

My Russia, Russian culture, Fortum in Russia

Recruit Russia, The Royal Technical School of Stockholm, 3rd Nov 2009

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Fortum Corporation

My Russian studies

- Started to learn Russian language when was, because it seemed to be a very difficult and beautiful language
- Language course at Hartola college, 8 months
- Translation and interpretation studies of Russian, journalism and communication studies at University of Tampere
- Exchange student at Moscow State Linguistic University
- EU interpretation studies at University of Joensuu
- A Master of Arts degree, University of Tampere

How to get know Russia, Russian people and their culture

- To live in Russia
- To study Russian language
- To learn Russian culture
- To make friends with Russian people
- To celebrate with Russians (weddings, birthdays, New Year)
- Only by living in Russia you can learn Russia fluently, get to know the Russian people, culture, manners and mentality

I am very happy that I had the opportunity to live and work in Russia. Without that experience it would be very hard to work with Russians. I have a sort of love-hate –relationship with Russia.

My work history

- Translating and interpreting for several companies and organisations in Finland and Russia (for example Ministry of Educations, Finnish Police, Finnish Red Cross St. Petersburg Business Contact Centre)
- Translator and interpreter, Finnish construction companies in Moscow (SRV International Oy, SKANSKA, NCC Puolimatka Oy), 1995 – 1998
- Freelancer in St. Petersburg, 2001 – 2003
- Teacher of Finnish and Russian languages, Vocational Institute of Lapua City, 2003 – 2007
- Fortum Corporation since 2008

Working in Russia

- SRV International Oy, building site 70 km from Moscow, 53 luxury houses for new Russians, 1995 – 1996
No signpost on the roads, because of security, own security company, three Finnish employees, 100 employees (Estonian, Russian, Belarus, Moldavian)
- SKANSKA, the main building of an international bank in the centre of Moscow, 1996
- NCC Puolimatka Oy, hospital rebuilding, in Moscow, 1997 -1998
- Freelancer in St. Petersburg, 2001 - 2003

Working in Russia. To be noticed by Russians

- If you are woman, you should dress like a business woman (high heels)
- To be noticed and treated as a professional employee (woman), you should use make-up
- Men do not shake hands with women, but they pay you often compliments
- Your birthday will be celebrated with your colleagues

Style of communication

FINNISH STYLE

- Liberal negotiating way
- Formal and serious
- Straightforwardness
- No immediate and definite response
- One efficient effort in implementing
- Not talkative
- Shaking hands with both genders
- Moderate and calm speech
- Finns think first, do later
- Free exchange of information

RUSSIAN STYLE

- Distinct hierarchy
- Friendly atmosphere
- Small talk
- Quick and immediate response
- Several superficial efforts in implementing
- Rather talkative
- Shaking hands mainly with men
- Temperate and load speech
- Russians do first, think later
- Scanty information exchange

Russians are always well-dressed and look tidy, but always late

My Russian friends, females, told me that it doesn't matter, if you are late, but it is more important to look good and make an impressive entry. And actually you can get more attention if you are late. Finns want to be on time everywhere. And if you are late, it will not help if you are good-looking.

Russians are polite people

They often pay compliments and they speak lot, even if they don't have anything to say. They do not like silence and loneliness. They like to do everything together. Although Russians are polite they can ask such kind of questions, which Finns don't expect. E.g. How much your husband earns? They also usually want to show if they are rich.

Russians are masters at giving advice

They are also superstitious. When I was working in Moscow, we made a contract with a Russian company. They did not want to put point 13 on the contract. So finally we had points 12a and 12b, and then 14.

Russians are emotional people

They also show their emotions at work. Relationships are very important. You need to know the right people. Russians get their jobs usually through relationships.

Russians are funny

Russians are nice nation with good sense of humor. It's never boring with Russians. If you have a real Russian friend, it will be forever. Old people in Russia are also nice. I had two friends, Maria and Zinaida, 75 years old ladies. They taught me lot of useful words in Russian, also dirty words.

Even if something very bad has happened, Russians start to joke and see some positive aspects in the situation.

They really know how to celebrate and they can always find a reason for a party. Russians do not like being alone. They are very collective nation. They do everything together.

