

KAUPPA KAMARI



THEME

**Finternational
Leadership**

Mainly in English

Osa artikkeleista on
suomeksi.

**BLENDING
TRADITION WITH
INNOVATION**

Pori Jazz Festival aims to remove barriers to enjoyment, p. 28

Pori Jazz VIP

kutsuu jälleen viihtymään!



Pet Shop Boys
to 18.7.

Jason Derulo
pe 19.7.

Kraftwerk
la 20.7.

Pori Jazz VIP tarjoaa ainutlaatuisen festivaalielämyksen Kirjurinluodon konserttipuiston parhailla paikoilla! Rennossa, yhteisöllisessä ja kiireettömässä tunnelmassa on helppo nauttia huippumusiikista sekä herkullisesta ruoasta, jonka raaka-aineet ja inspiраatio tulevat Selkämeren luonnosta.

VIP-alueemme sijaitsee aitiopaikalla, vastapäättä festivaalin päälavaa. Toivotamme sinut ja seurueesi tervetulleeksi viihtymään Kirjurinluodossa!

Pori Jazz VIP-paketti

- VIP-alueen käyttö koko päivän ajan
- Päivällinen katettussa VIP-ravintolassa
- Kattausajat 15.30-18.00 ja 19.00-21.30
- Omat baarit, viihtyisät lounge-teltat sekä suuri terassialue
- Maksuton pysäköinti ja omat vesivessat

258 € (veroton hinta 232,54 €)
Juomat eivät sisällä hintaan

SK-Lounge

Satakunnan Kansa Loungen asiakkaiden käytössä on oma ravintola viihtyisine terassialueineen, ja tarjolla on istumapaikkoja sekä vesivessat.

Päivälipu alkaen **149 €**



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Osta liput:
porijazz.fi tai ticketmaster.fi/porijazz



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Pillars of Global Leadership

Managing a global company requires trust and harmonization, along with a strong understanding of cultural differences.

Trust and harmonization are essential for building teams and ensuring smooth operations across the world.

For hybrid work models to succeed, again, trust is crucial. This trust must exist between employees, supervisors, and teams, ensuring everyone delivers high-quality work and receives the necessary support, no matter where they are located. Often, managers and team members are in different countries and time zones, making trust the cornerstone of effective collaboration.

Understanding cultural differences is vital as these differences affect everyday interactions and work environments. However, for a global company to excel, it must also harmonize its operations by fostering a strong, unified company culture across all countries. At Cimcorp, we reach out for this balance through continuous coaching, training, and support for both supervisors and employees.

As Cimcorp expands into new markets, local expertise becomes crucial. Quite often, we send experienced Cimcorpers to new locations. Then, we recruit local

experts who align with our values and goals. These local hires are key to establishing and growing our presence, leveraging their networks to drive success.

Building an internationally known employer brand is especially important in new markets to help build trust to the applicants. While Cimcorp is well-known in places like Satakunta, Finland, we still face challenges in the recruitment pipeline, especially for specialized roles.

Language skills often come up in international recruitment discussions, but for us, English is the official company language, which reduces language barriers. The focus is on inclusion; integrating international employees into team dynamics and informal interactions, like coffee breaks.

In summary, trust and harmonization, coupled with cultural understanding and strategic recruitment, are key to successfully managing a growing and modern company. These elements not only improve operational efficiency but also contribute to employee experience.



Maaret Kulo

Vice President,
Corporate Human Resources
Cimcorp Oy

**We recruit
local experts who
align with our
values and goals.**

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EDITOR-IN-CHIEF

Minna Nore

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PRODUCER

Heli Vainio, Kumppania Oy
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EDITORIAL TEAM

Juha Harttunen
Juha Heljakka
Kari Karpale
Minna Nore
Leena Roskala

EDITING

Pia Hirvonen
Salla Kytoharju
Leena Roskala
The personnel of
the Chamber of Commerce

LAYOUT

Eveliina Sillanpää

IMAGES

Veera Korhonen
Jussi Partanen

Press images of member companies
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Veera Korhonen

Kaappakamari Goes International

**Why is this issue written partly in English,
partly in Finnish?**

There are international skilled talents enabling growth in many teams in the Satakunta region. Similarly, several companies operate in international environments.

We want to highlight the significant impact of international work life. In future, it will be even more common to have international teams, work with people from different cultures, and recruit globally.

**Miksi teimme tämän numeron suurelta
osin englanniksi?**

Haluamme olla omalta osaltaamme muistuttamassa, että kansainvälinen työelämä Satakunnassa on totta. Monet yhtiötämme toimivat kansainvälisissä toimintaympäristöissä, ja työtiimeissä on yhä enemmän kansainvälistä osaajia mahdollistamassa kasvua.

Satakunnan ja Rauman kaappakamarien skenaariotyössä toimme keskusteluun termin "International leadership". Sen kautta toivomme, että Satakunnan kansainvälinen työelämä rakentuu vahvan suomalaisen johtamisosaamisen päälle ja että menestykselliset kyyvykkyytemme jalostuvat yhä kirkkaammiksi timanteiksi.



SATAKUNTA CHAMBER OF COMMERCE

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Image: Veera Korhonen



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Image: Leena Roskala

Seren's Hong Kong vessel is loaded in the port of Pori. The timber is sent from Pori to Alexandria in Egypt, says Olmar's Managing Director Timo Lehtinen.

Leading the Way for the World's Port Operators

Olmar's ambition is to be the world's first carbon dioxide-free port operator. Sustainable development, which also includes safety at work, takes precedence over everything else. It is priority number one.

A shipload of concentrate has arrived at the port. It is much needed in our electrifying world. In Boliden Harjavallta's production, a shipload of concentrate is enough for two to three days.

Currently, Olmar is also replacing its own machinery with one that runs on renewable electricity.

"To replace the boom cranes, we have just ordered two all-electric cranes costing a total of EUR 7 million. We are also planning a EUR 1 million charging infrastructure for electric forklifts.

With the machines, the total investment is EUR 10 million," says Timo Lehtinen, Managing Director of Olmar.

Diesel is to be phased out completely in due course.

"There are no solutions yet for larger machines, but the technology is developing quickly and Olmar's owner is ready to acquire it."

Olmar is owned by the Dutch pension fund PGGM. A major reason for Olmar's investments in Pori is wind farm logistics. It is of interest to the owner, whose core value is sustainability.

Logistics Company Olmar

- Established in Pori in 2022

- A warehousing, stevedoring, cargo handling and crane services operator
- Handles up to 400 vessels per year, with an average of two vessels per day
- Services include land and sea logistics
- Offers port and shipping company services in the ports of Pori, Hamina and Kotka

When you have long-term goals, it brings an ambitious perspective to your work.

