

## The courageous opening of Alihankinta Subcontracting Trade Fair created optimism for the future

Finland's leading industrial event Subcontracting and AlihankintaHEAT 2021 was organized for the first time after the pandemic gap year on September 21–23 2021. A total of 917 exhibitors from 16 countries and 7 460 visitors participated the event at Tampere Exhibition and Sports Centre. The event placed particular emphasis on health security. The main partner this year was Business Tampere. The next Subcontracting and AlihankintaHEAT will be organized on September 27–29 2022. The theme of the event will be Industry Appeal, Needs and Experts.

Subcontracting and AlihankintaHEAT 2021 succeeded well in the current situation, although the number of visitors was less than half compared to a normal year. Traditionally, the event has attracted over 16,000 trade fair visitors to Tampere.

– I wish to warmly thank our exhibitors and partners, who have shown utmost commitment to Subcontracting. We really felt like we were bringing the 33-year-old event forward together over these difficult times. The spirit was very positive, and the whole event had an atmosphere of shared joy of finally making it happen. This goes to show that the well-known "Alihankinta Spirit" was still going strong, despite the pandemic. The companies were very understanding of the fact that the number of visitors was affected by restrictions, remote work guidelines, and bans on travel and movement. To compensate for this, we received a lot of feedback stating that the quality of visitors was great and thanking us for being courageous enough to open the event. We also received positive feedback for the health security arrangements. We are glad we had the chance to provide industrial operators with these important and much-awaited encounters, says the events Project Manager, Marketing and Communications Director **Tanja Järvensivu** of Tampere Trade Fairs Group.

### First-time awarding the Industrial Act of the Year

History was made on the second day of Subcontracting, as the Industrial Act of the Year prize was awarded for the first time by the main partner of the trade fair, Business Tampere. Out of the three strong candidates, the winner was AGCO Power Oy from Nokia. The prize was received by Managing Director **Juha Tervala** of AGCO Power and presented by **Anna-Kaisa Ikonen**, Mayor of Tampere. This recognition highlights the significance and value of industry, emphasizes the impact of individual acts, and encourages activity. In the future, the Industrial Act of the Year prize will be awarded every year.

Main Supplier of the Year 2021, awarded by Finnish Association of Purchasing and Logistics (LOGY), was Finn-Power Oy and Subcontractor of the Year 2021 was Coreplast Laitila Oy. The awards were received by VP Purchase & Logistics **Tero-Jussi Teppo** of Finn-Power Oy, and Managing Director **Mikko Toivonen** and Sales Director **Kauko Kämäräinen** of Coreplast Laitila Oy. These recognitions, which have been awarded since 1987, aim to promote the competitiveness and networking of Finnish manufacturing industry.

*Additional information:* [Main Supplier of the Year 2021 Finn-Power Oy](#) / [Subcontractor of the Year 2021 Coreplast Laitila Oy](#).

### Next year's theme will be "Industry Appeal, Needs and Experts"

This year's theme of the Subcontracting and AlihankintaHEAT was Business from Data, highlighting the aspects of intelligent industry, security and productivity. Theme partners for the event include Manager **Jani Savinainen** of Sandvik Mining and Construction Oy, Operative Data Lead **Anni Rasinen** of Fiskars Group and the Corporate and Cyber Security Expert **Mika Susi**. The next Subcontracting and AlihankintaHEAT will be organized at Tampere Exhibition and Sports Centre on September 27–29 2022. The theme of the event will be "Industry Appeal, Needs and Experts".

*Subcontracting presents the metal, electronics, plastics and rubber industries, industrial ICT solutions, as well as design and consulting within these fields. During normal years, the event has attracted over a thousand exhibitors from twenty countries and about 16,000 to 18,000 trade fair visitors. The fair is organized by Tampere Trade Fairs Group in collaboration with Technology Industries of Finland, Rubber Manufacturers' Association of Finland RMAF, Finnish Association of Purchasing and Logistics LOGY, and Finnish Plastics Industries Federation FIPIF. The fair has taken place in Tampere since 1988.*

**Photos, press releases, and other material for the media:**  
[tampereenmessut.fi/medialle/materiaalipankki/alihankinta/2021/](http://tampereenmessut.fi/medialle/materiaalipankki/alihankinta/2021/)

**ADDITIONAL INFORMATION:** [alihankinta.fi/en](http://alihankinta.fi/en) #Subcontracting #Alihankinta #AlihankintaHEAT  
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