

## AKKUSER OY TO REPRESENT FINLAND IN EUROPE'S MOST COMPETITIVE BUSINESS AWARDS COMPETITION

The European Business Awards sponsored by HSBC ([www.businessawardseurope.com](http://www.businessawardseurope.com)) has announced today that AkkuSer Oy is to represent Finland in the prestigious 2011 Awards programme. AkkuSer Oy beat off stiff competition to be selected as one of Finland Country Representatives and will now compete for a coveted Ruban d'Honneur in the next round of the competition. Final category Award winners will be unveiled in Barcelona on 22 November 2011.

The European Business Awards has identified some of Europe's brightest businesses based on their ability to demonstrate the three core principles at the heart of the Awards programme. The esteemed panel of judges were looking for organisations to represent Finland who exhibited innovation, business excellence and sustainability.

Jarmo Pudas, Managing Director of AkkuSer Oy: "At AkkuSer we're absolutely thrilled to be selected to represent Finland. We've been operating for over 5 years in the battery recycling and it's an honour to be recognised as one of the leading organisations in our country and in our field. The European Business Awards is widely recognised as the showcase for Europe's most dynamic companies. We're looking forward to the next round of the competition where we'll be competing across Europe to receive a Ruban d'Honneur and hopefully win the category for The HSBC International Growth Strategy of the Year 2011.

The European Business Awards is dedicated to raising the visibility and progress of companies who excel in delivering innovation twinned with successful commercial results whilst acting responsibly and positively affecting the social environment they operate in. The 2010 European Business Awards showcased 100 Ruban d'Honneur recipients with a combined turnover greater than €766 billion Euros (6% of EU GDP) who employ over 3.5 million people.

Adrian Tripp, CEO of the European Business Awards says, "Over the past five years we've received an incredibly high standard of entries from organisations that are passionate about their business. However, very few get the chance to fly the flag for their country and compete across Europe to be recognised as one of the EU's leading companies. It really is an exceptional accolade to be picked as a Country Representative, and together with HSBC we're looking forward to seeing Finland in the next round.

John Casey, HSBC Head of Commercial Banking Europe, commented: "The European Business Awards provide a perfect opportunity to recognise the best of European business and their successes over the past twelve months. These companies have displayed an impressive ability to thrive despite challenging economic conditions, pursuing growth and creating prosperity. Their recognition is highly deserved, and through the European Business Awards their success – and the stories behind that - can be shared across the wider business community. We look forward to celebrating alongside these inspirational businesses and wish them every success at the next stage of judging."

"AkkuSer Oy and the nine other country representatives will provide tough competition for the other quality businesses representing their own nations this year, and we wish them every success at the next stage."

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