

Finland Promotion Board's Mission Statement for the 2019–2023 Term

The Finland Promotion Board aims for Finland to conduct the world's best country image work. Boldness, know-how and cooperation are the strengths of its operations. Through successful country image work, Finland becomes better known around the world, and known for the right issues.

The Finland Promotion Board's member organisations consistently convey the story of Finland through their own networks. Successful country image work supports all those who maintain international connections. It also advances Finland's success in political, economic and cultural contexts. The work is guided by Finland's Country Branding Strategy, adopted in 2017.

The members of the Finland Promotion Board are committed to intensifying collaboration and enhancing synergies. A Task Force works to strengthen cooperation and assists the Management Group in the execution of joint projects. The main resource for communications about Finland, the Finland Toolbox, features up-to-date materials that an ever-increasing number of people are discovering and using. The country image media outlet, ThisisFINLAND, highlights themes identified as important by the Finland Promotion Board together with various stakeholders.

Finland markets itself as a solutions-based society that develops solutions for the challenges that countries face all over the world. Companies recognise that a strong country image benefits Finnish firms, and they are increasingly making an active contribution to country image work.

The Finland Promotion Board determines the strategic alignments for country image work and boosts the visibility of the work. The Board activates domestic organisations, communities, cities, companies and institutions, as well as Finnish people and friends of Finland around the world, in narrating the story of Finland – for the common good.

The Finland Promotion Board leads Finland's country image work, which makes use of wide, network-based cooperation. In September 2019, then-Prime Minister Antti Rinne appointed the Finland Promotion Board for the 2019–2023 term.

Finland Promotion Board Management Group:

- **Paula Parviainen**, Acting Director General of Communications, Ministry for Foreign Affairs
- **Mikko Koivumaa**, Director of Communications, Ministry of Economic Affairs and Employment
- **Päivi Anttikoski**, Director of Government Communications, Prime Minister's Office
- **Laura Kamras**, Director of the Unit for Public Diplomacy, Ministry for Foreign Affairs
- **Jaana Palojärvi**, Director of International Relations, Ministry of Education and Culture
- **Tomi Korhonen**, Executive Director of Communications, Business Finland
- **Paavo Virkkunen**, Director, Visit Finland
- **Olli-Pekka Heinonen**, Director-General, Finnish National Agency for Education

- **Tove Ekman**, Director, Finnish Cultural and Academic Institutes
- **Liisa Kivelä**, Communications Director, City of Helsinki
- **Sanna Tarssanen**, Managing Director, House of Lapland
- **Atte Palomäki**, Executive Vice President, Wärtsilä
- **Johanna Jäkälä**, Chief Marketing Officer, Finnair
- **Veera Heinonen**, Director of Communications and Public Affairs, Sitra
- **Mari-Kaisa Brander**, Director of Communications, Ministry of Education and Culture
- **Kaisa Rönkkö**, Executive Director, Music Finland
- **Mikko Keränen**, Vice President of Marketing, Iceye