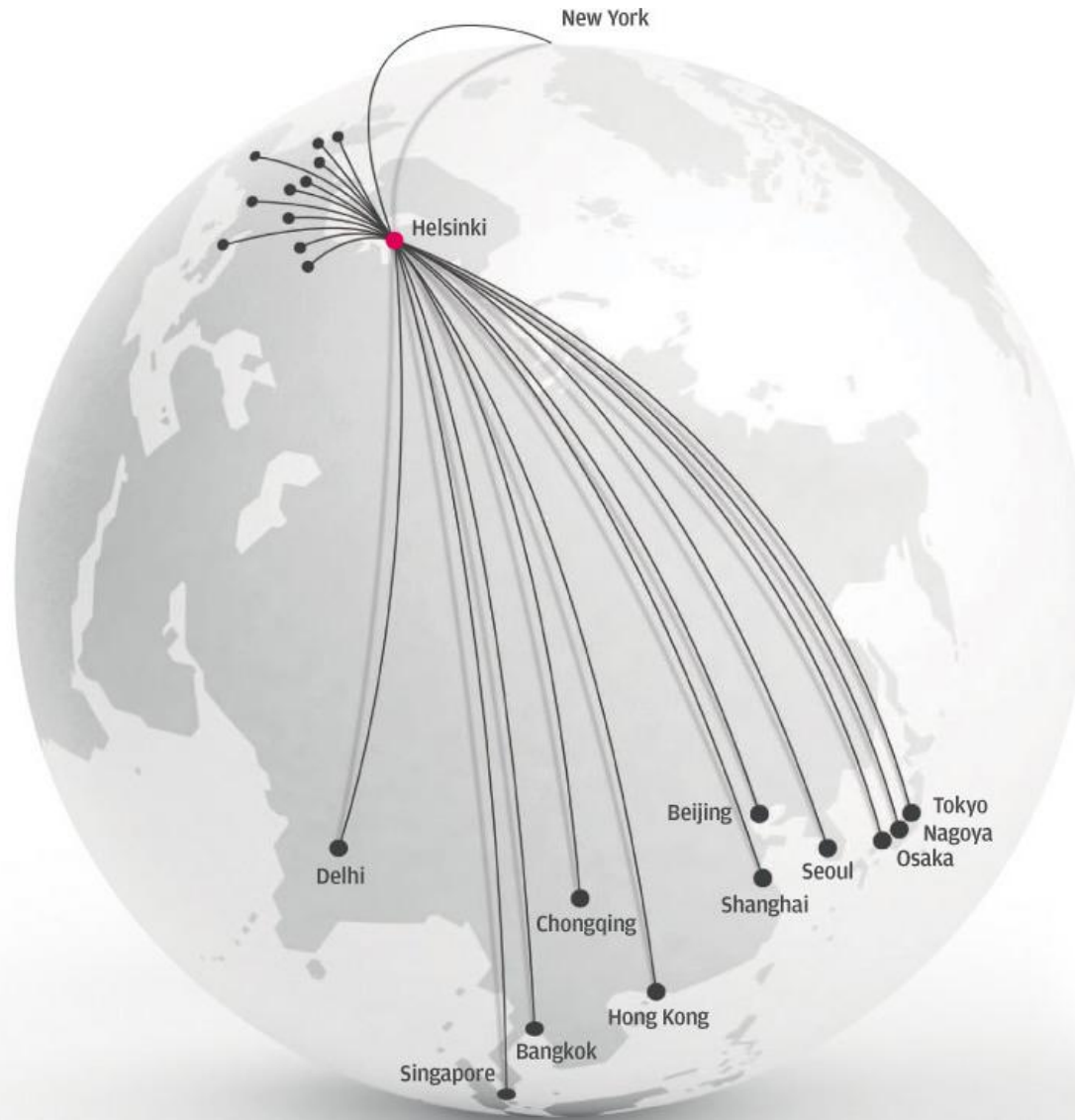


# Going international

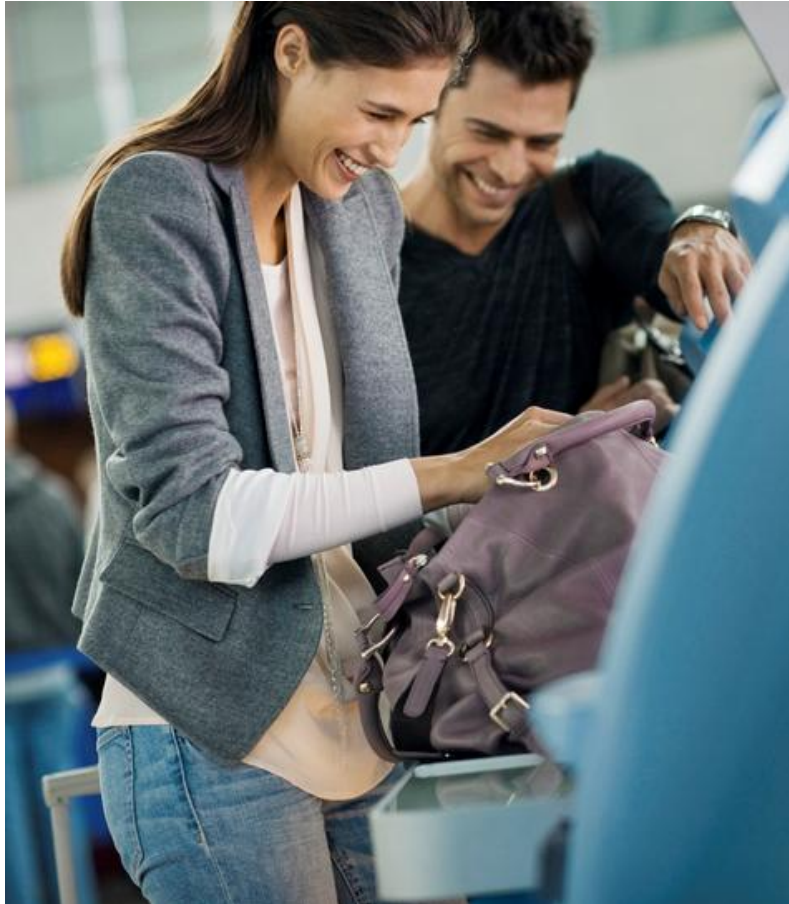
-thoughts from the business point of view-



## The boutique airline of choice for the **New Silk Road**

- Shortest route between Europe and Asia via Helsinki
- 11 destinations in Asia, more than 50 in Europe
- Asian economic growth drives more traffic between Europe and Asia

# What they're saying about us



"Best Airline Northern Europe"

– Skytrax World Airline Award  
2010, 2011, 2012

"Among the best lounges in the world"

– Priority Pass survey, 2011, 2012

"One of the world's most innovative  
airlines"

– Airlinetrends.com, 2011

"Helsinki Airport is the best for  
connections"

– Monocle magazine, 2011

# Background

- Interviewed
  - Head of HR, Fiskars
  - Head of HR, OP Pohjola
  - Head of HR; Paulig
  - Sr HR Manager, GE U.S
  - Sr HR Manager, World Bank
- Own experience
  - 15 years in Human resources, Lived in US, China, Japan, Korea, UAE

# Culture defined

" Jari has worked here in Finnair for 20 years – ask him if you want to learn about our culture!"

Argument 1: Nothing beats the  
experience in the other culture

Argument 2: some of this can be learnt

Argument 3: There are different levels  
of understanding



# What do I value when seeking internationally minded person?

- High EQ
- Manners
- Ability to manage every day life in the country
- Existing relationships
- Practical experience
- Knows strengths and weaknesses of own culture

# Kiitos!

