

## IN BRIEF

**STX's Rauma yard to build ferry to Archipelago Sea**

Finnish ferry operator FinFerries stated on Friday 8 April that they have ordered a new ferry from Korean shipbuilder STX's Rauma yard.

The ferry is to operate between Korppoo and Houtskär.

According to FinFerries the order is to create some 100 man-years of work at the Rauma yard and its network of suppliers.

"The order came at a good time. Our employment situation at the moment is good but we have had to lay off a few workers from the beginning of the production line", Timo Suistio, director of STX Rauma shipyard, told the Finnish News Agency.

The ferry is to have the capacity to transport twice the number of vehicles compared to the current ferry operating the route. This is to shorten car queues during the summer season.

The construction work is to begin in the autumn this year and the ferry is to begin operating in the beginning of 2013. **STT**

**Finland's Pro announces further paper strikes**

Finnish union Pro said Tuesday its industrial action campaign in the paper industry would shift focus from UPM-Kymmene to Metsäliitto and Stora Enso on 27 April.

The union said in a statement that about 1,500 Pro members would take part in the fortnight-long strikes at Metsäliitto and Stora Enso sites.

An ongoing strike affecting UPM-Kymmene is to end next week.

The dispute between the union and the Forest Industries Federation involves pay. **STT**

**Finnish Green candidate Elonheimo freed**

Pekka Elonheimo, a Finnish Green League general election candidate, was freed on Tuesday 12 April, with the Ylivieska-Raahe district court dismissing a police request to remand the suspect for trial.

The police said about 200 litres of alcohol had been seized in Elonheimo's flat. The police believe Elonheimo illegally sold on dozens of bottles. The Greens described the situation as unfortunate. **STT**

**Final day of advance voting opens with 23.8 pct turnout**

The final day of advance voting for Finland's general elections opened on Tuesday 12 April with a voter turnout of 23.8 per cent, up from the corresponding figure in the 2007 elections of 22.5 per cent.

By Monday evening, over 252,000 people had voted, while four years ago this figure was some 243,000 votes.

Almost a million eligible voters have already voted.

Advance voting ended on Tuesday, with the actual election day scheduled for Sunday. **STT**

**Centre party against declaring backers**

The Centre Party is more reluctant than other parties to reveal the backers of politicians, the Finnish branch of the Berlin-based thinktank Transparency International stated on Friday 8 April.

In a survey conducted by the organisation, the Centre party is the only one not willing to make the declarations of interests compulsory. Transparency interviewed all the parties at the end of March. **STT**

# Finnish branding company goes international

Local employer-branding company Calcus is a success story that is making tracks abroad after only four years since its inception.



Calcus' Marketing Director and co-founder Olli Maila.

TANIA ANDERSON  
HELSINKI TIMES

**CALCUS** is a Finnish company that specialises in the development of employer brands and companies' corporate image. Producing more than 500 articles each year in 20 different publications, such as Finland's Most Interesting Workplaces, it provides executives and their companies a chance to shine in a media limelight, with the goal of attracting the brightest and most promising minds

as future employees. As Calcus turns only four years old it is already stretching its legs abroad, with three subsidiary companies across Scandinavia and more on the way. Helsinki Times spoke to **Olli Maila**, Calcus' Marketing Director and co-founder, for a closer look at his company's recipe for success.

**What is "employer branding" and why is it important?** Basically, employer branding is branding the company as an employer. We're not

marketing the products nor the services of the company but instead we tell what kind of employer the company is and what kind of people work there. Employer branding, in our case, is communicating the benefits of working for a company. There's both internal employer branding and external employer branding – it's quite a wide concept but a very important one. It's important for all companies to be an "employer of choice" so that when graduating students leave college, they really want to apply to some companies, while they go to others if they don't make it to their first choice, to their "employer of choice".

**How did you get the idea of establishing Calcus?**

The company was founded in 2007 by myself and **Mikko Silventola**, we went to college together. We started out with a 100% focus on employer branding and at that moment companies were and still are in a sort of war, so they have to make sure that they get the best talent. We saw an opportunity there. We knew how university students feel about different employers, how it works at that end, so we came up with the concept, we published the job-seeking guide, which was delivered to Finnish colleges and it was a very good project. Our customers were very pleased with the results and what we were able to put together.

**How has the company grown so fast?**

We stay really active and we focus on our concepts so that we offer our customers good value for their money. Just hard work and keeping active. There's no real secret.

**You've expanded your company to Sweden, Norway****and Denmark. Has it been easy to export this concept to other Nordic countries?**

You can't say easy but it's worked out for us. In Sweden we have our second project coming out. In Norway and Denmark, our first project is out in the next few months. At least the start has been OK and the concept works in other countries as well as in Finland. Finding the right person in the countries is one thing, then we've got to focus on putting the concept together, getting the right editorial team for the magazine and making it interesting.

**Isn't there already existing competition in those countries?**

In each country, yes, there is some competition and then there are a few bigger companies that work in several countries but our concept is slightly different from our competitors.

**How has the concept been received in the other Nordic countries?**

Very well. In Sweden and Norway we already have several customers and projects are coming out, and Denmark shouldn't be any different from Sweden and Norway. I feel that the concept is really cost-effective for the companies. We offer really high-quality publications, so it's a really good deal for the companies and they're putting themselves in a really interesting media environment with the top CEOs of that country.

**What advice do you have for other Finnish companies who want to expand to other Nordic Countries?**

A lot of companies have really good concepts but for some reason don't think about going international with their concept. I think companies simply need to be braver and go for it! If it works in Finland, why wouldn't it work in Sweden or Norway or some other place?

## Rehn: Portugal requires 80 billion-euro bailout

STT

**OLLI REHN**, the European commissioner for economic and monetary affairs, stated on Friday 8 April that Portugal is likely to need a bailout of some 80 billion euros from the European Financial Stability Facility (EFSF) and the International Monetary Fund (IMF).

According to Rehn, the conditions of the bailout for Portugal are likely to include an ambitious privatising programme.

Minister of Finance **Jyrki Katainen** (Nat. Coalition) expects Finland's guarantee liability to stand at 1.2 billion. According to him, Finland is not to grant new guarantees in this case as such, but that the aid would be granted from the already existing crisis funds.

Prime Minister **Mari Kiiviniemi** (Centre) also commented on the matter on Thursday 7 April by announcing that Finland's current government would leave the handling of the Portuguese bailout to the next govern-



Olli Rehn

ment after the elections. She pointed out that preparations would take weeks.

Finland's general elections are held on 17 April leaving the government little time to prepare the bailout.

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