 1920. During Ulla Lounamaa's term as CEO, Brander Oy made the strategic decision to focus on confectionery and gluten-free products. Brander Oy celebrated its 100th birthday this year.

Chairwoman of the Board Ulla Lounamaa is awarded the City of Tampere's class I honorary gold medal in recognition of her significant achievements working for the good of economic life in Tampere.

Chief Executing Officer Jari Niska

Jari Niska is CEO of the Solita software and digital business expert company founded in 1996. The company has grown and become international under his leadership. The central belief is that workplace wellbeing promotes the company's success. The company did well in the Great Place to Work Institute Finland's contest to find the best place to work in Finland in 2013. The Lupapiste permit service that Solitas made for the Ministry of the Environment in 2015 received the best B2B service of the year award. This year, Solita was selected to develop a mobile application for tracking COVID-19 exposures for The Finnish Institute for Health and Welfare in order to inhibit the

coronavirus pandemic in Finland. The application, named Koronavilkku, was released on 31st August 2020. Jari Niska has been on Tivi magazine's list of the 100 most eminent IT influencers in Finland in 2013, 2014 and 2015.

CEO Jari Niska is awarded the City of Tampere's class I honorary gold medal in recognition of his significant achievements working for the good of economic life in Tampere.

Finally, I want to raise a toast in honour of all of the award recipients and Tampere's 241st anniversary. Congratulations!

Markus Mattsson will deliver a speech on behalf of those receiving awards.