Media's role in Russia

- There is no independent media
- Main media channels are under Kreml's control
- Media don't tell about you if you don't pay for them, and
- Journalists don't have much international experience
- Relations with local government and politicians are very important
- Several local TV channels and newspapers

How to build-up a positive media publicity

- Press releases, local press releases, press meetings, info packs
- Events, charity, local articles, press trips
- Branding campaigns, sponsorships
- Tailored media viewpoints meetings
- Social responsibility
- Transparency of operations
- Ready-made content e.g. print, radio, video
- Ready-made articles for local media
- Scope of information on web site
- Coherent messages, spokespersons

Your Energy Partner



A leading Nordic energy company

- The Nordic countries, Russia and the Baltic Rim in focus
- Operations in 12 countries



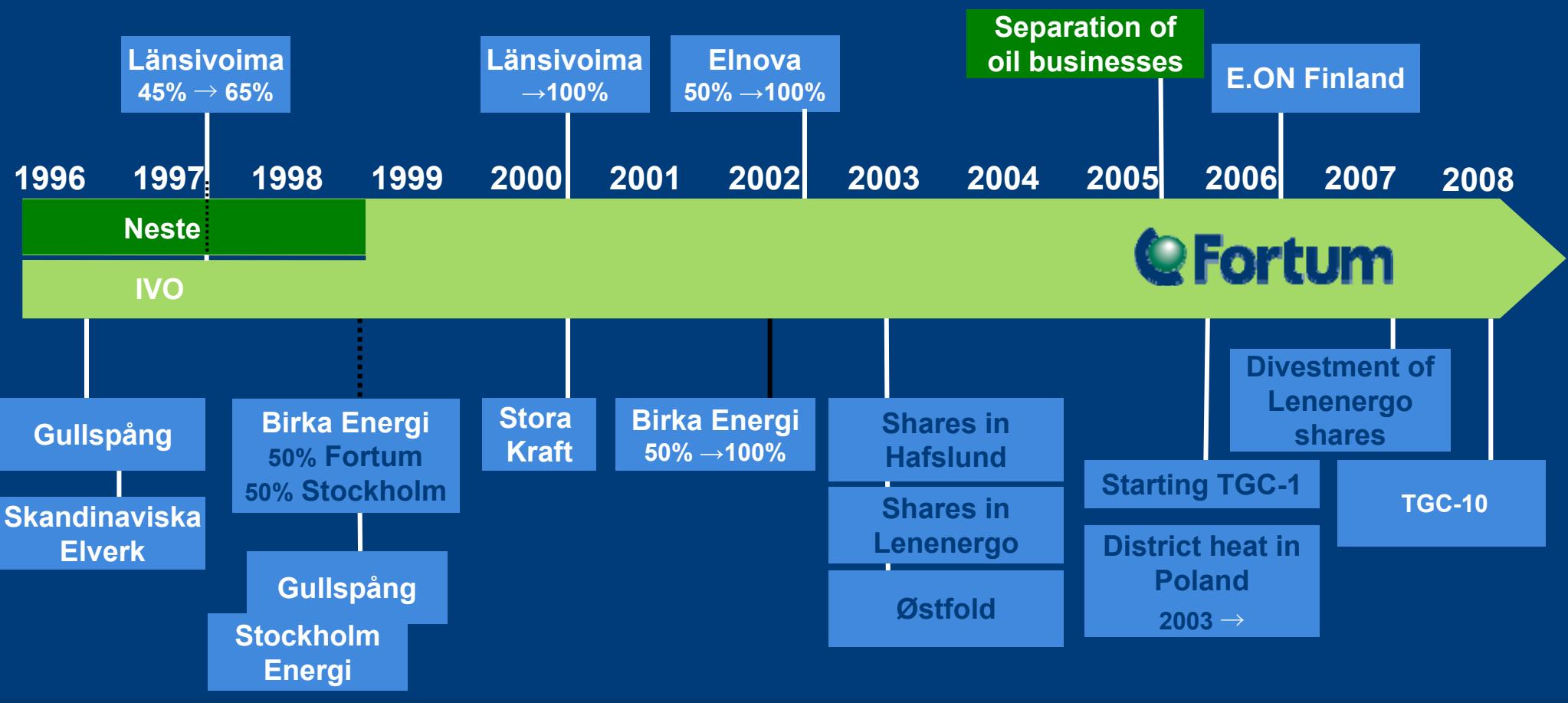
- Approx. 13,500 employees in the Fortum Group



