

**Jouni Hartikainen (FI)**  
 President and  
 Chief Executive Officer  
 Elcoteq Network  
 Corporation  
 Helsinki



Born in 1961. Jouni Hartikainen graduated from the Helsinki University of Technology with a major in Control Engineering and Automation, and a minor in Telecommunications and Electrical Measurement Techniques in 1987.

After his studies, Jouni Hartikainen held several positions in Tecnomen Oy, most recently as Director, Customer Operations. Jouni Hartikainen entered Elcoteq in 2000, being responsible for Elcoteq's global sales and customer service. From 2000 until 2004, Jouni Hartikainen held several positions, including President of Asia Pacific Area, Group Vice President for Communications Network, Equipment and Engineering Services, and Group Vice President for Global Account Management and Engineering Services. Since 2004, Jouni Hartikainen has been President and Chief Executive Officer of Elcoteq Network Corporation.

Jouni Hartikainen is a Member of the Board and a Member of the Working Committee of the Technology Industries of Finland and a Member of the Board of Cellon International.

Theses  
**Establishing  
 a European Company  
 in a Global Market**

1. Globally operating companies are today less and less bound to one particular nation state. Their owners can be from numerous different countries, their operations can be on all continents, their stocks can be listed in several exchanges and even their headquarters are often dispersed into a few different locations. Yet, they are primarily bound to the legal system of the country where they have their legal domicile.
2. Companies today are more willing and able to be mobile than before. They can relocate or establish new operations according to their customers' needs, location of the fastest growing markets or most flexible/economical business environment. When margins are narrow, every effort is made to seek the most advantageous operating models.

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3. European Company form (SE, Societas Europaea) is the European attempt to overcome the national boundaries of business and to compliment the Single Market. Since a European Company can change its domicile, it will increase competition between EU Member States.
4. Globalisation is inevitable and also necessary. We need to look beyond Europe. Many companies have already seized the opportunities it brings, but once nation states get genuinely involved in the process, benefits can be manifold to both globally operating companies and national economies.