

# Finland as a Model of Success for Maine's Forest Economy

August 20, 2020

## Dana Eidsness—Moderator

Director

Maine North Atlantic Development Office at MITC

Through her work leading MENADO, Dana leverages Maine's transportation, economic development, and knowledge resources to build networks that grow the Maine economy through trade in goods, services, and innovation exchanges. Her program interfaces with other Arctic and North Atlantic-focused organizations to ensure that Maine is included in important discussions regarding North Atlantic resources, sustainable development, and climate resilience. Ms. Eidsness was instrumental in developing collaboration with Finland that led to the signing of a 2019 MOU between Finland and the State of Maine. Dana served on the U.S. delegation to the Arctic Council's Protection of the Arctic Marine Environment (PAME) Working Group during the U.S. Chairmanship and was Chair of the Host Committee that welcomed the Arctic Council in Maine in 2016. Dana leads the Arctic Economic Council's Blue Economy initiative and Working Group and collaborates with the Embassy of Finland in the U.S. coordinating a Trans Atlantic Forest Bioeconomy Network.



## Jaana Husu-Kallio

Permanent Secretary

Ministry of Forestry & Agriculture, Finland

Since February 2012, Jaana Husu-Kallio has been the Permanent Secretary of the Ministry of Agriculture and Forestry of Finland.

Previously her roles included Director-General of the Finnish Food Safety Authority (from 2006) and Deputy-Director General of DG Health and Consumer Protection of the European Commission (from 2002). Before she joined the European Commission, she worked in the Ministry as a Chief Veterinary Officer.



Dr. Husu-Kallio graduated as a veterinarian from the University of Helsinki (1984) and attained a PhD in veterinary microbiology in 1990 and a specialization degree in infectious animal diseases in 1992. She has been a member of the Royal Swedish Academy of Agriculture and Forestry since 2004 and received a Doctor Honoris Causa by the Faculty of Agriculture and Forestry of the University of Helsinki in 2008. She acted as a member of the Management Board of the University of Helsinki 2010 – 2013 and as the Chairman 2014 – 2017.

From October 2016 until June 2020, she was a chair of the management board of European Food Safety Authority, EFSA, and a member since 2012.



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## John Kettle

Director for Customer Solutions and International Relations  
Natural Resources Institute Finland (Luke)

Dr. John Kettle has been working in research for the pulp and paper related industries since 1983 when he started his R&D career in his native UK with English China Clays. In 1997, he moved to Sundsvall in Sweden to work for SCA Graphic Research and worked in their R&D management until 2006 when he moved to Finland to work at KCL (a jointly run R&D centre for the leading pulp, paper and packaging companies in Finland). At KCL he had various positions including Research Area Director for an area called "Sustainable Production Technologies" before in 2010, KCL was merged into VTT Technical Research Centre of Finland Ltd (VTT). At VTT he worked in research and international business development ending up as one of the Vice Presidents of Sales and Business Development. In 2018, John joined Natural Resources Institute Finland (Luke) to develop the international customer engagement and in 2019 became the Director of Customer Solutions and International Relations in the same institute.



## Ilmari Absetz

Director (Programs) Bio and Circular Economy  
Business Finland

Mr. Absetz is an experienced innovation professional, a big fan of ecosystems and believes in the dynamics of differences. Responsible for strategy, preparation and execution of Business Finland's Bio and Circular Economy programs he is Project Lead in EU Horizon Europe Increased Impact Networks and Funding to Finland, coaching all Business Finland Program Managers and Ecosystem Account Managers to make EU-plans to Programs, developing and mapping key ecosystems and coaching program teams in Bio & Circular & Cleantech. Mr. Absetz coordinates national and international stakeholder and joint program planning. He spent 20 years in Tekes – the Finnish Funding Agency for Innovation in R&D&I and leadership positions.



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## Juha Kiviranta

Acting Head of Innovation and R&D, Packaging Materials Division  
Stora Enso

Juha Kiviranta has extensive experience in global commercial and business leadership roles in paper and board serving the packaging business, and in bringing innovation to the most demanding markets in the industry. Part of the bioeconomy, Stora Enso is a leading global provider of renewable solutions in packaging, biomaterials, wooden construction materials and paper. The company employs over 25,000 people in more than 30 countries.



## Jukka Seppälä

Professor and Vice Dean, School of Chemical Engineering  
Aalto University

Jukka Seppälä, Dr.Sc. (Chem. Eng.), is professor of Polymer technology and Vice Dean in the School of Chemical Engineering at Aalto University. He gained his experience in the industry at Neste Corporation during 1979 – 1986. He acted as the Director of the Bio- and Nanopolymers Research Group in Finnish Academy Center of Excellence for the years 2001 - 2007. He is one of the inventors in around 50 patents and patent applications families. He became a member of the Finnish Academy of Sciences and Letters in the year 2005 and Member of Finnish Academy of Technology 2010. He has been nominated as Academy Professor for the years 2011 – 2015. He is the leader of the National Bio-Economy Infrastructure. In 2017 he was nominated as a Chief Engineering Counsellor in the Supreme Administrative Court of Finland.



## Jari Voutilainen

Senior Vice President  
Metsä Group

D.Sc. (Econ.), M.Sc. (Tech.) Jari Voutilainen was appointed Metsä Group's SVP, Corporate Affairs in 2018. Earlier Mr. Voutilainen held the position of SVP, Logistics in Metsä Group since 2013. Metsä Group is a forerunner in sustainable bioeconomy utilising renewable wood from sustainably managed northern forests. The company focuses on wood supply and forest services, wood products, pulp, fresh fibre paperboards and tissue and cooking papers. Metsä Group's Äänekoski bioproduct mill is the largest investment ever made in the forest industry in Finland and in 2017, created the capacity for wide-scale production of bioproducts for the company. Metsä Group's sales totalled EUR 5.0 billion in 2017, and it employs approximately 9,100 people. The Group operates in nearly 30 countries. Metsäliitto Cooperative is the parent company of Metsä Group and is owned by approximately 104,000 Finnish forest owners.