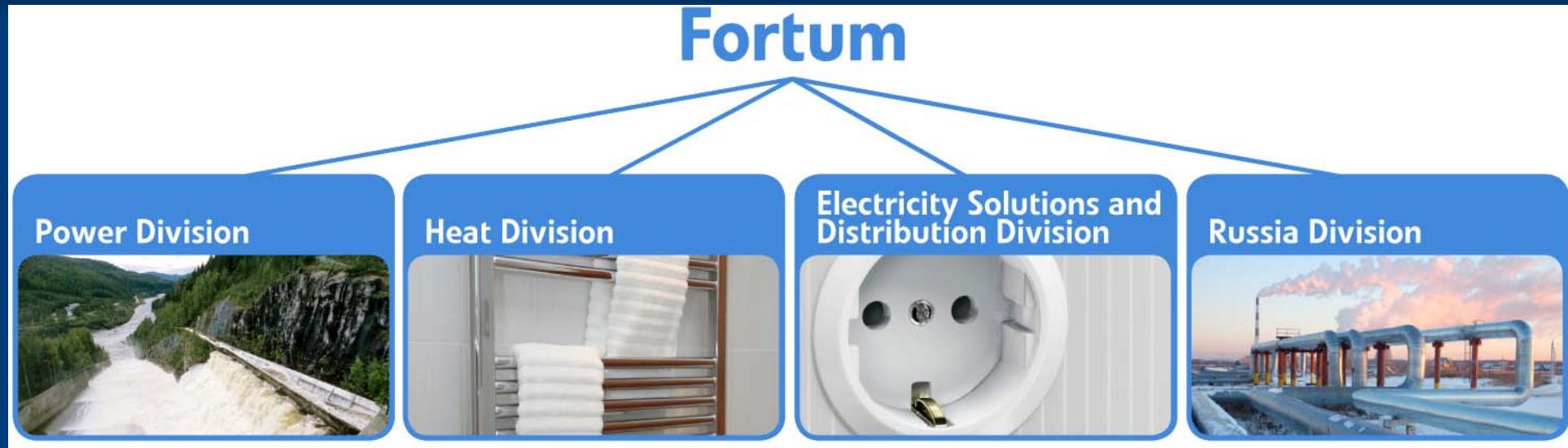
- 1.3 million electricity retail customers
- 1.6 million electricity distribution customers
- District heating for 80 cities, in seven countries
- Second largest in power generation in the Nordic countries



Fortum's strategic route



Corporate structure



Power Division consists of Fortum's power generation, physical operation and trading, operation, maintenance and development of power plants as well as expert services for power producers. The financial result is reported in Power generation segment.

Heat Division consists of combined heat and power generation, district heating activities and business to business heating solutions. The financial result is reported in Heat segment.

Electricity Solutions and Distribution Division is responsible for Fortum's electricity sales, solutions and distribution activities in regional and distribution networks. The financial result is reported in Markets and Distribution segments.

Russia Division consists of power and heat generation and sales in Russia. It includes OAO Fortum and Fortum's over 25% holding in TGC-1. The financial result is reported in Russia segment.

Fortum - a major player in Russia

OAO Fortum (former TGC-10)

