



MR. WILLE EEROLA
Hon. Consul General to Finland
Kunniapääkonsuli

Embassy of Pakistan
Stockholm, Sweden

13th of February, 2017

Dear Sirs,

For your records please find here a summary of my activities as the Hon. Consul General of Finland during the first year since the Nomination, covering the time period of 11th February 2016 to 11th February 2017.

Best regards,

Wille Eerola
 Hon. Consul General of Pakistan to Finland

ACTIVITIES OF HON. CONSUL GENERAL IN FINLAND

I. Events and Interviews:

February 11, 2016

Official Nomination Letter signed by the H.E. Mr. *Mamnoon Hussain*, President of Pakistan.

March 8, 2016

Publishing the status of Hon. Consul General after received the Exequatur Document signed by Mr. *Timo Soini*, Minister of Foreign Affairs of Finland.

March 9, 2016

Organizing and Chairing the 3rd "Pakistan, Challenges and Opportunities" Business Seminar in Helsinki, Finland with approx. 50 representatives from the Finnish companies and Pakistani community.

March 10, 2016

Hosting the visit of H.E. *Tariq Zameer*, Ambassador of Pakistan in Helsinki, Finland. Visit included meetings with Ministry of Foreign Affairs of Finland, including meetings with Mr. *Matti Anttonen*, Under-State Secretary and Mr. *Rauli Suikkanen*, Ambassador of Finland to Pakistan and Mr. Olli Ruohomäki, Deputy Director.

March 12, 2016

Opening the web page with social media channels of the Hon. Consulate General: www.honoraryconsulatepakistan.fi Also opening the social media channels: Facebook, LinkedIn and Twitter.

March 23, 2016

Joined the Pakistan's National Day Reception hosted by H.E. *Tariq Zameer*, Ambassador of Pakistan to Sweden and Finland in Stockholm, Sweden.

April 1, 2016

Joined for an interview with Mr. *Raphael Warnke*, a German journalist, for a 40 minutes interview about Pakistan. Interview was recorded at the Embassy of Pakistan in Stockholm. Interview can be listened as a podcast in iTunes: <https://itunes.apple.com/us/podcast/inter-view/id1099737997>

April 11 – 12, 2016

Organizing and hosting the Nordic Pakistan Business Summit 2016 in Islamabad Pakistan, leading a Finnish business delegation of over 20 Finnish companies to Pakistan with plenty of publicity in the Pakistan media, including over 30 newspapers, television and online media channels. Link to print media coverage is here: <http://nordicpakistanbusiness.com/npbs-2016-in-the-print-media-of-pakistan/> and here for television: <http://nordicpakistanbusiness.com/npbs-2016-in-pakistani-tv/>

April 14, 2016

Visit to the new Islamabad Airport construction site in Islamabad, Pakistan. Meeting with the representatives of main constructor and talked about potential Finland – Pakistan cooperation also in air traffic in the future.

April 15, 2016

Honorary Consul General of Pakistan for Finland, Mr. Wille Eerola joined PTV's editor Mr. *Faisal Rehman* for his live talk show "News on Views" in Islamabad, Pakistan. Link to live interview is available on Youtube: <https://www.youtube.com/watch?v=7Q4knE1JmA>

May 24, 2016

Meeting and presentation with the delegation from Lahore Chamber of Commerce at the Embassy of Pakistan in Stockholm, Sweden.

May 30, 2016

Meeting with the representatives of the Ministry of Foreign Affairs of Finland: Mr. *Kimmo Lähdevirta*, Director General of the Department for the Americas and Asia and Mr. *Rauli Suikkanen*, Rowing Ambassador of Finland to Pakistan.

August 24, 2016

Representing Pakistan at the Consular Corps Summer Meeting at Haikko Manor, Finland. Event hosted by the Dean of Consular Corps, Mr. *Gaius Gyllenbögel*, Hon. Consul General of Indonesia and Mr. *Veikko Vuoristo*, Hon. Consul of Barbados with over 30 Honorary Consuls acting in Finland.

September 2, 2016

Hosted a delegation from UMT – University of Management and Technology – from Lahore, Pakistan lead by Dr. *Hasan Sohaib Murad*, Rector of UMT, to visits with the leading Finnish academic institutions. Visits included Aalto University; hosted by Phd. *Hannu Seristö*, Vice-Rector of Aalto and VTT Research Center; hosted by Mr. *Jari Uotila*, Manager of International relations.

September 20, 2016

Representing Pakistan at the Consular Corps Event at the Bank of Finland, hosted by Mr. *Erkki Liikanen*, Governor of Bank of Finland.

October 10, 2016

Hosted the visit of Ambassador of Pakistan to Sweden and Finland, H.E. *Tariq Zameer* to Aalto University and the world famous Startup Sauna and Design Factory on Monday, Oct 10 with Mr. *Hannu Seristö*, Vice-Rector of Aalto and Professor *Kalevi Ekman*, the man behind the Design Factory.