Lue artikkeli suomeksi

satakunnan-kauppakamarimedia.fi.

» “The owner’s investment horizon is perpetual. That perspective takes precedence over everything, including shorter-term profitability. This perspective guides investment decisions.”

A dozen offshore wind projects are planned off the coast of Pori. Cooperation between the ports of Pori and Raahen is also aimed at strengthening participation in similar projects in Sweden.

“Offshore wind power projects are new and hardly anyone has experience of them yet. The components are three times the size of what we’re used to. The blades will be between 150 and 160 metres long, and the turbines will weigh 700 tonnes. This development also requires new skills from staff in handling and storing components.”

Olmar’s list of sustainability goals is quite long and largely relies on skilled, trained and motivated staff.

“The world has changed significantly in the last five years. We have strengthened our expertise and recruited new talent. We have taken a great leap forward. When you have long-term goals, it brings an ambitious perspective to your work. For our customers, sustainability goals are also very high on their own agenda.”

The forestry and metal industries and project activity are the mainstays of Finland and the Satakunta region, which are very export-driven, given the circumstances.

“We should also attract new industrial investment and improve the road infrastructure. The Pori-Haapavesi railway would be a EUR 400 million investment, which would also provide a boost to the economy by opening up access to mines in Sotkamo.”



Image: Leena Roskala

The 76-metre wind turbine blades are imported from all over the world, including Korea. This one goes to the Oosinselkä wind farm in Luvia.



Labour immigration is vital for the future of Satakunta.

Let's make it possible by employing
our international students.

Satakunta University of Applied Sciences

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Kysy lisää tai pyydä tarjous!

Elina Salmivala
KTM, KLT, HHJ PJ, CEO, HT-tilintarkastaja
+358 40 544 7344, elina.salmivala@elinkaari.fi



Transcontinental Odyssey

Rodrigo Grau arrived in Finland from Chile for the first time in 1998, due to his studies in chemical engineering.

Grau first came for a year-long student exchange along with other students but liked Finland so much that he decided to stay. He returned to Chile to continue his studies in 2001, after completing his Master's degree first in Finland. In 2002, it was time for a comeback, this time to work on his doctoral dissertation in Finland. The dissertation was completed in 2006, at which point Grau moved to Pori to work at the current Metso Research Center.

Today, Grau works as a Vice President at the Metso Research Center. The work at the research center is diverse and forward-looking. With a workforce of around two hundred people, the research center is a unique hub of expertise in testing, process development and simulation serving the mining and metal refining industry. The center carries out flowsheet development and technology validation in laboratory and pilot environments.

Integration into local life has been greatly facilitated by Grau's wife, who is from Pori, and their three children.

"Satakunta, and especially Pori, in my opinion, is an ideal place for families. Distances between home, work, and recreational as well as cultural opportunities are short. Pori is just the right size", Grau says.

Leadership is About Trust, Inclusion, Innovation and Honesty

Grau shares Finnish values when it comes to leadership. Leadership is direct, flat-hierarchical, and honest. It's easy to work here because schedules and promises are always kept.

As a development area in Finnish leadership, Grau particularly sees the giving of feedback. Positive feedback increases motivation and also indicates being on the right track.

Presence and the ability to listen are the most important qualities of a leader. These build trust between people, which Grau sees as a continuously evolving process.

"During my time here, I've learned about leadership, including the importance of allowing room for innovation in an expert organization. Professionals are given certain boundaries, within which they can freely determine the direction of their steps. Freedom fosters creativity, and this is greatly appreciated elsewhere in the world as well", Grau concludes.



Image: Jussi Partanen

Rodrigo Grau

The most important things in leadership:

Presence and mutual trust.

The most significant step in career:

When Grau moved to Pori to join the Research Center. It has been a great journey that continues.

Motto:

Carpe Diem.



Harri Tuomi also serves as the Chairman of the Satakunta Chamber of Commerce. Together with CEO Minna Nore, they aim to take actions that lower barriers related to international workforce.

Towards a Multicultural Work Environment

Diversity needs leadership. The fact is that the Satakunta region needs immigrants. This means that workplaces are becoming increasingly international and more diverse.

Harri Tuomi, Managing Director of the Satakunnan Osuuskauppa retail cooperative, recently began to question why there are relatively few foreigners working in the cooperative. Now he is encouraging others to do the same.

One of the first things he noticed was that recruiters have required Finnish language skills, even for jobs that do not necessarily require such skills.

“The language issue affects the whole society. It is not just a single decision. Rather, it’s a change that involves thinking about how the whole organisation can welcome the newcomer into the work community and how the whole family can be welcomed into the local community,” Tuomi explains.

Different Backgrounds

Workforce diversity refers to the variety of employees. Diversity can be related to, for example, ethnicity, language, religion and beliefs, sexual orientation, disability or age. At the cooperative, diversity has recently also meant hiring people aged 14 to 75 for summer jobs.

Harri Tuomi believes that the cooperative has an important role to play in supporting the

development of Satakunta, so that immigrants can settle in the region. Satakunnan Osuuskauppa plays an important role in the everyday lives of almost all the people of Satakunta.

According to Tuomi, shops, services and restaurants must be able to foster an environment where ethnic diversity is better taken into account. Attention must be paid to religious and cultural needs – also in the workplace.

“This kind of development does not happen by itself. It has to be managed, and that’s the employer’s job. It requires an extensive dialogue about what is possible and what is not in work communities, or what is allowed and what is not. We need to establish common rules. Even with diversity, there need to be certain boundaries, because a company has business goals it needs to reach.”

You must remember to and know how to show appreciation. And know how to accept it.

Appreciation is the Key

The management of Satakunnan Osuuskauppa has been actively engaged in discussions in all branches across the region. There have been 80 meetings in total. The main themes of the discussions have been corporate culture, respect and trust.





Image: Veera Korhonen

The guiding principles of Satakunnan Osuuskauppa are equity, people-centredness, and equality.

» “Appreciation is the key. It means that teams understand that people are different and that everyone has the right to be themselves. At Satakunnan Osuuskauppa, you can also make mistakes and learn as you go. The most important thing you need is the courage to solve problems.”

Tuomi's approach to leadership is based on the idea that we can move things forward by strengthening what is already good.

“Without appreciation, there can be no trust. You also need to have the courage to accept appreciation, especially as the level of demands has increased in all jobs, and there is pressure from all directions. The appreciation is already there,

and it needs to be shown. The meaningfulness of work is present all the time. Appreciation is reflected in pride in your store.”

The guiding principles of Satakunnan Osuuskauppa are equity, people-centredness, and equality.

“The principles are part of our values. When we talk about diversity in the workplace, it's like an iceberg. Only the tip is visible on the surface, but there is a lot going on underneath it that's not visible.”

