

Global Forum - The Arctic Region Perspective

Mr. Heikki Autto

Chairman of the Rovaniemi City Council



Why does the Arctic matter?

There are soon more than
9 000 000 000
good reasons!







Arctic vocabulary

arctic = arktinen

everyday = arkinen

In Finland arctic is truly
everyday business!



Is the Arctic interesting?



The Gold Rush in the 19th century

The first millionaire wasn't a gold prospector but a guy who first came up with the idea of selling shovels, wheelbarrow and panning gear!

The Arctic Rush in the 21st century

Again the winner will be the one with the best ideas!

