

**SPRING SUMMIT 12.4.2019**  
**Dipoli, Otakaari 24, 02150 Espoo**

**SUSTAINABLE CONSUMER AND BIOFOREST INDUSTRY**

Chairperson Riikka Joukio

**#PIprof**

- 08.30 REGISTRATION
- 09.00 **PI's Annual Meeting**, official issues
- Summary of activities
  - Financial statement
  - Member issues
  - Scholarships and awards
- 10.00 COFFEE and possibility to visit the Uusi puu exhibition
- 10.45 **Uusi puu – wood-based solutions to global challenges**  
*Hanna Kalliomäki*, Chairperson of Uusi puu project
- 11.00 **The myth of the green consumer**  
*Mika Pantzar*, Professor, University of Helsinki
- 11.30 **Bioeconomy as a part of new plastics economy**  
*Maija Pohjakallio*, Research Team Leader, VTT
- 12.00 **Role of the wood in climate change mitigation**  
*Kimmo Tiilikainen*, Minister of Environment, Energy and Housing,  
Prime Ministers Office Finland
- 12.30 **LUNCH**  
**Lunch speech:** *Johanna Buchert*, President and CEO,  
Natural Resources Institute Finland
- 14.00 **The future trends in food packaging**  
*Maija Aho*, Global Sustainability Manager, Huhtamäki
- 14.30 **The new winds of wood-based textile fibre production**  
*Niklas von Weymarn*, CEO, Metsä Spring Oy
- 15.00 **Responsible textile business with new partnerships**  
*Lauri Lehtonen*, SVP Head of Innovation, Stora Enso Biomaterials
- 15.30 **Kaicell Fibers – sustainable bioproducts from local fibre in Kainuu**  
*Vesa Mikkonen*, Technical director, Kaicell Fibers
- 16.00 AFTERNOON COFFEE and possibility to visit Uusi puu exhibition  
( - 16.30)
- 18.30 **PI 105 GALA at Dipoli**  
**Dinner speech:** *Jussi Pesonen*, President and CEO, UPM
- Dress code: Dark suit or black tie*