

FBC Events and Updates

Coming... May Business Luncheon

Finnish Business Council Lunch

Time: Sunday 19.5.2013 at 12:00

Venue: Le Classique, Emirates Golf Club, Dubai

Topic: Team Finland - promoting Finland's external economic relations and country brand

Introduced by: Ambassador Ilkka-Pekka Similä,
Embassy of Finland, Abu Dhabi

Please sign up by Friday, May 17: fbc.administration@gmail.com
or 050 873 5191 / Elina Ojamäki Cruse

Welcome!



FBC main sponsor :



The logo for Calculus is a large, stylized, italicized word "Calculus" in a light blue color.

FBC Year 2012 in a Nutshell

FBC organized and/or supported the following events:

- **Annual General Meeting, April 11, 2012**
- **FBC luncheons at Emirates Golf club with the following speakers:**
 - April 16: Raimo Juhantalo, Elematic (Valintana Freezone – Elematicin kokemukset ja opit)
 - May 21: Risto Nykänen and Ville Nykänen, Mazetec (Energy Saving in UAE)
 - October 14: Ilkka-Pekka Similä, Ambassador, Finnish Embassy (Current situation in the region)
 - December 16 : Atte Miettinen (What it takes to reach the top of the world)
 - February 18: Eija Reen, Anne-Mari Hyryläinen, Mia Schaumann (FBC Jumpstart kick-off)
- **Luncheon meeting for FBC members with Lt. Gen. Arto Räty, Deputy Minister of Defence in Abu Dhabi, February 19, 2013.**
- **Nordic Sundowner at Bonnington JLT, March 27, 2012 and at Jumeirah Beach Hotel, September 26, 2012.**
- **FBC Lions team in Dubai ice hockey tournament, April 18-21, 2012.**
- **FBC Lions team in Abu Dhabi Capital Cup ice hockey tournament, November 14-17, 2012.**
- **Finnish Golf Championships at Emirates Golf Club, November 22, 2012 FBC Pikkujoulu at Emirates Golf Club, November 22, 2012 .**
- **FBC Jumpstart Program, fitness coaching for members, started February 18, 2013.**
- **Mothers' Day Classical Concert at Bonnington JLT, May 12, 2012 (together with the Embassy of Finland, Abu Dhabi).**
- **Support in arranging the Finnish business delegation LAKES (Lahden alueen Kehittämisyhtiö Oy) visit to Abu Dhabi and Al Ain, October 13-19, 2012.**
- **Bus transportation to the reception for the Finland independence day in Abu Dhabi, December 6, 2012.**



FBC Annual General Meeting

FBC Annual General Meeting was held on April 22, 2013 at Emirates Golf Club. The meeting approved the activity and financial reports for the year 2012 as well as the activity plans and budget for the current year.



Finance & Activities

The fiscal year 2012 ended with a positive financial result. This allows FBC to further develop activities that will benefit our members.

FBC will continue to organize regular events such as Nordic Sundowners and FBC Business Luncheons, as well as special events during the year. FBC Board warmly welcomes your feedback, so if you have any ideas or suggestions, please do not hesitate to contact us on fbc.administration@gmail.com

Memberships

As per February 2013, FBC had 83 members.

The annual membership fees for 2013 remain the same as for the past two years.

For further information regarding the FBC membership, please contact fbc.administration@gmail.com

Category	Fee (AED)
Individual member	250
Individual guest member	200
Finnish Business Member	1500
Finnish Corporate Member	3500
Local Business Member	3500

New FBC Board on Board!

Annual General Meeting also elected a FBC Board for 2013.

We thank Tarja Ruuska, Riku Niemelä and Sari Sarome-Nykänen who did not stand for re-election, and welcome new board members Johanna Iisakkila, Tiina Kontra and Elina Saaristo. You can read a brief introduction of the existing and new board members on the following pages.



Markku Järvinen

Senior National Representative,
Chief Logistic Officer FinCon,
UNIFIL / UNITED NATIONS
Consultant in
Camber Corporation

**Member of FBC Board,
President**

Markku is a retired army officer with a background from signal, logistics and international relations. He has 30 years of experience in peacekeeping operations in planning and management. He has been training peace keepers around the world as a consultant for the Camber Corporation. Markku has been working for UN, NATO, EU and OSCE in addition to some civilian companies.

Markku has lived and been positioned in Hungary, Bosnia&Herzegovina, Kosovo, USA, Israel, Lebanon and Georgia. He moved to Dubai with his wife Tarja in January 2009.