“We are doing our part to create an environment where there is room for internationality. We need to lead by example. All organisations still have a lot of work to do to promote inclusion.”

What is DEI?

D. Diversity means having a mixture of different people.

E. Equity is the understanding that different minority groups have different starting points.

I. Inclusion refers to belonging and participation. It's about making everyone feel welcome and part of the community.

Lue artikkeli suomeksi

satakunnankauppakamarimedia.fi.

Facts and Figures

2,698
foreign students

During the latest academic year, there were altogether 2,698 foreign students studying in various educational institutions in the region of Satakunta.

Winnova
(vocational education provider)

Approximately 500 international students

Sataedu
(vocational education provider)

This academic year, there are 1,153 international students studying for an upper secondary qualification.

SAMK
(Satakunta University of Applied Sciences)

This academic year, there are 1,025 international degree students.

University Consortium of Pori:

Approximately 20 international students each autumn and spring semester.

13,829
immigrants

During the years 2010–2023, almost 14,000 foreign people have moved to Satakunta. In other words, approximately 990 foreign people have moved to the region annually.

3,349
employed

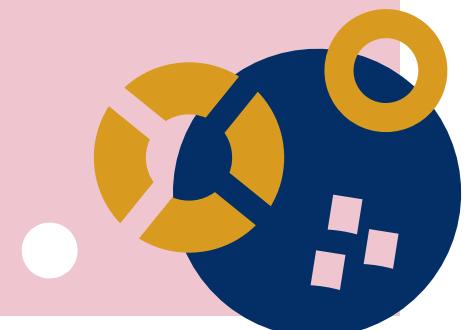
In 2021, 3,349 foreigners residing in the Satakunta region were employed. Twenty percent of the employed work within construction, repair, and manufacturing.

Top 5 nationalities

In 2022, the majority of the foreign population in Satakunta came from Estonia, Poland, Ukraine, Romania, and Russia.

4.6 %
of immigrant background

In 2022, 4.6 percent of the population in Satakunta were of immigrant background. In the whole of Finland, the percentage of people of immigrant background is 9.1 percent.





Puun puolustajana Brysselissä

Metsäteollisuus ry:n Brysselin toimiston johtaja Kaisu Karvala on kävellyt vuosien saatossa kilometrikaupalla EU-komission ja parlamentin käytäviä. Nyt urakkana on saada sikäläiset päättäjät ymmärtämään metsäteollisuuden koko tuotantoketjun merkitys Suomelle ja samalla koko Euroopalle.

Teksti: Timo Sormunen Kuvaat: Metsäteollisuus ry/kuvapankki

Seuraavat europarlamenttivaalit

järjestetään kesäkuussa ja niiden tuloksia seuraa tiiviisti myös Metsäteollisuus ry:n Brysselin toimistoa luottavaa Kaisu Karvala.

Vaalien jälkeen nimetty komissio on päässyt yleensä aloittamaan työnsä jo alkusyksystä. Pitkän kokemukseen EU-lobbauksesta ja poliittikanteon kiemuroista omaava Karvala kuitenkin arvioi, että startti saattaa venyä selvästi pidemmälle.

"Itselläni on tuntuma, että tulevissa vaaleissa tuuli käännyt. Sen myötä myös komission nimittämiseen menee todennäköisesti aiempaa enemmän aikaa", hän toteaa.

Suomen kannalta uudet tuulet olisivat kuulemma tervetulleita, sillä nyt työtään lopettelevilla komissiolla ja parlamentilla on Karvalan mukaan ollut vääristynyt ja puutteellinen kuva täkäläisestä metsätaloudesta ja -teollisuudesta. Siinä missä metsäteollisuus on joutunut tikunnokkaan ja ajoittain varsin armottoman kritiikin kohteeksi, on Keski-Euroopalle tärkeä

muovi- ja terästeollisuus päässyt julkisessa keskustelussa huomattavasti vähemmällä.

"On nähty vain avohakkuut, metsätuhot ja luontokato, mutta ei sitä, millainen rooli hyvin hoidetuilla metallilla ja uusilla puupohjaisilla innovaatioilla on biotaloudessa ja vihreässä siirtymässä. Asioita on katsottu enemmän ideologioiden kuin faktojen kautta. Tämän uskon uuden komission kaudella muuttuvan", Karvala toteaa.

Ajoissa liikkeellä utta kautta varten

Yhtenä syynä vaisuun viisivuotiskauteen on kokeneen lobbarin mukaan myös se, ettei Suomelle tärkeiden asioiden tiimoilta oltu edellisen hallituksen aikaan ajoissa liikkeellä. Sanna Marinin (sd) hallituksen silloisissa puolustuspuheissa passiivisutta EU-vaiuttamisessa perusteltiin mm. pandemiakriisillä, mutta Karvalalle selitys ei kelpaa.

"Samojen kriisien kourissa olevat tuolloin muutkin maat. Lisäksi

»



Tavoitteena on saada komissio ymmärtämään puupohjaista biotaloutta ja metsäteollisuuden ympärille rakentunutta arvoketjua.

» Suomen ministereillä oli ajoittain myös toisistaan poikkeavia kantoja, mikä täällä Brysselin päässä herätti kummastusta”, hän huomauttaa.

Nykyisen hallituksen ote on Karvalan mukaan selvästi edeltäjäänsä ennakoivampia, napakampia ja määriteltoisempi. Myös neuvotteluihin tuodaan jo alkuvaiheessa aiempaa enemmän asiantuntemusta sekä kansliapäällikkötason arvo- ja päätösaltaa.

”Mekin aloitimme lobbaustyön tulevaa komissiokautta ajatellen jo reilu vuosi sitten. Tavoitteena on saada komissio ymmärtämään puupohjaista biotaloutta ja metsäteollisuuden ympärille rakennutta arvoketjua. Ne ovat yhdessä kiertotalouden kanssa avaintekijöitä vihreässä siirtymässä ja omavaraisuden vahvistamisessa”, Karvala listaan.

Tärkeitä tavoitteita ovat myös fossiilisten päästöjen vähentäminen, aktiivinen geopolitiikka sekä tasapuolisesti kilpailuedellytykset, onhan metsäteollisuus globaali toimiala.

”On varsin merkillistä, että Euroopan markkinoilla liikkuu edelleen esimerkiksi venäläistä vaneria. Se kertoo, että yhteisistä pelisäännöistä lipsutaan”, Karvala huomauttaa.

Joidenkin silmissä Suomi on alkanut näyttää viime kuukausina suoranaiselta EU-änyrältä, kun se on pannut tiukasti hanttiin muun muassa ennallistamisasetuksessa sekä pakkausdirektiivissä.