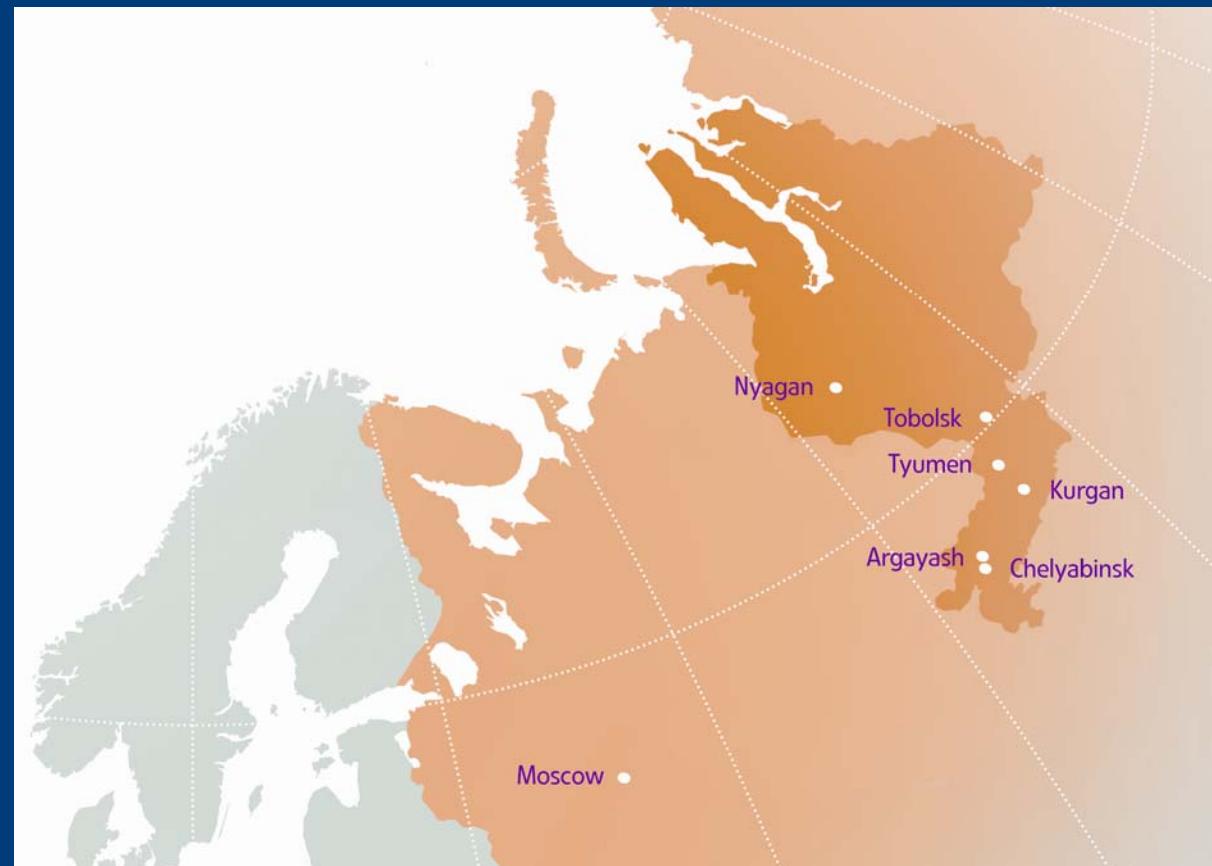
- Majority of the Russian territorial generating company
- OAO Fortum in the Urals region
- OAO Fortum operates in the heart of Russia's oil and gas producing region
- OAO Fortum adds 18 TWh/a to Fortum's power generation and the heat sales double
- Slightly over 25% of territorial generating company TGC-1 operating in north-west Russia
- Representative offices in St. Petersburg and Moscow



OAO Fortum in Ural Region

- Chelyabinsk
- Tyumen
- Tobolsk
- Kurgan
- Argayash
- Nyagan
- Khanty-Mansiisk

5500 employees
20 expats



My present job - Communications Officer, Russia Corporate Relations and Sustainability, Fortum Corporation

- a contact person between Headquarters and operations in Russia within the Communication and Branding functions
- support integration of new markets, integrate and include Russia into Corporate communications network
- maintain and develop co-operation with OAO Fortum communication team, support the Russian communication organization
- all contacting through corporate branding, campaigns and local sponsorship, build-up of positive media publicity
- translation work and production of materials, proof-reading
- organizing and coordinating matters and events
- media monitoring

Work in practice

- Fortum Annual Report
- Fortum Zoom, personnel magazine
- Corporate News for notice boards (OAO Fortum)
- News from OAO Fortum to corporate intranet
- Intranet & Internet (OAO Fortum)
- Fortum Dictionary
- Editorial help for OAO Fortum internal personnel magazine
- Proof-reading, translating, interpreting
- Co-operation with Russian colleagues and partners

Advertising campaign will be started in Ural region in November.
TV channels, local newspapers and magazines



Chelyabinsk GRES



Ural heat network company



Chelyabinsk's City Day 5th September 2009



The Fortum logo at the height of over 7000 meters at Pik Lenin in the Pamir Mountains (Kyrgyzstan and Tajikistan)



Tractor Chelyabinsk, Team 1997, April '09



Tractor Chelyabinsk, Team 1997, gold medal, April '09



Fortum on Internet

www.fortum.com

www.fortum.ru