

**11 February 2025**  
**14:00-15:30 (Thailand)**



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**REGISTRATION**  
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# PISA and AI in Education Webinar

## *Secrets Behind Finland's Success in Education*

### AGENDA

- **Welcoming Remarks: Outi Suojanen**, Chair of Education Committee, TFCC and CEO, Tutoreinstitute
- **The Thai Education Perspective:** Dr Phichet Phophakdee, Deputy Permanent Secretary, Ministry of Education of Thailand
- **Discover Finnish Efficiency in PISA Study: Pasi Reinikainen**, Chief Expert and Team Leader, Cambridge Education
  - The PISA study's role in Finland's success
  - Strategies for excellent educational outcomes
- **AI in Education: Arttu Linnavuori**, Education Expert, Eduten
  - Unlocking AI benefits while addressing challenges
  - Case study: Eduten's approach to personalized learning
- **Closing Remarks: Kristiina Kuvaja-Xanthopoulos**, Ambassador of Finland to Thailand and Cambodia
- **Q&A**

### What You'll Learn

- ❖ Key elements driving Finland's educational efficiency
- ❖ Innovative teaching practices for PISA success
- ❖ Actionable insights to improve education outcomes
- ❖ Best practices for integrating AI in education
- ❖ How personalized learning can transform the future of education



Organised by the Thai-Finnish Chamber of Commerce, the Ministry of Education of Thailand, the Embassy of Finland in Bangkok and Vision Finland

# Speakers



## Kristiina Kuvaja-Xanthopoulos , Ph.D.

Ambassador of Finland to Thailand and Cambodia

Kristiina Kuvaja-Xanthopoulos is a distinguished diplomat with a career spanning over two decades. Currently serving as Ambassador of Finland to Thailand since 2024, she has held senior roles such as Ambassador to Bulgaria (2020–2024) and Deputy Director General for Africa and the Middle East (2016–2020). She served in Athens, Manila, and Brussels earlier, contributing to EU development policy and Finnish international relations.

Fluent in five languages, Kuvaja-Xanthopoulos earned a Doctorate in Social Sciences from the University of Jyväskylä. Passionate about arts, reading, running, and the Greek language, she is a board member and advocate for global development policy. She holds a Ph.D. in Social Sciences.



กระทรวงศึกษาธิการ  
Ministry of Education

## Phichet Phophakdee, Ph.D.

Deputy Permanent Secretary for Education at the Ministry of Education of Thailand

Dr Phichet Phophakdee has been a key advocate for equitable, high-quality learning, emphasizing student well-being and happiness. A driving force in digital education, he played a pivotal role in developing distance learning platforms like Digital Learning Television (DLTV) to ensure nationwide access to education. With extensive experience in educational administration, his leadership has propelled the digital transformation of Thailand's education system. Dr. Phophakdee earned his degree from Chulalongkorn University.



## Outi Suojanen, B.Sc.

Director, TFCC; CEO and Founder, Tutoreinstitute

Outi brings over 40 years of global experience in telecommunications, HR, training, and education. She held leadership roles at Nokia Telecommunications across cultures and countries before establishing an HR department in Myanmar and focusing on education projects in Asia. As a Director of the Thai-Finnish Chamber of Commerce, she chairs the Education Committee, fostering programs between Finnish and Myanmar universities. Outi is a certified Extended DISC Assessment provider and provides HR solutions and eLearning courses. She represents Finnish AI-based learning platforms, game-based solutions, and distance learning tools, enhancing education quality and accessibility for students, teachers, parents, and schools.

## Pasi Reinikainen, Ph.D., Lic. Phil.

Chief Expert and Team Leader, Cambridge Education

Pasi is an accomplished education expert with extensive experience in international education reforms. He has contributed to OECD, EU, and EC initiatives and played key roles in PISA and TIMSS studies, including leading the PISA 2009 Initial Report and contributing to OECD's TALIS. His career highlights include serving as Secretary General of the Finnish Education Evaluation Council, Resident EU Twinning Advisor in Egypt, and Chief Consultant in Saudi Arabia. He is a Chief Expert at the Finnish Education Institute and a Team Leader at Cambridge Education, focusing on education reform, policy development, and teacher training. Pasi holds a PhD in Education in Applied Nuclear Physics.



## Arttu Linnavuori, M.Ed.

Senior Pedagogy Expert, Eduten

Arttu is an educator with over 10 years of experience, specialising in both traditional teaching and AI-powered education. He offers personalised guidance and training to teachers worldwide, helping them integrate AI and digital learning into classrooms. Passionate about innovation, Arttu is committed to empowering educators with the tools and knowledge to create impactful, personalised learning experiences.