

## Press release

### Stora Enso sponsors Finland's Frankfurt Book Fair project

Finland is the Guest of Honour 2014 at the Frankfurt Book Fair in Germany, the world's largest event for professionals working in the literature. Stora Enso is one of the companies sponsoring the project.

“As one of the leading book paper producers in Europe, Stora Enso wants to express, through its presence at the event, its confidence in the printed book and the significance of reading. Our support is particularly important, as the role of the printed book has been under a lot of debate recently,” says Katariina Tanner, VP, Marketing, Stora Enso's Printing and Reading business area. “Stora Enso has a long history as a producer of book papers, and I believe the printed book will have a role also in the future,” she adds.

Finland will appear at the Frankfurt Book Fair in October with a cool attitude and a sense of humour – and far more than a hundred titles newly translated into German. At the Book Fair, Finland will be represented by two national stands and a 2,300 square metre pavilion, which was designed by three students studying room and space design at Aalto University. The sleek chairs that Laura Huhtakangas designed for the pavilion in the scope of a student project were manufactured from Effex wood by Stora Enso.

“Effex provides the possibility to optimally use the material, without the cutting typical for furniture manufacture. Also the homogeneous quality of the material simplifies the manufacturing process enormously,” enthuses Designer Huhtakangas.

The five-day Frankfurt Book Fair is the single most important cultural event across German-speaking Europe. It annually attracts approximately 300 000 visitors, including over 175 000 publishing professionals from around 100 countries. In addition, an estimated 10 000 reporters and bloggers from more than 60 countries will be following the fair.

Co-ordinated by the Finnish Literature Society, the Frankfurt Book Fair project is the first cultural export project financed in equal parts by public and private funds. Around half of the private financing comes from foundations and funds and the rest from corporate co-operation. The total budget for the project amounts to approximately EUR 4 million.

#### **For more information:**

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*Stora Enso is the global rethinker of the paper, biomaterials, wood products and packaging industry. We always rethink the old and expand to the new to offer our customers innovative solutions based on renewable materials. Stora Enso employs some 28 000 people worldwide, and our sales in 2013 amounted to EUR 10.5 billion.*