

Kemira to participate in Shanghai World Expo 2010

Kemira will participate in the World Expo 2010 in Shanghai as a partner of Finpro's Finland at Expo 2010 project. The World Expo will open on May 5th next year and receive visitors until the end of October. Over 70 million visitors are expected at the Expo, to be held in the center of Shanghai.

"The Shanghai Expo is a wonderful opportunity for Kemira to raise its profile in China, an important strategic growth area for us. The theme of Finland's pavilion *Sharing Inspiration* is very close to our own set of values, as well as the theme of the entire Expo – *Better cities, better life*", states Päivi Jokinen, Kemira's EVP, Marketing and Communications. "We want to become one of the world's leading water chemistry experts and to play our part in support of everyone's right to clean water. We aim to emphasize this theme through our participation in the expo."

Kemira has been operating actively in China for several years. All of its business segments – Paper, Municipal & Industrial, Oil & Mining and ChemSolutions – have a presence in the Chinese markets, with sales teams actively exploring Kemira's business opportunities. Kemira's Asian research and development center began operating in China in 2007. In particular, the centre has the role of developing solutions for customers based in Asia.

Kemira will participate in the arrangement of a photo competition open for Finnish citizens related to the Expo, alongside Finland at Expo 2010 - Finpro, Greater Helsinki Promotion and Nokia. Selected photos will be integrated into the exhibition, in order to show what life is like in today's Finland and e.g. to display the significance of clean water in cities. More information on the competition can be found at www.finlandatexpo2010.com.

For more information, please contact:

Kemira Oyj
Päivi Jokinen, EVP, Marketing and Communications
Phone +358 40 743 6176

Finpro / Finland at Expo 2010
Petri Ryöppy, Exhibition Manager
petri.ryoppy@finlandatexpo2010.fi

Kemira is a global, 2.8 billion euro chemicals company that is focused on serving customers in water-intensive industries. The company offers water quality and quantity management that improves customers' energy, water, and raw material efficiency. **Kemira's** vision is to be a leading water chemistry company. Its paints and coatings business, Tikkurila, aims to be the market leader in decorative paints and selected wood and metal coatings in chosen markets.

www.kemira.com