Ammattilobbarin mukaan suu on avattu oikeassa paikassa ja oikeaan aikaan.

”Lakien valmistelutaso on kiireen ja henkilöstöpulan takia laskenut. Siksi puutteisiin ja epäkohtiin pitää tarttua entistä aikaisemmin.”

Kaisu Karvala

Kuka

Metsäteollisuus ry:n Brysselin toimiston johtaja. Työskennellyt mm. EU-parlamentissa avustajana, Telia Soneran yhteiskuntasuhdejohtajana, Rovio Entertainmentin viestintäjohtajana ja johtoryhmän jäsenenä. Toiminut teknologia- ja EU-konsulttina koti- ja ulkomaissä viestintätoimistoissa sekä asiantuntijaorganisaatioissa.

Koulutus

Valtiotieteiden maisteri

Perhe

Puoliso, kaksi lasta

Harrastukset

Laskettelu, tennis, lukeminen, musiikki, ruoka ja viinit

Bryssel pysyy ihon alla

Kaisu Karvala on kiertänyt työurallaan monissa eri tehtävissä, mutta päätynyt useimmiten muuttaman mutkan kautta Brysseliin. Ensituntuman hän sai jo 1990-luvun loppupuoliskolla toimiessaan europarlamentaarikko Reino Paasilinnan (sd.) avustajana. Tuolloin kutoutuivat myös ensimmäiset kontaktiverkostot, joista on ammattilobbarille edelleen hyötyä.

"Työtehtäväni on noista vuosista lähtien kuulunut aina jonkin verran EU-asioita. Brysselissä koukuttaa se, että joka päivä on mahdollisuus oppia jotain uutta. Toki mukana lienee myös hieman itsetuhoisuutta", hän vitsailee.

Karvalan tausta on pitkälti mobiiliteknologiassa, jonka säädelyä hän oli itsekin rakentamassa pian vuosituhannen vaihduttua. Työuran tähtihetkiin kuuluvat muun muassa silloiset matkapuheluiden ja tekstiviestien roaming-sopimukset sekä mobiililaitteille laaditut sisältörajoitukset, joita tehtiin lasten ja nuorten suojelemiseksi.

"Suomi oli vuosituhannen vaihteessa teknologinen edelläkävijä, johon luotettiin ja jonka näkemyksiä kuunneltiin. Silloin joutui istumaan isojen poikien pöydissä ja haastamaan itseään, sillä teknologia oli tuohon aikaan todella miehinen ympäristö", Karvala muistlee.

Nuorempaa suomalaista lobbaripolvea hän kehuu kielitaitoiseksi ja ennakkoluulottomaksi. Nyt uskalletaan myös hakea selvästi aiempaa rohkeammin "pelipaikkoja".

Yksi asia kuuluu lobbauksessa silti olevan ennalallaan. Henkilökohdaiset tapaamiset, hyvät verkostot ja live-kokoukset ovat edelleen arvossaan, vaikka etäyhteydet ovatkin käytössä.

"Paikallinen näkyvyys ja läsnäolo on tärkeää. Teams-palaverit ovat käteviä ja tehokkaita, mutta vieruskaverille tehdyt off the record-eddotukset eivät niissä onnistu. Ja ne ovat usein niitä tärkeimpisiä", Karvala muistuttaa.



Suomen lakot puhuttivat myös Brysselissä

Suomen vienti ja tuonti oli kevään korvalla neljä viikkoa pysähdyksissä SAK:n poliittisten lakkojen takia. Lacco pysäytti myös merkittävän osan Suomen mettäteollisuudesta.

Kaisu Karvalan mukaan lakot olivat varsin kuuma puheenaihe myös Brysselissä, olihan viennistä elävän EU-maan ulkomaankauppa viikkokausia lähes täysin halvannaiksissa.

Eniten niissä kuului ihmetyttäneen pitkä kesto, mutta kummastusta herätti myös ajankohta. Monien mielestä pitkääikainen lakkoliu soosi huonosti yhteen sen kanssa, että samaan aikaan Suomen itänaapuri Venäjä kävi -- ja käy edelleen – raakaa hyökkäysoptaa Ukrainassa.

"Moni tuli lakkoviikkojen aikana sanomaan, ettei vastaava onnistuisi heidän kotimaassaan. Esimerkiksi täällä Belgiaassa poliittiset mielenilmäykset saavat kestää vain pari tuntia. Myös maanviljelijät ovat lakkileet, mutta vain yhtenä päivänä", Karvala kertoo.

Tolkkua tukipoliitikkaan

Eurooppa- ja omistajaohjausministeri Anders Adlercreuzin (r.) mukaan Suomi keskittyy seuraavalla EU-parlamenttikaudella Euroopan strategisen kilpailukyvyn ja kokonaisturvallisuuden kehittämiseen sekä vihreän siirtymän vauhdittamiseen.

Teksti: Timo Sormunen Kuvat: Lauri Heikkinen / Valtioneuvoston kanslia

Ensi kesän vaaleissa valittavalla uudella EU-parlamentilla ja syksyllä nimittäväällä EU-komissiolla riittää tulevien viiden vuoden aikana työsarkaa.

Ukraina kaipailee taukoamatonta tukea, mutta Euroopan pitäisi itsekin palata kasvupolulle, jota se visioi itselleen jo viime vuosikymmenen lopulla. Tuolloin tavoitteeksi asetettiin Kiinan ja Yhdysvaltojen haastaminen globaalilta talouden vtureina ja uusien innovaatioiden keskittyminä. Euroopan piti nousta piikkipaikalle myös vihreän siirtymän vauhdittajana ja näyttää esimerkkiä hyvin toimivista ja kilpailukyisistä sisämarkkinoista.

Toisin kävi. Koronapandemian ja Ukrainian sodan myötä EU on kärjistellyt energiakriisiin, inflaation ja korkeiden korkojen kurimukseissa. Ne ovat jarruttaneet keskeisten

EU-maiden talouskasvua ja investointeja. Ensiavuksi on rääätölyti kansallisia tukipaketteja, vaikka ne vääristävät kilpailua ja sotivat osin myös EU:n omia periaatteita vastaan.

Vihreä siirtymä ja päästötön energiantuotanto ovat nekin edenneet Euroopassa ennakoitua verkaiseen, vaikka Ukrainian sota pakottikin irtautumaan pikavauhtia venäläisestä energiasta.

Tuet eivät kohenna kilpailukykyä Edessä olevat haasteet ovat hyvin tiedossa myös eurooppa- ja omistajaohjausministeri Anders Adlercreutzilla. Hänen mukaansa Suomi aikoo olla tulevan komission kaudella aktiivinen etenkin Euroopan strategiseen kilpailukyvyn ja turvallisuuteen liittyvissä kysymyksissä.