Jaana Räsänen-Pentti

Senior Advisor for
Frontier Consulting

**Member of FBC Board,
Vice President**

Jaana is a management consultant specializing in market entry strategies, communications and PR strategies, Public Affair, crisis and issues management. Her special areas of expertise include healthcare and pharmaceutical industries, ICT, consumer goods and events. Her management positions include 8 years with Hill&Knowlton, a leading global strategy consultancy, as an executive member of Global and European industry teams. Leading the Consumer and Healthcare teams she has been involved with exporting or importing a great number of leading Finnish and global industrial, consumer or luxury brands.

Jaana has lived in Dubai since 2008 and acts as a Senior Advisor for Frontier Consulting. She loves music and golf and has been active within FBC with the goal of developing FBC into a business and social framework that makes people and businesses prosper under the sun. Her husband Petri works as the CFO for oil company ENOC and their musician daughters, Rebekka and Henriikka, have been performing in FBC Concerts.

FBC Events and Updates



Pekka Rautimo

**Architect SAFA, CEO
Kampac Properties, Dubai**

**Member of FBC Board,
Honorary Chairman**

Kampac Properties Ltd (KPROP) is one of the corporate companies of the multinational Kampac Group, headed by Kampac Oil Ltd, of Dubai. KPROP specializes, as main developer, in development and financing of major international investment projects. Today most development projects are in Africa.

Pekka has resided in Dubai since June 2000 and has previously headed a major consulting firm, as Director of Design and Operations. He has worked on international projects in most Middle East, North African and Gulf countries with projects designed for 28 countries. He has been an expat for over 25 years and lived mostly in the Arab region including Syria, Libya, Saudi Arabia, Abu Dhabi, Cyprus and now Dubai. In Finland, his most reputed designs, as Chief Architect, include Lappeenranta City Hall as well as Center for Municipal Unions in Helsinki. Pekka is also an invited member of AUD Advisory Board and member of the AUS Jury on Student Thesis.

Pekka was the first Chairman of FBC, once FBC had been registered with DCCI in 2004. Pekka's interests include motorcycling, scuba diving and badminton.



Ilkka-Pekka Similä

**Ambassador,
Embassy of Finland,
Abu Dhabi**

**Honorary Member of FBC
Board**

Ilkka-Pekka Similä has been in his post since beginning of September 2011. He moved to Abu Dhabi from the Ministry for Foreign Affairs, Department for External Economic Relations in which he served as Head of Unit 2007-11.

Ilkka-Pekka is a career diplomat with 24 years of service and positions in the Department for External Economic Relations, Political Department and Department for Development Cooperation. His career includes postings to the Embassies in Vienna and Cairo and Finland's Permanent Representation in Geneva.

Ilkka-Pekka is accompanied by his wife Jaana.

FBC Events and Updates



Tiina-Maija Bergman

**Managing Partner,
Table4ME**

**Member of FBC Board,
Treasurer**

Tiina-Maija is a hospitality professional presently working as Managing Partner at Table4ME, offering a web based restaurant table management, reservations and online booking solutions.

Originally from Helsinki, Tiina-Maija left Finland in 1995 to work and live in Egypt and Dubai has been her home base since 2003.

Tiina-Maija's spare time activities include NLP Coaching and practicing holistic healing therapies; Reiki and Jin Shin Jyutsu; and attending all sorts of fitness classes. She also enjoys travel and exploring new places and loves dogs.



Katihanna Ilomäki

Member of FBC Board

Katihanna's professional background is environmental management and development co-operation. She lived in South-East Asia for nearly seven years, including four years in Laos, where she was working under the United Nations Development Programme. Prior to her many years spent in Asia, she worked within the packaging industry in Finland.

Katihanna moved to Dubai with her family in 2008. She has been actively involved in FBC and Dubai Finnish School since 2009. Currently she works with Tamheed, training organisation focused on hospitality industry.



Tuomo Hyysalo

**Partner,
Frontier Projects
International**

Member of FBC Board

Tuomo is a seasoned Industrial Executive. He has got 30 years of experience in turning around and invigorating "tired" organizations. Tuomo has industry experience from Manufacturing, Chemicals, Instrumentation, Construction Industry Supplies and Private Equity.

Tuomo has lived extended periods abroad in Norway, England, France, USA, Iraq and Saudi-Arabia. He moved to Dubai in summer 2009 with his dentist wife Rita and their guardian dog Belle.



Johanna Iisakkila

Travel Entrepreneur

Member of FBC Board

Johanna holds a M.S. (Econ) degree and had a finance career with IT & telecommunications before making her dream come true and starting her own travel business in 2012, offering tailor made packages with personalized concierge style service focusing on outbound travel, for example destination weddings and Northern Lights tours.

