
v2c forum 2009

building business from venture-to-capital

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university of jyvaskylä



ERJA HÄKKINEN

Keynote Speaker: JYU Talks Opening Ceremony
Case: Operaatio Maa

Erja Häkkinen has performed in several TV productions in Finland. Her latest venture was with Martti Syrjä as part of Nelonen's *Operaatio Maa* TV documentary. She and Martti went to Ivovo, Madagascar to help the village set up a renewable energy project.

Before that she worked with MTV3 with the show, *Romance in Paradise* filmed on the French Riviera and in Monaco as well as with Finnair and Nelonen showcasing cultural attractions of destinations around the world. In 1997, she started her own business producing English television programs.

Erja has also played an important role throughout her ex-husband, Mika Häkkinen's, career in Formula 1.

Erja received her university degree in marketing from the University of Helsinki and attended the Institute of Tourism in Paris from 1986-1987.