

HELSINKI/FINLAND

Shifting Focus

Two examples of how companies communicate their new direction

FEBRUARY 16, 2010 • 4.00 PM • KEMIRA



Kaj Jansson
Vice President R&D and Technology
Kemira

Kaj Jansson is Vice President of R&D and Technology at Kemira, a global water chemistry company headquartered in Helsinki. He is responsible for the water chemistry technology platform with main focus on water treatment, and has written over 30 articles on water treatment as well as making numerous presentations at various conferences. Jansson joined Kemira in 1994 as a senior scientist, before moving on to managerial and directorial roles. Prior to that, he was a water scientist for the Metsä-Serla Group. Jansson has a master's degree in science from Åbo Akademi.

SCHEDULE

4.00–4.15 pm

Presentation of the EACD

The EACD Regional Debate will open with a short Presentation on the European Association of Communication Directors.

4.15–5.00 pm

The Future of Water

Kaj Jansson will present Kemira's view on the opportunities the global water crisis gives Kemira, and how the company is positioning itself to seize these opportunities.

5.00–5.15 pm *Break*

5.15–6.00 pm

Polishing the Image of Wood

Antti Rantia will explain how UPM has communicated a new image for the use of wood – from a material traditionally associated with rural crafts and homemaking to one that is indispensable in cutting-edge urban environment design and public building.

6.00–7.00 pm

Get-Together

When the speeches have been given and all your questions have been answered, there will be the opportunity to relax with refreshments, network with your peers from across your region, and discuss the outcome of the day's events.



Antti Rantia
Head of Communications
UPM-Kymmene Oyj, Timber

Antti Rantia is Head of Communications at UPM-Kymmene Oyj, Timber, where he leads all internal, external and marketing communications at UPM's timber business, as well as being a member of the management group. His previous role in the company was as manager of customer communications. Before joining UPM-Kymmene Oyj, Rantia worked as a marketing manager for sawmill provider Jartek Oy. Additionally, Rantia is member of the editorial board of Finnish wooden architecture construction magazine PuuWoodHolzBois, and is a member of the marketing communications group of Puuinfo, the Finnish Timber Council.

THE HOST

Kemira

Kemira
auditorium (1st floor)
Porkkalankatu 3
Helsinki

ABOUT THE REGIONAL DEBATES

With more than 50 events having already taken place in capital cities across Europe since March 2008, the EACD's Regional Debates place the communications profession in both a pan-European and regional context. The debates bring together EACD members to network and connect whilst further promoting the EACD's vision, and gives communicators the opportunity to learn from one another's ideas and experiences.

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REGISTRATION

Fax +32 (0)2 219 22 92



Yes, I would like to confirm my attendance

No, unfortunately I will not be able to attend the event

Please send me further information on the European Association of Communication Directors (EACD)

Please fill in:

Surname _____

First Name _____

Company/Organisation _____

I will be accompanied by _____

Email _____

Please register until the 13th of February, 2010
by fax or by email to regionaldebates@eacd-online.eu.