Hosted the visit of Ambassador of Pakistan to meet the key representatives of the Ministry of Education and Culture of Finland; Ms. *Jaana Palojarvi* (Director for International Relations) and Ms. *Marianne Huusko* (Senior Advisor) and representatives of Ministry of Economic Affairs and Employment; Mr. *Petri Peltonen* (Under-State Secretary) and Ms. *Mari Hakkarainen* (Ministerial Adviser)

October 13, 2016

Represented Pakistan at the Consular Corps Event, hosted by the Dean of Consular Corps, Mr. *Gaius Gyllenbögel*, Hon. Consul General of Indonesia with a Chief Guest, General *Jarmo Lindberg*, Commander of the Finnish Army.

December 8, 2016

The planned 4th “Pakistan – Challenges and Opportunities” event was canceled due late visa process of our Chief Guest, representative of Lahore Knowledge Park. The event is re-scheduled to 2017.

December 13, 2016

Visit to UMT – University of Management and Technology in Lahore, Pakistan. Speaking at the press conference and signing ceremony between UMT and Finland Pakistan Business Council developing cooperation between UMT and Finnish education institutions bringing high-quality education to Pakistan. Press release can be found on FPBC’s web page: <http://fpbc.fi/wordpress/wp-content/uploads/2014/02/UMT-Press-Release.pdf>

December 13, 2016

An official visit to Lahore Chamber of Commerce, Lahore, Pakistan. As Chief Guest speaking at a luncheon at LCCI for cooperation between Finnish and Pakistani companies and encouraging members of LCCI to join the Nordic Pakistan Business Summit Helsinki Edition 2017 in Helsinki, Finland in January 2017.

December 14, 2016

I joined for several interviews in the Pakistan media, including twenty newspapers and various online channels. Here's the link to print media coverage: <http://nordicpakistanbusiness.com/press-coverage-by-apr-some-pre-summit-publicity-in-pakistan/>

December 16, 2016

I joined the live morning show "World this morning" on PTV, Islamabad, Pakistan. Clip to this one hour live show can be found on Youtube: <https://www.youtube.com/watch?v=nrS6QXIT-5o>

December 20, 2016

I joined for an interview with Pro Pakistani, the leading online news channel in Pakistan. Here's the link: <https://propakistani.pk/2016/12/20/nordic-regions-hold-immense-potential-pakistani-businesses-finnish-general-consul/>

January 19, 2017

Organized and Chaired the Nordic Pakistan Business Summit Helsinki Edition 2017 in Helsinki, Finland with over 100 representatives from Finland, Sweden, Norway, Denmark, Estonia, Latvia and Lithuania. Link to NPBS Helsinki Edition is here: <http://nordicpakistanbusiness.com/npbs-helsinki-edition-2017/>

January 31, 2017

Represented Pakistan at the Consular Corps event in Helsinki, hosted by the Dean of Consular Corps, Mr. *Gaius Gyllenbögel*, Hon. Consul General of Indonesia with the Chief Guest and Speaker Ambassador *Pekka Huhtaniemi*, from the "Finland 200 Years" Committee.

II. Inquiries and Contacts to Consulate

Total 21 private persons (8 Pakistanis, 10 Finnish, 3 others) have contacted the HCG office during the first year: reasons for contacting various from marriage/divorce or other civil issues to visas.

Total 63 companies have contacted the HCG office during the period of Feb 2016 – Jan 2017; these contacts were related to (a) how to identify a trusted Pakistani customer or supplier, (b) business culture in Pakistan and (c) procedure for Visas.

III. HCG's Online, Presence and Statistics

HCG's email distribution list includes contact details of 500 people and that list is used to broadcast important news like coming events ("Pakistan – Challenges and Opportunities" –series, "Nordic Pakistan Business Summit") and other issue valuable to the business community in Pakistan.

HCG's web page www.honoraryconsulatepakistan.fi has "HCG's Blog" part where we are publishing some Pakistan related news or events, total 22 articles published last year. This is in addition to the "News" –section at Nordic Pakistan Business Summit page and Finland Pakistan Business Council, both published by the social media team of HCG:

NPBS News: <http://nordicpakistanbusiness.com/news/>

FPBC News: <http://fpbc.fi/news/>

HCG's Facebook page (<https://www.facebook.com/HonoraryConsulGeneral>) opened on March 12, 2016 has currently 157 likes: 175 posts published with a reach rate of 40 – 500 people.

HCG's Twitter account (<https://twitter.com/HonoraryConsula>) opened on March 12, 2016 and has currently 61 followers. We have tweeted 106 times, with around 2,000 displays per month.

HCG's LinkedIn account (<https://www.linkedin.com/company/honorary-consulate-general-of-pakistan-finland>) have around 30 posts during the year with a response rate between 15-35 people.

All Social Media activities are produced in parallel with the social media channels (Facebook, LinkedIn, Twitter) of Nordic Pakistan Business Summit and Finland Pakistan Business Council, total with 1,500 followers and reach rate between 200 – 2,000 people for every post.



HON. CONSUL GENERAL
WWW.HONORARYCONSULATEPAKISTAN.FI