

BSTF2024 Speakers



Helena Tuuri
Ambassador,
Ministry of Foreign Affairs for
Finland



Jussi Rämets
Region Mayor,
Oulu Region Finland



Marta Chelkowska
Director of Tourism Department,
Pomorskie Region



Aleksandr Fadeev
International Relations
Coordinator, European Capital of
Culture Tartu 2024



Erik Wolf
Founder & Executive Director,
World Food Travel Association



Dr. Darius Liutikas
Senior Scientific Researcher,
Lithuanian Centre for Social
Sciences



Johanna Elvinsson,
Vice President, Head of Strategy,
Mastercard Nordics & Baltics



Felix Schartner Giertha
Project coordinator,
Council of Baltic Sea States
Secretariat



James Simpson
Project Manager,
Novia University of Applied
Sciences



Heidi Heikkilä
Project Manager
Turku University of Applied Sciences



Sari Kasvi
Project Manager,
Business Oulu



David Cabana
Project Manager
Climate Service Center Germany



Sofia Melnyk
Representative of the Basin
Department of water resources of
Zakhidnyi Buh and Sian
Rivers. Member of the NGO Vruna



Yrjötapio "Y.t." Kivisaari
President & CEO,
Visit Oulu



Samu Forsblom
Programme Director,
Oulu2026 European Capital of
Culture



Kristiina Hietasaari
Senior Director,
Visit Finland



Jill Warren
CEO,
European Cyclists' Federation



Heli Laukkanen
Special Project Coordinator,
Bikeland / The Finnish Center for
Cycling Tourism



Jesper Poerksen
Director,
Danish Cycling Tourism



Bożena Małyszczuk
Poland By Locals Representative



Klaus Bondam
Director,
Cruise Baltic



Ryan Jenkins
Managing Director,
DenEesti Group



Janne Anttila
Managing Director,
Kalajoen Hiekkasärkät Oy



Dr. geogr. Andris Klepers
Leading researcher, Vidzeme
University of Applied Sciences



Jens Masuch
Coordinator of the SOUTH COAST
BALTIC Marketing Initiative



Ugis Zanders
Advisor for Sustainable &
Prosperous Priority Area, Council of
the Baltic Sea States Secretariat



Simo Kekäläinen
Host of the BSTF2024,
Pretty Good Hosts

Meet the EUSBSR Policy Area Tourism Coordinators



Anna-Maija Toivonen
EUSBSR PA Tourism Coordinator,
Council of Oulu Region



Magda Leszczyna-Rzucidło
EUSBSR PA Tourism Coordinator,
Pomorskie Tourist Board