

Special Topic Session: SanomaWSOY in Russia**Monday, September 18, 2006**

- 9.15 Registration and coffee
- 10.00 Opening of the seminar**
Jaakko Rauramo, Chairman of the Board, SanomaWSOY
- 10.15 SanomaWSOY's internationalisation strategy**
Hannu Syrjänen, President and CEO, SanomaWSOY
- 10.45 The Russian possibilities – economic environment in Russia**
Julia Tsepilaeva, Head of Research, ING
- 11.30 Doing business in Russia**
Derk Sauer, President, Independent Media
- 12.15 Buffet lunch
- 13.45 Key success factors of Independent Media**
Elena Myasnikova, Publisher and Director, Independent Media
- 14.15 Reaching the readers – press distribution in Russia**
Erkki Järvinen, President and CEO, Rautakirja
- 15.00 Sanoma Magazines Finland – Finland's leading magazine publisher**
Raili Mäkinen, President, Sanoma Magazines Finland
- 15.15 Closing of the seminar**
Matti Salmi, CFO, SanomaWSOY
- Refreshments and discussion