In my paper I am going to tackle the complexity of European integration process. I am going to avoid blatant statement that European integration process is clear and certainly supranational or intergovernmental in its nature. My aim is to show that the integration process contains elements of both and that they can be incorporated to new understanding which will increase the theoretical understanding of this integration process. Especially this is obvious in the case of the Finnish paper industries and its quest to more integration to Europe. In this context the image, markets and political as well economical/industrial integration were intertwined in a matter, that it was impossible to separate them. They all had an effect to the integration process to the paper industry.

In this context it is interesting to research was there a market speech that overruled the social and cultural integration process in Europe? Or is it a fallacity to look this matter in this way at all? Does Europe need a common identity or is it every member state for itself?

As a conclusion I want to stress that my article will dress matters of vital importance to the integration process (social, cultural/economic and political aspects) and not just look them in the conventional perspective of pure economic/political integration or solely intergovernmental/supranational paradigm.