



Decision of appointment

VNK008:00/2016

VN/5758/2019

03/09/2019

Appointment of the Management Group of Finland Promotion Board

Appointment

The Prime Minister's Office has today appointed a management group of Finland Promotion Board (FPB).

Term

1 September 2019 – 31 December 2023

Tasks

Finland's international position will be strengthened through effective and coordinated country image work. When Finland is known better around the world, it helps the work of all those who uphold Finland's international connections. Successful country image work supports Finland's political, commercial and economic influence. It also plays a key role in attracting international talents, investments and tourists. Based on the Government Programme, Finland offers solutions to global challenges in accordance with its values. It is also working to strengthen the Nordic brand. Country image work is an essential part of the Team Finland network's duties.

Finland's country image work is guided by the management group of Finland Promotion Board (FPB). FPB is tasked with taking a stand on issues related to the country image, defining the main guidelines for country image work as annual key themes and accepting them in a thematic calendar. FPB's management group guides the planning of common tools for country image communications, and collects and utilises research data related to Finland's country image.

The Unit for Public Diplomacy of the Ministry for Foreign Affairs serves as FPB's secretariat. The strategic work of the management group is supported by the FPB task force, which is open to all FPB's organisations. The task force promotes the implementation of the management group's policies and participates in preparing the content of country image work.

Composition

Chair

Director of Communications

Paula Parviainen
Ministry for Foreign Affairs

First Vice Chair

Director of Communications

Mikko Koivumaa
Ministry for Economic Affairs and
Employment

Second Vice Chair

Director of Communications

Päivi Anttikoski
Prime Minister's Office

Secretary-General

Head of Unit

Laura Kamras
Ministry for Foreign Affairs

Members

Director of International Affairs

Jaana Palojärvi
Ministry of Education and Culture

Executive Director of Communications

Tomi Korhonen
Business Finland

Director

Paavo Virkkunen
Visit Finland

Director-General

Olli-Pekka Heinonen
Finnish National Agency for Education

Director

Tove Ekman
Finnish Cultural and Academic Institutes

Expert members

Communications Director

Liisa Kivelä
City of Helsinki

Managing Director

Sanna Tarssanen
House of Lapland

Executive Vice President, Communications

Atte Palomäki
Wärtsilä

Chief Marketing Officer

Johanna Jäkälä
Finnair

Director of Communications

Mari-Kaisa Brander
Ministry of Education and Culture

Executive Director

Kaisa Rönkkö
Music Finland

Vice President of Marketing

Mikko Keränen
Iceye

The members of the management group will carry out the work as part of their official duties and no attendance fees will be paid for FPB's meetings.



Antti Rinne
Prime Minister



Seppo Määttä
Director General

Distribution Persons named in the decision
Ministries
Prime Minister's Office/Government Administration Department

For information Prime Minister's Office/Registry