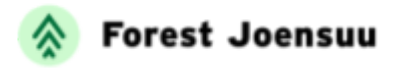




Seppo Tossavainen



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**Head of Economic and International Affairs,
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Seppo Tossavainen is the Head of Economic and International Affairs for the City of Joensuu. He is passionate about promoting sustainable growth and finding innovative solutions to planetary challenges.

Tossavainen has over 30 years of experience in business development, distribution networks, and team leadership, particularly in circular economy, bioeconomy, and clean technology.

Throughout his career, Tossavainen has developed and led global distribution networks in 25 countries. He has co-founded four companies and completed two acquisitions. This solid experience supports his expertise as the Head of Economic and International Affairs.

In Joensuu, Seppo Tossavainen focuses on building an environment that enables the development of research, business, and innovations. Through extensive collaboration, he supports the creation of innovations as well as the application and commercialisation of research results from higher education institutions. The goal is to renew the city's economy with new technologies and improve the quality of life for its residents. Joensuu aims to become an international education city and research centre without compromising ecological, social, and economic sustainability.

Before his current role, Tossavainen promoted international trade for clean technology and bioeconomy companies. He opened the Business Finland office in Canada, strengthening Finnish companies' position in North America. His experience in Toronto has provided Tossavainen with a unique perspective on global trends, and upon returning to Finland, he has continued his work to promote sustainable growth.

Areas of expertise:

- Sustainable growth, bioeconomy, and circular economy
- Innovations and business development
- International networks and trade
- Research, development, and education
- Leadership and community development