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 Määtä  
Director General

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

For information    Prime Minister’s Office/Registry