Tuore Nato-maa pyrkii ministerin mukaan vauhdittamaan myös vihreää siirtymää ja päästötöntä energiantuotantoa, jossa Suomi kelpaa suorastaan mallimaaksi.

"Agendalla on vahvasti myös Ukrainan tukeminen. Sodan myötä EU-maisissa on havahduttu rajaturvallisuuteen ja siihen, mitä Venäjän uhka konkreettisesti tarkoittaa. Tässä kohtaa monella EU-maalla on vielä petrattavaa Suomeen verrattuna", Adlercreutz toteaa.

Toinen keskeinen huolenaihe on Euroopan pitkän linjan strategisen kilpailukyky. Siinä missä Yhdysvallat on noussut pandemiakriisiin jälkeen entistä kovempaan iskuun, tarpoor Eurooppa sitkeässä suhdanneessa. Talouskasvu on heikkoa, investointiympäristö ei houkuta ja isot globaalit kasvuyritykset löytyvät edelleen Euroopan ulkopuolelta. »





Tukien sijaan lähtökohtana pitää olla olla vapaa kilpailu ja markkinalähtöisyys.

» ”Myös EU:n sisämarkkinat toimivat heikosti, mikä on myrkkyä Suomen kaltaiselle vientivetoiselle maalle. Syilliset löytyvät suurista jäsenmaista ja niiden omalle teollisuudelle jakamista kansallisista tuista”, ministeri toteaa.

EU-euroja Itä-Suomen tueksi

Kansallisia tukia on perusteltu Ranskassa ja Saksassa mm. sillä, että vastaanavaa oman teollisuuden suojaus- ja tukipoliitikkaa harjoittavat myös Yhdysvallat ja Kiina. Adlercreutzille selitys ei kuitenkaan kelpaa.

”Minusta tämä kertoo vain siitä, että olemme ulkoistaneet tukikriteerit ja niiden tason EU:n ulkopuolelle. Pandemiakriisissä tuet olivat osin perusteltuja, mutta nyt olisi aika palata takaisin normaaltilanteeseen ja yhteisiin tiukkoihin pelisääntöihin”, hän toteaa.

Perinteisten teollisuustukien sijaan kehityskatse pitää suunnata pidempään strategiaan ja varsinkin siihen, miten Euroopasta saataisiin nykyistä parempia kasvualustia innovaatioille ja kasvuyrityksille sekä kiinnostavampi kohde myös sijoittajille.

”EU:n perinteisille koheesiointeille olisi nyt käyttöä etenkin Itä-Suomessa, jonka elinvoimalle itärajan sulkeutuminen ja Venäjän-kaupan tyrehtyminen ovat olleet todella kova isku.”

Rahastoideassa on omat riskinsä

Sdp:n puheenjohtaja Antti Lindtman esitti aiemmin keväällä EU:lle erillistä veropohjaista rahastoa, jolla torjuttaisiin pieniä jäsenmaita syrjivää valtiontukikilpailua. Samaa ideaa on pitänyt esillä myös

Elinkeinoelämän Keskusliitto EK.

Eurooppaministeri ei sille kuitenkaan lämpene. Tukien sijaan lähtökohtana pitää olla olla vapaa kilpailu ja markkinalähtöisyys. Ministerin mukaan ne ovat elementtejä, joita Suomi on korostanut koko EU-jäsenyytensä ajan ja jotka olivat tärkeitä myös jäsenyydestä luopuneelle Britannialle.

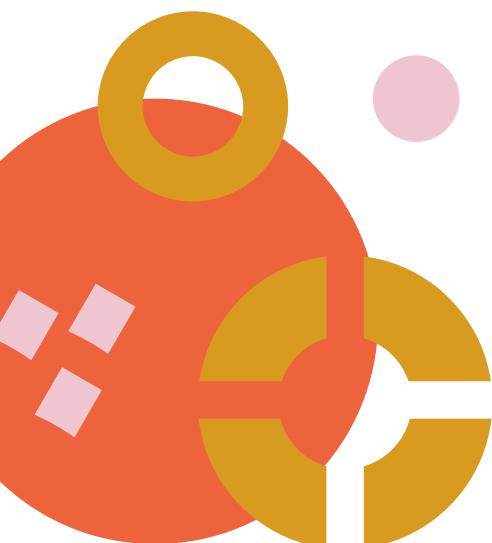
”Riskinä on, että tällaisesta rahastosta syntyy eurooppalainen rahoitusinstrumentti, jossa olisi mukana myös perinteisen koheesiopolitiikan elementtejä. Etenkin itäisessä Euroopassa on varmasti toiveita, että sinne saataisiin rahan turvin uusia investointeja”, Adlercreutz muistuttaa.

Mallioppilas vai vastarannan kiiski?

Suomea pidettiin pitkään EU-mallioppilaana, joka etenkin jäsenyyden alkutaipaleella jaksoi korostaa EU:n yhtenäisyyttä ja toimintakykyä ja peesasi usein suuria jäsenmaita. Viime vuosina Suomesta on tulut kriittisempi jäsenmaa, joka on ajoittain löytänyt itsensä hyvinkin pienestä ”änkyräjoukosta.”

Adlercreutzin mukaan kyse ei ole EU-politiikan linjanmuutoksesta tai omien etujen maksimoinnista, vaan faktista ja perustelluista näkemyksistä. Niiden pohjalta rakennetaan myös yhteistyökuviota samanmielisten maiden kanssa.

”Esimerkiksi metsäasioissa Suomi ja Ruotsi poikkeavat aika tavalla muista EU-maista sekä metsien käytön että omistuksen osalta. Se näkyi esimerkiksi ennallistamisasetuksen käsitteleysä. Samaan pulmaan on törmäetty myös kierrätyks- ja pakkaus- sekä »



**Adlercreutz
painottaakin
sitkeiden
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myös muissa
jäsenmaissa.**

» yritysvastuudirektiivissä”, ministeri muistuttaa.

Adlercreutz painottaakin sitkeiden neuvottelujen merkitystä, joiden myötä eriäville kannoille alkaa usein löytyä ymmärrystä myös muissa jäsenmaissa. Lopulta tukea voi tulla hyvinkin yllättäviltä suunnilta.

”Julkisessa keskustelussa tuijotetaan usein liikaa neuvottelujen lähtökohtaa ja nostetaan esiin asioita, joissa on jouduttu antamaan periksi. Samalla hyväkin lopputulos voi jäädä vähälle huomiolle.”

