

**PHOTOS ATTACHED: 1. Dr. Kai Syrjälä; 2. SPE Logo**

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**For Immediate Release**

**NOKIA DESIGN AND TOOLING EXPERT DR. KAI SYRJÄLÄ WILL DELIVER  
PLENARY ADDRESS AT SPE EUROTEC™ 2011**

NEWTOWN, CT, U.S.A., May 3, 2011: The Society of Plastics Engineers (SPE) is pleased to announce that Kai Syrjälä, PhD of Finland-based Nokia will be a plenary speaker at the first SPE EUROTEC™ plastics technical conference.

EUROTEC™ 2011 will be held November 14-15 in conjunction with the Equiplast exposition in Barcelona. Dr. Syrjälä's presentation, titled **“Plastics Injection Molding and Tool Making: Challenges in China and Future Visions,”** will be delivered on Monday, November 14, 2011.

Many plastics companies now have suppliers in China owing to cost-performance advantages and high-volume capabilities, noted Dr. Syrjälä. In addition, because of China's large clusters of electronics companies and moldmakers, the country has been ramping up its automotive industry. Dr. Syrjälä's presentation will illustrate current working models and practices in tool and mold manufacturing in China, focusing on how to succeed, maintain progress, and manage quality. He will also discuss what can be expected in the future.

Dr. Syrjälä is Director, Tooling and Molding Sourcing, at Nokia, and has led R&D teams all over the world. He is also responsible for the development and maintenance of Nokia's global 3D-CAD systems and works with industrial designers on the company's key products. Nokia was one of the first companies to use full solid modeling to take plastics from “style to steel” with short lead times. Dr. Syrjälä has been active in implementing new business models between Nokia and its suppliers in China.

More information on the SPE EUROTEC Conference is available at [www.4spe.org](http://www.4spe.org) or by calling Lesley Kyle (+1 203-740-5452).

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