

Paper Square Programme

Tuesday, 3 June

	Programme title	Presenter & company
10:00 - 12:00	Opening Ceremony streamed live from Congress Wing	
12:00	Metsä Group – Combining Nordic wood with strong forest and fibre expertise	Metsä Group/Metsä Fibre / Ilkka Hämälä
12:30	UPM - The Biofore Company	UPM - The Biofore Company/ Jussi Pesonen
13:00	Rethinking PulPaper	Stora Enso/ Jouko Karvinen & co
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14:30	Sappi Europe	Sappi / Berry Wiersum (CEO)
15:00 - 15:30	Why quality in print is still the future	Sappi / Antti Makkonen (Sales Director)
16:30 - 19:00	PulPaper After Work	Live music, food and drink
17:00	Award Ceremony	

Wednesday, 4 June

10:00	UPM biomaterials – design meets performance	UPM Biomaterials/ Heikki Ilvespää
10:30	From wood to traffic fuel - UPM Biorefinery in Lappeenranta	UPM Biofuels/ Ville Vauhkonen
11:00	Labels – part of everyday life	UPM Raflatac/ Erkki Nyberg
11:30	Rethinking Innovation	Stora Enso/Antonio Batistini & Co
12:00	Rethinking Innovation	Stora Enso/Antonio Batistini & Co
12:30	Sustainable high-quality paperboards	Metsä Board / Ari Kiviranta
13:00	Safe and sustainable packaging	Metsä Board / Nina Happonen
13:30	Sappi Europe	Sappi / Berry Wiersum, CEO
13:55	Print: future proof?	Sappi / Ivo Maassen, Head of Marketing
14:15	Sappi – I choose paper	Sappi / Jens Kriete, Environmental Manager
14:35	Is safety an issue in paper business?	Sappi / Martti Savelainen, Mill Director
15:00	Metsä Tissue – Growth through customer collaboration	Metsä Tissue / Mika Joukio
15:30	Metsä Tissue – SAGA papers for healthier cooking	Metsä Tissue / Juha Tilli

Thursday, 5 June

10:00	Rethinking Global Responsibility	Stora Enso/ Terhi Koipijärvi & Co
10:30	Rethinking Global Responsibility	Stora Enso/ Terhi Koipijärvi & Co
11:00	Print: future proof?	Sappi / Ivo Maassen, Head of Marketing
11:30	Sappi – I choose paper	Sappi / Jens Kriete, Environmental Manager
12:00	The role of innovations in forest industry	Metsä Fibre / Pehu-Lehtonen
12:30	Metsä Group – Sustainable through concrete actions	Metsä Group / Riikka Joukio
13:00	More with Biofore - proofs from real life	More with Biofore/Päivi Salpakivi-Salomaa
13:30	UPM Plywood - Enabling Ecodesign"	UPM Plywood/ Markku Herrala
14:00	Value from climate friendly energy	Stefan Sundman