Toki myös kuluneet vuosikymmenet ovat kerryttäneet käytännön kokemusta, lobbaustaitoja sekä rohkeutta nostaa esiin omia kansallisia kantoja. Tuore Nato-jäsenyys on sekin lisännyt Suomen näkyvyyttä ja kiinnostavuutta EU-käytävillä.

”On silti hyvä oivaltaa, ettei pullasta voi aina poimia pelkkiä rusinoita – varsinkin jos näkemyksilleen haluaa saada tukea myös seuraavilla kerroilla.”

Ukrainan tukeen uutta tehoa

Ukrainan sota jatkuu jo kolmatta vuotta eikä sillä ole näköpiirissä nopeaa loppua. Suomi on ollut omaan bkt-hen suhteutettuna yksi Ukrainan vahvimmista tukijoista yhdessä Baltian ja muiden pohjoismaiden kanssa.

Muualla Euroopassa asialle on herätty Anders Adlercreutzin mielestä tuskastuttavan hitaasti ja jahkailua on edelleen liikaa.

”Jos esimerkiksi Ranskan panokset olisivat olleet bkt-vertailussa Suomen tasolla, olisi Ukrainian sotatielanne todennäköisesti aika tavalla erilainen”, eurooppaministeri toteaa.

Hänen harras toiveensa onkin, että Suomen esittämä ja useiden jäsen maiden allekirjoittama aloite Euroopan investointipankin rahoituksen avaamisesta myös puolustusteollisuudelle saisi EU:n siunauksen.

”Eurooppalaisessa puolustusteollisuudessa on lopultakin havahduttu yhteistyölle, mutta samalla on jouduttu tunnustamaan, etteivät sisämarkkinat ja kilpailu toimi. Protektionismi on yleistä, hankinnat tehdään pitkälti oman maan puolustusteollisuudelta ja niistä maksetaan liikaa.”





Rotary is an International Service Organization that Operates in more than 200 Countries.

It has more than 1.2 million members. Rotary is known for initiatives such as global youth exchange and training of young leaders.

Rotaract is an international service organization for young adults regardless of age. It is the official youth section of Rotary International and offers opportunities to participate in volunteer work, develop leadership skills, and network with like-minded young people. Rotaract clubs are independent, but they work in close cooperation with Rotary clubs.

Rotaract club members can participate in, for example, various professional development programs and international exchange. The organization offers its members the opportunities for personal development, skill acquisition, and making a positive impact on society. Through Rotaract, young people can also create lasting friendships and networks both locally and globally.

The five Rotary clubs in Pori are now working together to establish a Rotaract club in Pori in the fall of 2024. We have agreed on cooperation with Satakunta University of Applied Sciences, SAMK, and in this way we can effectively export information to university's international students as well.

The launch of the project will take place on September 24th from 13:00 to 14:00.

The venue is the SAMK campus in Pori.

The purpose of the project is, of course, to offer young people an easy way to get to know the activities of Rotarians, but also to engage and integrate international young people studying at SAMK in Satakunta and in Satakunta companies. If you or your company would like to be involved in the project, for example, by offering SAMK students excursions, summer jobs, internships, or permanent positions, please contact Mr. Marko Pakarinen or Mr. Pekka Karhumäki.

marko.pakarinen@mp-invest.fi or
pekka.karhumaki@gmail.com



Kilpailukykyä ja kestävää kasvua

Autamme parantamaan yrityksesi kilpailukykyä ja luomaan kestävää kasvua jo tänään!



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P: 020 760 3000 E: pori@kpmg.fi

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Maksuton ja kuluton S-Business-kortti myös urheiluseuroille, yhdistyksille ja taloyhtiöille. Kaikille, joilta lötyy Y-tunnus.



Unohda omalla rahalla maksaminen ja kuittien skannailut. Lue lisää ja hae korttia osoitteessa s-business.fi.



Ota yhteyttä, mikäli haluat tietää enemmän S-Busineksesta tai S-ryhmän palveluista yrityksille ja yhteisöille. Alueesi myyntihenkilö auttaa sinua mielellään.

Tomi Vainionpää
Myyntipäällikkö
010 768 0180
tomi.vainionpaa@sok.fi



Who Leads at Your Workplace?

Have you ever wondered how leadership in your organisation actually emerges, is visible, and has an impact? Have you looked also beyond the formal leadership titles?

Leadership is about Interaction

Leadership emerges through social interaction with others and is earned from others through these acts of leadership. Leadership cannot be demanded but is given by others based on how they judge the actor's competence, personality, performance and so on.

Leadership is earned through a long-term interaction with others, and at its core is trust. Trust, in turn, frees individuals to be creative, i.e. to use their full competence in their work.

Informal Leadership is also Leadership Work

Not all leading and leadership involve a formal leadership position. Have you noticed any individuals in your organisation who seem to be at the heart of issues? Whose perspectives are listened to by others? Who lead collective work without a formal leadership position? These individuals may have earned informal leadership in your organisation. And research shows they are an asset to you.

Informal leaders excel in possessing deep knowledge,

dialogic communication skills and trust earned from others. It is precisely because of their advanced knowledge that they end up voluntarily leading collective work in groups, workplaces, with customers. This work, which often is invisible or taken for granted, contributes to the functioning, innovation, productivity and creativity of workplaces.

What if by freeing the competence in informal leadership is the key to a needed productivity development?

Why is Letting go of Control Important?

To abandon control is to rely on the expertise of others. It takes courage to be open to the views and skills of others. I think being open to others is a strength. It also requires stepping into uncertainty when not everything is in your control.

In utilising competence, formal leaders need to support, among other things, diversity of skills, collaboration and autonomy. This frees individuals and work communities to innovate, take responsibility and use the skills freed from roles for the benefit of the organisation. This diversity in the workplace supports performance.



Image: Antti Partanen

Tiina Leino

PhD Researcher
tulevaisuudentyo.fi

To abandon control is to rely on the expertise of others.



Image: Miia Kulmala

Naturally in Nature

Heikki Vanhatalo was born in Siikainen, Finland, in 1995 – right into his career, one could say. Today, he runs the local family farm together with his brother Juho.

The family dairy farm in Siikainen has a long tradition dating back to 1662. Today, the farm is already owned by the 13th generation of the family. Current owner Heikki has lived in the middle of nature since birth.

"When you live and work close to your roots and local history, you learn to respect everything around you. Especially nature. When work is largely done under the conditions of nature, one is even more sensitive to changes, which means that we all have to act more responsibly all the time so that the farm will see dozens of generations and can continue to evolve over time," says the farmer.

No Reason to Complain about Two Things

Nature's own cycle guides the life and work of the farm. Spring and summer are the busiest times, with working days stretching late into the evening.

