

# Sustainability is Cool in Arctic Tourism

June 28, 2018, in Sapporo, Japan

## Mr. Harri Mäki-Reinikka

Ambassador for Northern Policies and Secretary General for Finland's Arctic Advisory Board

Currently he is Secretary General of Finland's Advisory Board on Arctic Affairs, Ambassador and Special Adviser on northern policies at the MFA's Arctic Team (since 1.9.2016). He worked as Ambassador of Finland to six countries – to Lithuania and Belarus in 1.1.2013–31.8.2016 and to Syria, Lebanon, Iraq and Jordan in 1.9.2008 – 31.1.2012. He was Deputy to the Minister and Chief of the Secretariat for Nordic Cooperation at the MFA in 2005–2008. He has gained experience on Arctic issues already through his involvement in the Northern Dimension process in 1996–1998.

## Mr. Sei-Ichi Saitoh

Professor

Director of Hokkaido University Arctic Research Center Hokkaido University

Dr. Sei-Ichi Saitoh is a director and professor at the Hokkaido University Arctic Research Center, and a professor at the Graduate School of Fisheries Sciences at Hokkaido University, where he conducts research, advises graduate students, and teaches courses in satellite oceanography, marine-GIS, and fisheries oceanography. He has over 30 years' experience as a satellite oceanographer, fisheries oceanographer, GIS specialist, and consultant on fisheries issues in the North Pacific Ocean and its adjacent seas, including impacts of climate change. He has published over 100 peer-reviewed articles.

## Mr. Yuji Kondo

Senior Director

Bureau of Tourism

Department of Economic Affairs

Hokkaido Government

Yuji Kondo has been working for the Hokkaido Government since April 1984. During his career, he has held several managerial positions reaching from the Promotion of the meeting of APEC ministers responsible for trade and public relations to Ainu Measures promotion. Before joining the Bureau of Tourism, he served as the Deputy Director of the Hokkaido Government Tokyo Office. At this moment, he serves as the Senior Director of Bureau of Tourism, Hokkaido Government.

## Mr. Pekka Laitinen

Commercial Counselor

Business Finland Japan

Mr. Pekka Laitinen has been involved in the Japanese and Finnish business environment for over twenty years, focusing in the areas of finance, consulting and international business. At the moment he serves as the Commercial Counselor of Finland to Japan, and as the Head of Office for Business Finland in Tokyo. Mr. Laitinen has an MBA from Hitotsubashi University, and he has also been the President of the Finnish Chamber of Commerce in Japan.

## Mr. Koji Yamasaki

Associate Professor

Hokkaido University Center for

Ainu and Indigenous Studies

Koji Yamasaki, Associate Professor at the Center for Ainu and Indigenous Studies, Hokkaido University. He specializes in cultural anthropology and museum studies. His research collaborated with the Ainu people focuses on a modern meaning and use of museum material.

## Ms. Sanna Kyyrä

Specialist, Ministry of Economic Affairs and

Employment of Finland

Ms. Sanna Kyyrä works as a Specialist in tourism policy at Ministry of Economic Affairs and Employment of Finland. Before her current position, Sanna has worked on development and research projects in Finnish Lapland gaining over a ten years expertise of developing hospitality and travel industry in the Arctic region. Sanna holds a M.Soc.Sc in Tourism Research.

## Mr. Rauno Posio

Project Director

Visit Arctic Europe -project

Mr. Posio has been a partner of the Lapland Safaris [www.laplandsafaris.com](http://www.laplandsafaris.com) Ltd since 1992. He has been the chairman of the board and specialized in marketing. Mr. Posio sold his share of Lapland Safaris Group Ltd in the autumn 2014. He did continue to work in the company as Marketing Director until the end of the September 2015. He currently works as a project leader in Visit Arctic Europe joint marketing and development project for Northern Scandinavian region travel companies.

### Mr. Mikko Turtiainen

Director  
Finnair

Mikko Turtiainen, Vice President, Global Sales, Finnair as of 1 November 2015. Mikko joined Finnair in 1999 and since then gathered extensive experience in sales and business development divisions within Finnair and the airline industry. His history at Finnair includes sales responsibilities in Finland, North America and Asia. He started the Shanghai route for Finnair successfully. He has also worked for Revenue Management Pricing, as well as lead the Finnair Cargo Sales organization. Currently, Mikko is heading up the global sales organization and with the team, responsible for generating passenger revenues during Finnair's historic growth strategy.

### Mr. Ito Eijiro

CEO, Cruise Life

Eijiro Ito is a pioneer of Polar Tourism and Cruises in Japan. He joined Yomiuri Travel Service in 1974 and began to work with cruising industry in 1981. Eijiro's extensive experience and knowledge concerning the cruising industry have been recognized through the various certificates he has earned and the prizes he has been awarded. Eijiro started as the President of the Cruise Life Co.,Ltd in March 2012. After that, Cruise Life has developed into a leading specialized travel agent dealing with polar cruises.

### Mr. Ross Findlay

Niseko Promotion Board

Ross established NAC Niseko Adventure Centre in May 1995. Ross' work prior to NAC includes works as ski instructor and guide, sports tester and fitness programmer, and sports coordinator for disabled athletes. Ross has worked in the United States, Switzerland, Japan and Australia. Ross has promoted the appeals of Hokkaido through outdoor activities that take advantage of the great landscape of the region and continues to discover "enjoyment" from new perspectives in the aim of rejuvenating the region. In 2004, he was recognized for his contributions to the summer tourism scene of Niseko and became the first non-Japanese to be selected as one of the top 100 "tourism charismas" by the Ministry of Land, Infrastructure, Transport and Tourism. He serves on many other committees and is a constant source of new vision in the region.

### Mr. Koichi Numata

Senior Advisor  
Embassy of Finland Trade Section

Mr. Koichi Numata works as a Senior Advisor at the Embassy of Finland Tokyo Trade Section specializing in tourism. Koichi had been working for the largest Low Cost Carrier in Japan, Jetstar Airways since its start-up in 2008. Prior to his airline career, Koichi worked for Canadian Tourism Commission, the government funded crown-corporation. As the first Marketing Manager in Japan, he was responsible for executing the global consumer branding and tie-up promotion with various industry partners across Japan.



Ministry of Economic Affairs  
and Employment of Finland



Embassy of Finland  
Tokyo



Visit Finland

BUSINESS  
FINLAND

Team  
FINLAND



北海道経済同友会  
HOKKAIDO COMMITTEE FOR  
ECONOMIC DEVELOPMENT