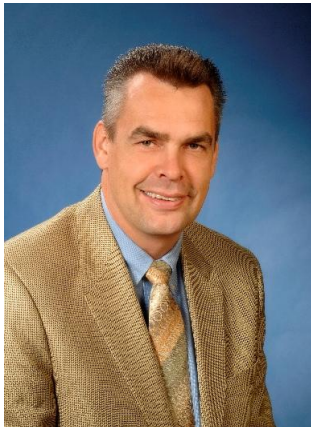




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XII UBC General Conference "Investing in young people. Combating youth unemployment and marginalization - from words into action", Mariehamn, Åland, 1-4 October 2013

### **Mikael Backman to speak at the XII UBC General Conference in Mariehamn**



The participants will hear on how to promote integration of young people in working life. The Viking Line, as a major ferry operator, employs a large number of people including the youth. Also, the company's activities to promote sustainable development in shipping and its experiences of using LNG instead of oil in ferries will be presented.

Mikael Backman has been a President and CEO of Viking Line Abp, the market-leading cruise and ferry line in the Baltic, since 2010. His rich professional experience comprise marine operations, hotel operations, facilities management, human resources, finance, etc.

The UBC General Conference in Mariehamn will focus on difficult situation regarding the high level of youth unemployment in the Baltic Sea Region. The youth representatives, as well as the cities, will both prepare their plan of action to combat youth unemployment and marginalization. The guiding principle in all proceedings is "*combating youth unemployment and marginalization - from words into action*".

The bi-annual General Conference is the highest organ and central event of the UBC, the main organisation and representative of the local authorities in the BSR.

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**More information and registration to the conference at:**

[www.mariehamn.ax/ubc/](http://www.mariehamn.ax/ubc/)

[www.ubc.net](http://www.ubc.net)