"Even on busy days, taking a little break at the edge of a field or in the woods is refreshing. We always rest when we have the chance. Rainy days are perfect for that. Every year I realise more and more how great it is to work together with nature. Even when the weather is not that good. I've learned that I have no reason

to complain about two things: the weather and age. Things I can't control. Nature works the way it does, and we respect that."

A Sustainable and Profitable Lifestyle

Although working on a farm is very much a way of life, nowadays it is also a real business. Sustainability and management skills need to be constantly honed. In addition to the actual farm work, there are plenty of administrative tasks, so steady nerves are a prerequisite for this job as well.

"I used to play floorball for a long time, but now I don't have enough time. Skiing, jogging and walking in nature keep me in shape, but adequate rest and a healthy lifestyle strengthen my physical and mental wellbeing. Of course, it's also important to take a break every now and then."

The Vanhatalo dairy farm has been implementing sustainable solutions for centuries, and the current owners have no intention of breaking the cycle.

"Our father has told us hundreds of stories. To tell the stories to future generations, we have to take care of ourselves, our land and the economy."

Nature Inspires Creativity

Nature has fed the minds of Finns for centuries. The forest is a source of food, recreation and creative inspiration.



Image: Adobe stock



Image: Adobe stock



Image: Adobe stock

Cone Cow World Championships

Perhaps the most interesting event of the summer will take place in Merikarvia: the World Championships in making cone cows. This contest, to be held on 8 June at the Koivuniemen Herra tourism farm, is the second of its kind at the world championship level. The event is organised as part of the “Let’s do some good – and have some fun” campaign. The free event will be accompanied by an auction of cone cows to raise funds for UNICEF.

Finnish Expertise from the Field to the Table

A combine harvester collects grain crops in a field. Sampo-Rosenlew combine harvesters have been manufactured in Pori for over 60 years. Combine harvesters were first made for Finnish fields, but today they are sold to more than fifty countries.

The Importance of the Forest

Finns are surrounded by forest. Two thirds of Finland is covered in forest, making it the most forested country in Europe. For thousands of years, Finns have lived in and from forests, utilising its natural resources, such as wood, berries, mushrooms and game. In Finland, everyone has the right to roam freely in the forest and pick mushrooms and berries.

Forests play a big role in our society. The forest is an important part of Finnish identity and our most important natural resource.

Lue artikkeli suomeksi

satakunnankauppakamarimedia.fi.



Image: Adobe Stock

Our events during SuomiAreena week in June 2024



Image: Tomi Parkkonen

Digidustry 2024 – Lead and develop

June 25th, 2024, from 12:45 to 15:00

Our SuomiAreena week will start on Tuesday, 25th June with ideas about modern digital leadership. There will be discussions on growth and case stories about how digital know-how can be developed through practical experience. The topics will cover leading employee experience, managing projects more effectively, and how digital supervisors can individually respond to HR questions.

Our keynote speaker will be Taneli Tikka, a well-known figure in the Finnish internet services industry. He has actively promoted the success of the technology industry at the national level. Taneli Tikka will initiate a discussion on how to build a post-industrial society in Finland.

Save the date – Satakunta and Rauma Chamber of Commerce's morning event

June 26th, 2024, from 8:15 to 10:00

Our traditional SuomiAreena week morning event, organized together with the Rauma Chamber of Commerce, will be held on Wednesday, 26th June. More information can be found on our website.

Joint Hallituspartnerit Satakunta and FiBAN event about Board work

June 26th, 2024, from 14:00 to 16:00



Hallituspartnerit Satakunta and FiBAN are organizing their traditional summer event to discuss the development of board work and investing. This time, our theme is the role of younger generations in boards.

Our keynote speaker will be Anmari Brink Pacius, the youngest professional board member in Finland, who strongly advocates for diversity. As a strategist, she is an active agent of change.

Visit to P2X green hydrogen production plant

June 27th, 2024, from 10:00 to 13:00

P2X Solutions is a pioneer in Finnish green hydrogen and Power-to-X technology. The production plant is currently being built in Harjavalta and is expected to be completed in 2024.



Now you have the exclusive opportunity to visit the production plant. There will be bus transportation from Pori and the Harjavalta railway station, as it is not possible to reach the site by private car. The visit to the factory will take about one hour.

All the events of SuomiAreena week can be found at [< satakunnankauppakamari.fi >](http://satakunnankauppakamari.fi) tapahtumat – please remember to register for them.

CERTIFIED BOARD MEMBER**Certified Board Member CBM
(HHJ in Finnish)**

The Certified Board Member program is a training program designed for small and medium-sized enterprises to help improve their board work in various stages of SME life cycle. Companies need experienced advisors, and one effective way to engage them is appointing them as board members.

This program was developed by the Tampere Chamber of Commerce and a regional development organization for board work, Hallituspartnerit ry.

Their aim is to ensure that advisors better understand the requirements and responsibilities of board work and that companies can find skilled advisors. Both organizations aim to enhance the board work of SMEs.

The Certified Board Member (HHJ) is for you if you:

- Want to activate and develop board work
- Are already engaged in board work
- Are considering taking on board work
- Want to expand your knowledge about board work

The course focuses on the composition, role, responsibilities, risk management and working methods of the board. The perspective is on SME companies and the lecturers are very practical, using company examples.

The Satakunta Chamber of Commerce organizes the HHJ course in co-operation with the Rauma Chamber of Commerce about twice a year. The next one will be held in Rauma in September 2024.



Experts at Your Service – Get Free Advice

As part of the Satakunta Chamber of Commerce membership, the advisory service offers expert and legal advice from the Helsinki Region Chamber of Commerce. They can answer your questions on taxation, finance, employment, corporate law, and international matters.

NORDIC BUSINESS FORUM**Nordic Business Forum – Courageous Leadership**

The Nordic Business Forum is back on September 25–26, 2024.

You can join us at our studio at Satakunta Chamber of Commerce in Pori. The stream is available to our members, allowing you to follow the program live and share your thoughts with colleagues during breaks.

This year's NBF focuses on the complexity of business strategy talent development, and customer experience. Join us to develop your business, boost your personal growth, and network with other decision-makers. Be prepared to be inspired!

Further information:
[>> satakunnankaappakamari.fi](http://satakunnankaappakamari.fi)
[>> Palvelut](http://satakunnankaappakamari.fi) [>> Neuvontapalvelu](http://satakunnankaappakamari.fi)

Art of Unexpected Experiences

The appointment of the new CEO signifies a homecoming, as Pori Jazz embarks on a journey to blend tradition with innovation in Finland's vibrant music scene.

Sampsia Jolma, a true Pori native at heart, was nominated as the CEO of Pori Jazz last year.

He is excited about the opportunity, especially as he gets to work on matters close to his heart.

