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**How can your business utilize the
platform and take full advantage of
The European Capital of Culture
Oulu2026?**

All of Europe and Finland are turning their eyes on Oulu in 2026

Turku2011 the city GDP grew by 250MEUR.

Goals for the year 2026

- Travelling to Oulu2026 area will expand by 20%
- 90% of the program is free of charge
- The concept of Culture broadens, involving new audiences and actors
- Market value of international media visibility is over 50MEUR

New opportunities for both B2B and B2C businesses.



All companies are welcome to participate.

The goal is to enable business opportunities for companies and entrepreneurs through participation in the capital of culture year 2026.

Start with the core and strategy of your own business and consider the added value that Oulu2026 can bring. Alignment with your mission and values are key.

Link your business and Oulu2026 audiences, networks, municipalities and projects together in a meaningful way.

Oulu2026 possibilities for businesses

March 11th 2025



Oulu2026
European Capital
of Culture





Oulu2026.eu/en/partnerships

Latest information and updates, details for sponsorship opportunities, business networking etc.

- Logo (licensing + non-profit)
- Events and webinars
- Communication materials (digital screens, ppt)
- **Information on the B2B Business Club network (April 2025)**



Join the mailing list and receive B2B bulletins in your mailbox!

Oulu2026 partnerships

Strategic partnerships

Business requirements and Oulu2026 requirements meet

The partners create added value for Oulu2026 and their own business

Sponsors and other commercial partnerships

E.g.:

- Visibility packages and sponsorships in events and/or programs
- Artistic patronage
- Charity partnerships

Business Club

SME networking

- Commercial use of Oulu2026 trademark
- Networking opportunities for both B2B and B2C businesses

(April 2025)

Arctic Food Lab

A network for local food producers and gastronomy professionals

Arcticfoodlab.fi



The Oulu2026 Business Club is...

- A business network for accelerating businesses in the Oulu2026 area.
- Cooperation between members and the community.
- A unique platform for developing your services and products.
- National and international visibility through Oulu2026.
- Networking and B2B events.

The network will start accepting members in April 2025.

How to participate?

Show your support

Oulu2026 brand materials

Recognize strategic opportunities

Strategic partnerships and cooperation

Join Oulu2026 networks

B2B Business Club and
Arctic Food Lab

