



An airline designed for you

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IN THE beginning of this year, we at Finnair realized that many of the goals we set in 2007 – both in terms of growth and service quality – had already been reached. Finnair is now the largest northern European airline in intercontinental traffic between Asia and Europe, and Skytrax has given it a four-star rating.

A company's vision is like a compass that helps its employees navigate in the right direction. We have always been inspired by a strong vision and strategy, and along the road have reached many of our goals. Now it's time to set new standards and a new course.

In our updated strategy, we have set a target to make our customers' travel experiences enjoyable and efficient. All personnel jointly bear responsibility for the company's continuing improvement. As we witnessed with the recent volcanic eruption in Iceland, which was taking place right as this issue was going to press, part of the daily life of an airline is the need to adapt quickly to new situations while continuing to ensure the safety and well-being of our customers.

Finnair's new identity will be built upon a design concept that will ensure a boldly distinctive travel experience. We are also scouting for innovative solutions that will surpass our customers' expectations.

Quality, freshness and creativity are our success factors. Our growth strategy takes into account the growing Asian economies, and is based on our ability to offer competitive prices and the shortest routes. The significance of Scandinavia as part of our home market is growing. Traffic between India and North America will also be an area of expansion in the future.

We strive to be the number one airline in the Nordic countries and the most desired airline in traffic between Europe and Asia. Finnair is also the natural choice for quality- and environmentally conscious customers.

Targets that have to be reached are an essential part of a company's vision. As Seneca once put it: "If one does not know to which port one is sailing, no wind is favourable."

PS Finnair now shares its latest news and special offers on Facebook. Become a fan at www.facebook.com/finnair and read postings by our modern-day Finn Hostesses and Hosts (it's what Finnair's cabin attendants were called when flights across the Atlantic began in 1969). Take part in our competitions as well: maybe you'll be the next one to hit the jackpot.

A company's vision is like a compass.

This month around the world



MANHATTAN'S
Meatpacking District hosts its annual Design Week. Part of the event is *Straightforward*, a multi-platform showcase of the best new Finnish design. May 14–17. www.straightforward-design.net

DRESDEN
kicks off its music festival in May. This year's theme is Russian music; among the performers is the Grammy-winning Russian National Orchestra. May 19–June 6. www.musik-festspiele.com

HELSINKI'S
city centre crowds with balloon-toting families and rowdy grown-ups on May Day (*Vappu*), a national holiday celebrating the arrival of spring. Wearing one's graduation cap is part of the tradition. May 1.

SHANGHAI'S
World Expo 2010 will open on May 1. Lasting until the end of October, the colossal event will bring together 192 countries and welcome an expected 70 million visitors. en.expo2010.cn

