



FINLAND – **FQA** – Finnish Quality Association:

We celebrate in Finland the 2021 European Quality week on **November 11th**. Laatukeskus Excellence Finland has celebrated the world quality day since 1991. **The theme for this year is Sustainable Leadership**. As key note speakers we have Ms. Niina Ratsula, CEO of the Code of Conduct Company and Mr. Ilkka Halava, Futurologist. The Case study is about IKEA – Black Friday (RE)Sale is represented by Søren Brix, Executive Client Director; Hjaltelin Stahl / Part of Accenture Interactive. As cherry on top, we have our **first Quality Battle about competitiveness and sustainability**.

In the evening, we are celebrating the winner of the Finnish Excellence Award, the first ever winner of the Circular Economy Award and the national winners of the Quality Innovation Award. The Finnish Fair Foundation, Messusäätiö, is our partner at Finnish Excellence and Circular Economy award.

They want to encourage the Finnish organizations to perform at their best by granting **30 000 EUR to the winner(s)**.