

Competition in nature photography in the Barents region culminates with events in Kuhmo and Hossa

www.discoverbarents.com

The competition in nature photography in the Barents region, initiated in August, culminates with a seminar held at the Kuhmo Arts Center on Thursday, November 9, 2017. The program includes a visit to the Hossa National Park on Friday, November 10, 2017.

The photography competition is in progress until October 31st, 2017, and anyone interested in photography can participate. It is hoped through the competition to gain access to high-quality photographs of places of interest and of the local nature, which the local tourism industry in the future can use for its own marketing purposes. The main purpose of the competition is improving the cooperation between and the efficiency of the joint marketing actions of the various players within the Barents region's cooperation area. Approximately 1200 magnificent images have already been submitted.

A number of professional photographers have been invited to the seminar to share their expertise in photography; Jari Peltomäki, Tea Karvinen and Lassi Rautiainen. In addition to these, Harri Tarvainen from Finland and Aivar Ruukel from Estonia provide ideas on use of images in Tourism Marketing. At the end of the seminar, the winners of the photo competition will be announced. Guests from Russia, Norway, Sweden and Finland as expected to attend this international seminar. The event is held in its entirety in English. Additional information and the registration form are available on www.discoverbarents.com/seminar. Registration for the seminar is open until October 27, 2017.

At the seminar, the best images will be awarded as follows:

1. prize 3.000 euros
2. prize 2.000 euros
3. prize, at the value of 1.000 euros, will be awarded the image which receives the most likes on the competition website

The Discover Barents –nature photography competition is arranged in cooperation with the Kainuu Regional Council, the Ministry of Employment and the Economy, and the Ministry of Foreign Affairs. The Barents region consists of 14 regions, counties or similar northern areas in Norway, Sweden, Finland and Russia. In Finland, the member regions are Northern Ostrobothnia, Lapland, Kainuu and the regions of Northern Karelia. The area's 2-year presidency periods are alternated between the four member states. The Kainuu Regional Council is in charge of the Presidency of the Barents Regional Council and Committee during the period 2016-2017.

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