



# BUSINESS FINLAND

# Boosting Export with Packaging: Modules



## **Module 1** (05.-06.03.2020)

Get the corner stoners – benefit from the basics: Packaging and sustainability in different target markets. How can modularity improve the profit? Packaging and food waste.

## **Module 2** (02.-03.04.2020)

Get inspired – Trends and requirements in target markets: The trinity of material, visual identity and value proposition – consumer preference, legal requirements and packaging trends in different markets.

## **Module 3** (28.-29.04.2020)

Get creative – Branding and design: The power of storytelling in branding, design and product packaging. How Finnish is Finnish enough? Does the same packaging appeal in all markets?

## **Module 4** (19.-20.05.2020)

Get the Grips – Consumer testing and funding: From sensory testing to rapid online testing of raw concepts. Business Finland funding instruments.

Price point: 3800€ per person (950€ per module per person), VAT 0%. Other persons from same organization -50%. Prices include coffee/tea and refreshments. Lunch is not included.



# Module 1:

## Get the Corner Stones – Benefit from the Basics

### Day 1: 05.03.2020

Value of packaging: How to define value of packaging – does material choice affect behaviour?

Workshop: Communicating via material choice and structure. Showcasing and evaluating samples from multiple markets.

Packaging material requirements of value added food packaging intended for export markets, primary and secondary packaging.

Sustainable packaging – ways to communicate environmental impact of materials

Must-haves in terms of product declaration: Overview in key markets

### Day 2: 06.03.2020

Packaging material and construction: What does fit for purpose mean?

Modularity to fit logistics and retail shelves: Changing world and online sales channels and requirements for packaging

Workshop: Optimal product display

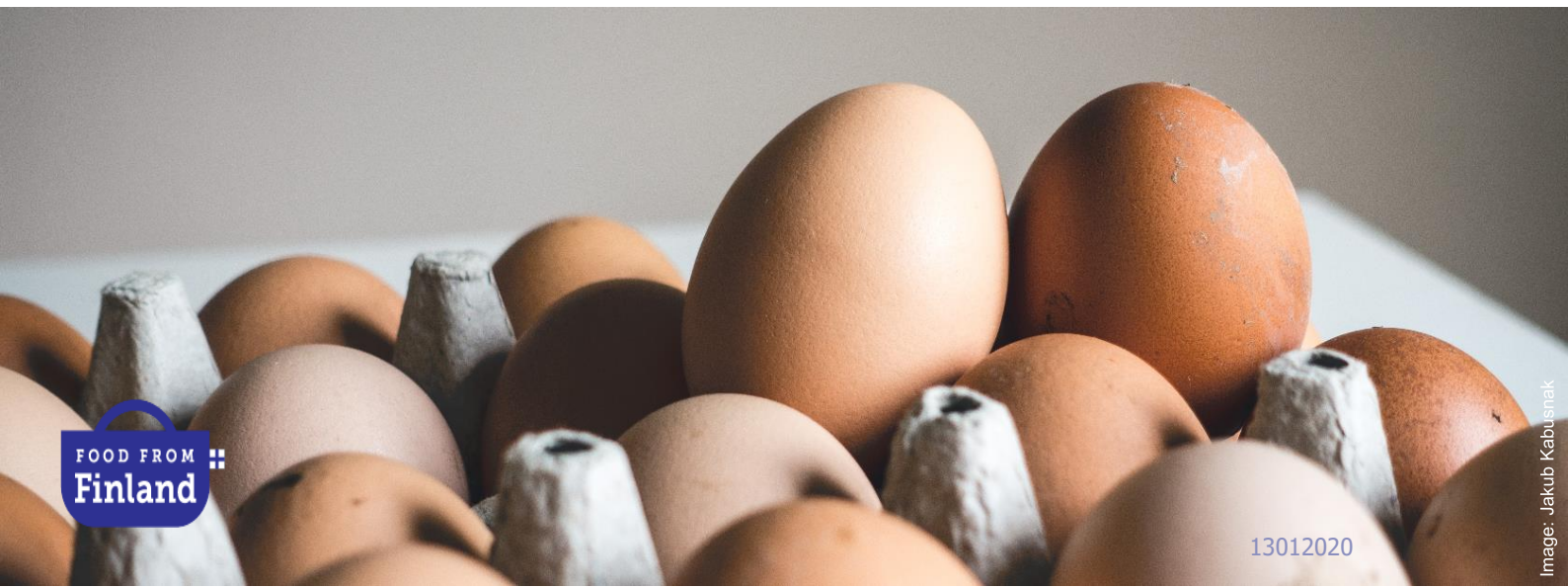
Product specification and how to find products that are missing from the markets

Shelf life requirements- how can packaging reduce food waste and is intelligent packaging the answer?

Augmented reality, Virtual Reality, Campaigns and customer loyalty programs

How to protect your packaging from intellectual property infringements

Packaging related certificates – must-have or competitive edge?



# Module 2:

## Get Inspired– Trends and Requirements

### Day 1: 02.04.2020

Consumer insights and trends – cases, methodology, trends in key markets

Material trends, business models and food trends

Workshop: How do external trends and factors influence food exporters and their packaging solutions.

Does „arctic“ bring added value? Is made in Finland a benefit?

Q&A discussion: Requirements for Finnish products in international markets – expectations vs. Reality

### Day 2: 03.04.2020

How to impress buyers with packaging – what does the buyer want and is it different from what the consumer wants?

Workshop: Simulation of product assortment meeting with experienced buyer

Packaging requirements in my target markets: material, value proposition and visual identity in France

Trends and requirements: Japan and South Korea

Packaging related legislation in key markets – are there barriers to entry?

Workshop: How and where to find information about legal requirements



# Module 3:

## Get Creative— Brand and Design

### Day 1: 28.04.2020

The power of storytelling in brand, design and product packaging, with practical examples

Workshop: How does brand strategy support package design?

Case study: Company perspective, evolution of packaging design for export market

Creating and re-designing packaging concepts from consumer point of view: Overview and background



Image: Helen Shi

### Day 2: 29.04.2020

Introduction how to create powerful value proposition – crystallising brand and product concept

Workshop: Value proportion, individual work and co-creation based on concept designs template

Design preferences in Asia

Workshop: Evaluation of products for Asian market, expectation vs. reality

Contacts of local design agencies in key markets



# Module 4:

## Get the Grips– Consumer Testing and Funding

### Day 1: 19.05.2020

What aspects of packaging and product can be studied and when does it make sense?  
Product concept and packaging – Oppobot rapid on site testing, including pre-work for participants. Creating concept test set-up and launching tests in target market and target segment

On-site case study: Shelf testing of designs in virtual environments, packaging experience with Value Toolkit and sensory testing including Eye tracking technology

### Day 2: 20.05.2020

How packaging re-design can boost sales and bring extra revenue – practical examples, roadmap of change and results

Case study: Packaging concept testing, piloting in desired markets with actual products

Results and analysis: Eye tracking

Results and analysis of Oppobot survey

Business Finland funding instruments, practical examples and Q&A