Before moving to Dubai in 2004 Johanna has lived also in San Diego, Shanghai, Mexico and Washington, DC.

Johanna's hobbies include travel (traveled 60+ countries), scuba diving, golf, food (dream to organize specialized wine & food tours), volunteering (food hand outs in Dubai labor camps).

FBC Events and Updates



Tiina Kontra

Member of FBC Board

Tiina is a multilingual communications and sales professional with experience across design and luxury consumer goods industries. Tiina is passionate about branding and communications and she is recognized for her public speaking skills. Tiina holds the Master in International Business from Grenoble Graduate School of Business and Master in French – Finnish translation studies from University of Turku.

Tiina moved to Dubai with her entrepreneur husband Jarno in 2010. As hobbies Tiina enjoys horseback riding and reading.



Curt Lindroth

Export Manager, Saudi Arabia and South Africa, Elematic Oy Ab

Member of FBC Board

Curt is working on international projects in the field of construction and providing investment goods for the building industry. He is experienced in defense industry and management consulting. During his career he has developed a broad experience in international marketing, business development, sales and project management.

Curt has also been living in Paris. He has travelled around in the Gulf area since 2003 and moved to Dubai in 2011.



Tomi Karvonen

Member of FBC Board

Tomi graduated from Tampere University of Technology and has since worked for Nokia Siemens Networks in China, Finland, Kenya, Egypt and UAE with various roles in operations, product and sales management.

Tomi is married with two children and his hobbies include golf, squash and skiing.



Jouni Laine

Partner and Consultant, Locore Oy (Logistics Competence Redesign)

Member of FBC Board

Jouni is a highly qualified professional in the field of Logistics and Supply Chain Management with twenty years in-depth experience in research, operations development and managing start-up activities. He has worked in companies like Containerships Ltd. Oy as Quality Manager and Project Manager in major port development projects in Finland and Russia, and Business Solution Consultant with SAP Finland Oy. Recently he also had a work task in Saudi-Arabia as Logistics Manager at the Outotec smelter construction site. Jouni has been involved in research at the Helsinki School of Economics, Visiting Scholar at the National University of Singapore and Research Director at the Kymenlaakso University of Applied Sciences and Kotka Maritime Research Centre. Currently he is involved in import business (FMCG) besides consultancy work.

Prior to moving to Dubai in 2009, Jouni has lived with his family in Singapore and Germany. He holds a Doctorate degree in Economics (Logistics) and a Master's degree in Mechanical Engineering (Shipbuilding).

FBC Events and Updates



Elina Saaristo

Member of FBC Board

Elina is a Marketing Communications professional who has been working over 10 years in Marketing Communications, Project Management, Business Development and Sales mainly in ICT Industry.

Before moving to Dubai in May 2012 to start a journey of marriage and to gain international experience, Elina worked as a Project Manager Of Customer Relationship Management for Tammermatic Group, Tampere. Elina is passionate about business development, marketing communications, brand management and helping Finnish Businesses to gain international growth and visibility.

Elina is originally from Oulu, where her family still lives and she visits them on a regular basis. In her spare time she loves to draw (with pencils and pastels), train at the gym and watch movies.



Elina Ojamäki Cruse

FBC Project Coordinator

Our other Elina is an experienced Human Resources professional who has held various HR roles in England, Finland and Denmark in the past 13 years.

Currently on leave of absence from IBM Denmark, Elina moved to Dubai in February 2012 with her husband and two children. She is active in her children's school community as well as in Dubai Finnish School. Elina loves reading and is trying to learn to play golf.

April – May Events

Nordic Sundowner at Kork Winebar & Kitchen

On April 24, FBC hosted a Nordic Sundowner at Kork Winebar & Kitchen, located in the world's tallest hotel building JW Mariott Marquis.

The event was sponsored by PIC, part of deVere Group, and attended by nearly 50 members of Nordic Business Councils.



April – May Events

April Business Luncheon with



April's Luncheon theme was presented by Jani Palkola, Marketing and Communications Manager for KONE Middle East LLC.

Jani gave the lunch participants an excellent overview of the current market situation as well as the future prospects and challenges of the elevator industry in the Middle East, and facilitated the active discussion around the topic.



FBC Company Members:

Remember that your membership entitles you to one free A4-size ad or article in our newsletter!

For more information, please contact : fbc.administration@gmail.com

April – May Events

Mother's Day Concert at Bonnington Hotel

For the second time, FBC organized a Mother's Day Concert together with the Embassy of Finland, Abu Dhabi.

Nearly 60 guests gathered to enjoy the performance of the talented musicians on Saturday, May 11.

