

Meetings & Incentives



Legacy to Nokia Green team building incentive

Nokia empire

Interested in the Finnish cell phone miracle - pay a visit to Nokia! Nokia is a small town next to Tampere, which gave the name to the telecommunication giant. The first steps of the Nokia empire were taken in the 19th century in the Tampere region as a paper mill.

Before cell phones, the company produced among many other things televisions, satellites, tires and rubber boots.

To pay a tribute for Nokia and Finnish national heritage, you are introduced to national sport –Nokia rubber boot throwing.

Nokia's history starts in 1865 when a ground wood pulp mill was established on the banks of the rapids in the town of Tampere to manufacture paper. Three years later a second mill was established in Nokia, town 15 kilometers away from Tampere. Here the company took its name. Through the years the industrial conglomerate has produced among many items telegraphs, electric cables, rubber products, satellites, computers – until it concentrated on telecommunications.

The Nokia rubber boots are hit – found in Finnish families since early 1920's. Besides footwear the Nokia boots are also used as sports equipment in Finland.

Rubber boot throwing has been a popular sport in Finland since 1976 when the first Finnish Championships of boot throwing has been organized. The thrown item is usually Nokia's "Kontio" boots.

Your incentive tour will pay tribute to Nokia's heritage by taking a competition on tossing Nokia products. After a short introduction the competition starts with rubber boot throwing, which requires both technique and strength. The more delicate version; the Nokia mobile target tossing follows. This competitive team building activity is very environmental on its nature, as the thrown objects are recycled products.

General Conditions

Group size: from 10 persons
 Operating dates: all year round
 Assistance: available in several languages
 Location: Tampere, Finland

Bookings & Information

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