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Snow Magic Transnational Workshop in Rovaniemi, Finland, 6-7 February 2007

The workshop focused on the main theme **Snow and Technology** and demonstrated a successful business involvement and a joint commitment to develop the Snow Magic concept further.



The first day of the workshop took place at **Vaattunki**, close to Rovaniemi. Besides discussions, presentations of companies and areas as well as lectures about snow and ice creations, also safety issues and animations in activities related to snow were given by company representatives, consultants and experts from Iceland, Sweden and Finland.

*- The co-operation with Snow Magic is fruitful, we have now improved our competence and have started to deliver snow igloos and ice glasses for company customers in the region and we will develop our own snow and ice concept step by step, says **Per-Åke Gustavsson, manager at Sorsele River Hotel.***

The Snow Village in Rovaniemi has been established thanks to the support of Snow Magic.

*-I have gained, apart from financial support, new contacts and knowledge, which has been very useful, declares **Petri Palkinen, manager of the Snow Village in Rovaniemi.***

The following day, participants gathered at the **City Hall in Rovaniemi** and shared information, knowledge and know-how about Rovaniemi tourism industry, snow and ice techniques, experience industry and examples of fruitful business and project co-operation.

*-Thanks to an "Experience co-creation course", organised by Snow Magic on Iceland in October 2006 I have now started to develop a new tourist product for visitors at my hostel, based on the volcanic activities in the area, says **Benedikt Björgvinsson, manager at Kopasker Youth Hostel in Iceland.***



The second part of the afternoon was dedicated to study visits: Ice Gallery in Santapark, Christmas exhibition and Snow Village at the Arctic Circle. To conclude the workshop in a magical atmosphere, the City of Rovaniemi invited the participants to a dinner served in a Lappish wood hut by genuine Elves.

*- A good mix of lectures, presentations, study visits and relax. The event truly raised the value of Snow Magic concept and strengthened our objectives for the next step, **Snow Magic Plus**, declares **Leopold Sjöström, Snow Magic international co-ordinator.** The energy and ideas that both already involved and new business people and others brought into the network was also encouraging. I think we have many new ambassadors for Snow Magic after this event, he adds.*

Several companies witnessed that their businesses have developed thanks to Snow Magic. The workshop was characterized by a clear wish from the companies involved and other interested companies to go further with the Snow Magic concept.



At the **Steering Committee meeting** that was organized 8 February, the **Snow Magic Team**, benefiting from the advice of **Pétur Snaebjörnsson, NPP Iceland**, decided how to manage the planning process for the next step, **Snow Magic Plus**. The idea is to keep the well working core partnership and business network and expand the new concept both thematically and geographically (surrounding areas) into a cluster concept and thereby support village business plan activities etc. The ambition is to have a new concept ready for application close to finalising the running project in order to keep up the local involvement and business commitments without loss of energy and time.

Read more about this workshop and Snow Magic on www.snowmagic.eu