You can see the concert program and read more about the musicians on the next page.



Musicians (from left to right):
Judith Jaatinen, Lulu Karvonen,
Rebekka Pentti , Tatjana Heikkilä



Concert Programme

W.A. Mozart	Eine Kleine Nachtmusik	Judith Jaatinen
Alec Rowley	Fugue	Lulu Karvonen
Felix Rybicki	Na todce	
Ludwig van Beethoven	Für Elise	
Fredric Chopin	Valse C-minor Opus 64 Nro 2	Tatjana Heikkilä
Oskar Merikanto	Valse lente	Rebekka Pentti & Tatjana Heikkilä
Michel Legrand	Les Parapluies de Cherbourg	
Charles Gounod	Meditation	
W.A. Mozart	Rondo	
Francis Lai	Theme from love story	
Fredric Chopin	Valse	
Yiruma	River flows in you	
P. Tchaikovsky	June	
Fredric Chopin	Fantasia Impromptu	Tatjana Heikkilä

About the FBC Concert Musicians

Judith Jaatinen

Judith turned 10 in January. She has always impressed a large crowd of family friends with her musical talent and stage charisma. Judith has been taking piano lessons for a few months now. Judith loves to stay and perform in parties where there is plenty of good company and food. Judith goes to the Emirates International School. She wants to become a performing artist or have something to do with animals.

Lulu Karvonen

Lulu is 9 years old. Already at early age she showed interest in music and started with piano when she was 5 years old. Lulu is going to school at DIA in Dubai. She likes music and sports.

Rebekka Pentti

Rebekka, 20, has played the flute since she was 7. She passed level 3/3 degree at the East Helsinki Music Institution at the age of 13 and took her first vocational level diploma already at the age of 15, with distinction. She earned the Young Musician of the Year title in Finland for her flute ensemble performances in Finland and abroad. In Dubai she passed her ABRSM 8/8 exam in 2010 also with distinction. She is the winner of the woodwinds category in the Young Musician of the Gulf competition in Bahrain in 2010. In addition to smaller ensembles she has played in Dubai Chamber Orchestra, the Sharq Orchestra and the UAE Philharmonic Orchestra. Rebekka graduated from Wellington in 2011 and she has been accepted to study marine sciences at Griffith University in Australia. As a qualified professional dive instructor she works at Jumeirah Beach Hotel Pavilion dive center teaching from beginners to professional divers as a certified PADI IDC Staff Instructor.

Tatjana Heikkilä

Tatjana, 19, graduating this spring from Sibelius Lukio (Sibelius High School) in Helsinki started playing piano at the age of 7. She has performed and successfully competed in various piano contests in Finland, Estonia, Spain and Russia and lately she also performs in Dubai. She has completed the D exam in the Helsinki Conservatory of Music and received numerous scholarships, first one already at the age of 9. She has performed at various school concerts since early childhood as well as competed successfully in trio and duo competitions. She has attended master classes with Erik Tawaststjerna and performed as a soloist in Tampere Hall and in Sibelius Academy. At the moment she is teaching private piano lessons and performing in various private events.

Coming... May Nordic Sundowner
organized by Danish Business Council
will take place on Wednesday, May
29, 2013

Coming... June FBC Business Luncheon – the last one before our summer break – will be take place on Sunday, June 16, 2013.

Coming... Intercouncil Networking Event co-hosted by Canadian and French Business councils will take place on Wednesday, June 19, 2013.

...More details on these events to follow...

DCCI News

Coming... Doing Business in Algeria
seminar on Monday, May 20, 2013.
[Read more](#)

Coming... Cost Effective Handling of Marine Claims on Wednesday, May 29, 2013. [Read more](#)

News... Did you know that Dubai Chamber of Commerce has opened its first African representative office in Ethiopia and launched e-commerce portal for MENA region? [Read these and other DCCI news](#)

New website for Trade Associations in Finland: www.kauppayhdistys.fi

Coming... The Helsinki International Arbitration Day 2013 on the topic “Advocacy in International Arbitration” will be held on 22 May 2013 at Helsinki’s Finlandia Hall. Please see more [here](#).

FBC is part of Finncham network. For more information, please click on the logo. For Finnish speakers additional material is available on Finnish language version of the site.

FINNCHAM

FBC in LinkedIn: [LinkedIn](#)

FBC website has been re-opened!
It is still under construction,
but please visit us on
<http://www.fbcuae.fi/>
and tell us what you think!

The FBC Newsletter informs about the business news and activities of FBC in the UAE. We welcome contributions, ideas and announcements from members and readers.

For any enquiries please contact us on fbc.administration@gmail.com