

Jorma Saarikorpi - Strategic Management Society of Finland  
A Strategy Day: The European Dimension in Global Competition

Strategic Management Society of Finland organized A Strategy Day in January 20, 1999 in order to celebrate its 10 years anniversary. The speakers were Chairman of the Society Mika Kamensky, EU Cabinet Manager Olli Rehn, professor Risto Tainio, CEO Krister Ahlström, President and CEO of Nokia, Jorma Ollila and Executive Vice President of UPM-Kymmene, Martin Granholm.

The overall theme of the Strategy Day was -The European Dimension in Global Competition-. The individual themes of the Strategy Day consisted of the development processes of strategy work, future scenarios of Europe, ownership and corporate governance and as case examples Nokia and UPM-Kymmene and how they face the challenges of global competition.

All presentations viewed the elements of strategy work and strategic management in a way, which opened new avenues for individual learning and implementation in global strategy field.