

Kemira: Tikkurila to establish a sales company in Minsk, Belarus

Following its strategy of growth, Tikkurila, which is responsible for Kemira's paints and coatings business, will strengthen its position in East Europe by establishing a sales company called *IP Tikkurila* in Minsk to be responsible for the marketing, sales and distribution of Tikkurila's decorative paints and industrial coatings in Belarus.

IP Tikkurila has its office and warehouse in Minsk, the capital of Belarus. The new company is led by Mr. *Mauno Nurm*, Country Manager, who has several years' experience of sales and managerial positions in Tikkurila companies in East Europe.

Tikkurila has been exporting paints and coatings to Belarus since the beginning of 2000 through importers. A sales company owned by Tikkurila itself will boost the expansion of the dealer network and increase its market share while also improving the service for industrial customers. Tikkurila aims at reaching a position among the most significant paint companies in Belarus within a few years.

Belarus has a population of approximately 9 million and a rapidly developing paint market with a volume of approximately 55 million litres (decorative paints and industrial coatings). Paint consumption per capita is approximately 6 litres, while the corresponding figure for West Europe is 15–20 litres. The economic growth in Belarus has been nearly 10% during the past few years, and this growth rate is expected to continue.

For more information, please contact

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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.

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