

**Päivi Jokinen appointed VP Marketing for Kemira**

**Päivi Jokinen**, MScEcon (39), has been appointed Vice President for Marketing and member of the Strategic Management Board of Kemira as of October 1, 2008. Her responsibilities will include organizing consistent global marketing for Kemira, and development of Kemira brand and customer relationship management tools.

Päivi Jokinen will transfer to her new position from the organization of International Paper Europe, where she is Strategic Planning Manager. Prior to her current position, Päivi Jokinen has worked as Marketing Director of International Paper European Papers and in various other business management positions in Belgium, Finland, Indonesia, Singapore and Mexico. Päivi Jokinen will report to Harri Kerminen, President and CEO of Kemira Oyj.

Kemira Oyj  
Timo Leppä, EVP Communications

**For more information, please contact**

Kemira Oyj

Harri Kerminen, President and CEO  
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**Kemira** will be a focused company, the best in water and fiber management chemistry.

**In 2007**, Kemira recorded revenue of approximately EUR 2.8 billion and had a staff of 10,000. Kemira operates in 40 countries.

[www.kemira.com](http://www.kemira.com)