"I've always had a connection to Pori, having lived here for the majority of my life. The opportunity to lead Pori Jazz came after my tenure at Radio Pori. The transition felt natural, given my entrepreneurial spirit and passion for music", Jolma says.

As CEO, Jolma relishes the freedom to delve into diverse event management realms. In an association-based model, task diversity is an advantage. Unlike in large corporations, the CEO engages in all organizational facets, from event planning to artist relations.

Blending Tradition with Innovation
Pori Jazz Festival is renowned for its diverse lineup. Geographical constraints and artists' schedules play vital roles in hosting major international artists.

The most convenient option is to integrate the artist's appearance into their existing Nordic tour itinerary, as long as it aligns with the schedule of Pori Jazz.

Regarding the future of Pori Jazz, Jolma expresses optimism tempered with a need for adaptation:

"We boast a strong brand, but development is inevitable. Innovation requires deliberate effort. Our goal is to offer audiences diverse and surprising experiences."

Boundless Customer Experience

Improving customer experience is constantly in focus at Pori Jazz. Every year, efforts are made to enhance customer comfort and access towards a holistic festival experience.

"We aim to remove barriers to enjoyment. For example, this year, we're reimagining our layout to enhance the attendee flow between the stages, fostering a more seamless experience. The gates between the licensed areas will be removed, allowing people freely move between stages", Jolma explains.

Jolma encourages local businesses to actively reach out regarding customer relationships and collaboration opportunities. Pori Jazz offers authentic, international experiences in the heart of summer, featuring also less-known artists for the audience to discover.



Image: Antti Karpala

"We aim to remove barriers to enjoyment."

International Education: Q&A

Question: What is the international education path like in Satakunta?

Bilingual basic education (Finnish/English) is currently organised in Pori, and the Satakunta University of Applied Sciences (SAMK) has invested in English-language degree programmes – there are currently seven of them. In addition, the private Björneborgs svenska samskola (BSS) offers a popular Swedish-language education path from daycare to upper secondary school. In collaboration with the City of Pori, BSS has also promoted the establishment of an English-language IB upper secondary school on the new SKiB campus. The International Baccalaureate Organization (IBO) has already accepted BSS as a candidate school for the IB Diploma Programme. All that is missing now is an extended teaching permit from the Ministry of Education and Culture. The application to the Ministry will be submitted in the coming days. According to plans, the first Diploma Programme students will start their studies in autumn 2026.

The Satakunta region has seen a decrease in population, especially the working-age population, and there is a shortage of experts. The Regional Council of Satakunta recently published a strategy aimed at increasing labour and education-based immigration in particular. It is essential for families moving for work that younger family members have places in the education system. The integration of the family in Satakunta is also important.

The diverse cultural offering of Satakunta supports the integration of those moving to the area. Actors in the cultural sector should be aware of this and offer multilingual low-threshold events. This has also been set as a goal for the cultural activities on the SKiB campus when the cultural centre is completed at the turn of the year 2025/2026.

We must all do our part to promote multilingualism and a vibrant Satakunta!



Martin Hartman
Managing Director of Svenska Kulturfonden i Björneborg
(Swedish Cultural Foundation in Pori)
Principal of Björneborgs svenska samskolan
(Swedish Co-Educational School in Pori)

Lue artikkeli suomeksi: satakunnankaappakamarimedia.fi.



Network with Your Colleagues

Find all member companies of the Satakunta Chamber of Commerce by industry on our website!

In the Chamber of Commerce, you belong to a network where you interact naturally with your colleagues, make interesting contacts, and influence the business environment together with other business leaders. You are part of a group that believes in the future, thinks big, and continuously develops its expertise.

Join a group that believes in the future.

[>>](http://satakunnankaappakamari.fi)
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Verkostoidu

Order the Magazine at your Doorstep

In addition to your company address, the Chamber of Commerce magazine can be delivered to your home address.

If you would like to receive the magazine directly at home, please send a message to Anna (anna.sillanpaa@satakunnankaappakamari.fi).



#SatakuntaChamberofCommerce

During the spring, we have had inspiring gatherings, meetings, and committee sessions across the Satakunta region. The number one topic has been growth, as we have welcomed new members and are working towards the growth of the area.



There are big roles in the Chamber of Commerce, such as board membership and the chairmanship. People working in these roles become especially close and a lot of gratitude will remain. Here we are at a thank-you lunch with Sari Mäkitalo, who was given the legendary Satakunta Chamber of Commerce table flag.

In the spring, another courseful of new board experts were born. These pictures sum up the beginning, the middle and the celebration at the end

CHAMBER HIGHLIGHTS



The April meeting of the Chamber of Commerce Board was held in Helsinki, where we visited Henley to discuss interesting topics in coaching. Of course, we also visited the Finland Chamber of Commerce.



The Growth and Vitality Committee met at the new Porin Leijona office building and heard a presentation by Jouko Hautamäki on the main points of the city's growth plans. The facilities seemed good and functional. A great new landmark in the city centre is born!



In the spring, new members and new leaders are invited to the Chamber of Commerce to get to know the way the Chamber works, under the theme "Grow or go". This time, too, we heard presentations from three business leaders, including Janne Larisuo's presentation about the new winds in Yyteri.

SATAKUNTA CHAMBER OF COMMERCE

Valtakatu 6, 28100 Pori
SATAKUNNANKAUPPAKAMARI.FI

CEO

Minna Nore

Advocacy, networks, and cooperation
Tel. 044 710 5364
minna.nore@satakunnankaappakamari.fi

LIAISON COORDINATOR

Jarkko Huhtala

Committees, media, and membership matters
Tel. 044 967 0993
jarkko.huhtala@satakunnankaappakamari.fi

SERVICE COORDINATOR

Anna Sillanpää

Export documents, financial administration and events
Tel. 050 583 3365
anna.sillanpaa@satakunnankaappakamari.fi

PROJECT MANAGER

Jussi Virtanen

Tel. 050 516 5421
jussi.virtanen@satakunnankaappakamari.fi

SATAKUNTA BUSINESS CAMPUS

SBC COORDINATOR

Niina Miikkulainen

Tel. 044 042 2004

niina.miikkulainen@satakunnankaappakamari.fi

Join as
a Member

You can join the Satakunta Chamber of Commerce member network by filling out the application form on our website at **SATAKUNNANKAUPPAKAMARI.FI >> IN ENGLISH >> MEMBERSHIP**. We will contact you once the application has been processed.

For Creators and Trailblazers

At the Chamber of Commerce, you are part of a network where you interact naturally with your colleagues, make interesting contacts, and influence the operating conditions of the business community alongside other business leaders. You are among those who believe in the future, think big, and continually develop their skills.

Satakunta Chamber of Commerce



SATAKUNNAN
KAUPPAKAMARI