



Plans for 2020

Annaleena Soult, Business Finland





Program activities in 2020

TRADE FAIRS

Grüne Woche	17.-26.1. Berlin, Germany
Biofach	12.-15.2. Nuremberg, Germany
ProdExpo (partner)	10.-14.2. Moscow, Russia
Seafood Global (partner)	21.-23.4. Brussels, Belgium
Foodex	10.-13.3. Chiba, Japan
PLMA The World of Private Label	26.-27.5. Amsterdam, the Netherlands
Free From Functional Food	23.-24.6. Amsterdam, the Netherlands Registration opening soon
SIAL Paris	18.-22.10. Paris, France Registration opening in spring
Food Ingredients	1.-3.12. Frankfurt, Germany Registration opening in spring





Program activities in 2020



COACHING DAYS IN SPRING

**Coaching day – China:
Marketing, Compliance and IPR**

4.3. Helsinki

Coaching day - Hong Kong

*4./5.3. Helsinki

**Elintarvikealan vientivalmennus
(cooperation with Ruokavirasto)**

8.4. Helsinki

Coaching day – France

27.4. Helsinki

Coaching day - Japan

May/June, Helsinki

COACHING DAYS IN AUTUMN

To be published later

**Please note that these dates may be subject to change*



Program activities in 2020

BUYER MEETINGS

Grüne Woche, Savu	15.1. Berlin, Germany
ProdExpo	10.2. Moscow, Russia
Foodex	9.3. Tokio, Japan
China Roadshow	11.-15.5. Beijing, Shanghai, Hangzhou
Symposium Feines Essen + Trinken	4.-5.6. München, Germany Registration open
China Roadshow	14.-18.9. Guangzhou, Shenzhen, Hong Kong
Nordic Food Event	November, Seoul, South Korea

Other events to be published later



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Program activities in 2020

BOOSTING EXPORT WITH PACKAGING -PROJECT

Module 1: Get the cornerstones – benefit from the basics: packaging and sustainability in different target markets. How can modularity improve the profit? Packaging and food waste.

5.-6.3. Helsinki
[Registration open](#)

Module 2: 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.

2.-3.4. Helsinki
[Registration open](#)

Module 3: 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?

28.-29.4. Helsinki
[Registration open](#)

Module 4: Get the Grips – Consumer testing and funding: from sensory testing to rapid online testing of raw concepts. Business Finland funding instruments.

19.-20.5. Helsinki
[Registration open](#)



Program activities in 2020



Campaigns Germany	Campaigns Japan
LIEFERELLO January & April	Chocolate Finland campaign February, Tokyo
GLOBUS – 6 campaigns March – October	Hankyu Umeda - Nordic fair
CITTI – 1-2 campaigns Spring/autumn	Matsuya Ginza - Finland fair
Edeka Nord April/May	Christmas Drink campaign December, Tokyo
TEGUT / FAMILA – internal fair + 1 campaign TBC	

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Program activities in 2020

OTHER EVENTS

Finland Day	April Seoul, South Korea
Autumn kick off & meet the global team experts	August Helsinki
Tokyo 2020 Pavilion – Food week	7.-11.9. Tokyo, Japan Registration open
Shanghai Wine & Dine	* Autumn TBC, Shanghai, China
Dubai World Expo 2020 Alcohol + beverage promotion	* Autumn TBC, Dubai, United Arab Emirates



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Tokyo2020 - Metsä Pavillion House of Finland

- **Finnish Food Week 7.-11.9.2020**
 - Buyer meeting event, media event, Finnish buffet including your product
 - Introduction to the Japanese retailing market
 - Visit to the new Moomin Park and Metsä Village selling a wide number of Finnish brands
- **Pop Up shop at the Pavilion**
 - Run by Mr Nishimura / Laavu, an importer who has his own shop at Metsä Village / Moomin Park
 - For the companies participating on the Food week 7.-11.9. + those already working with Mr Nishimura
- **Finnish menu options created in cooperation with chef Arto Rastas, realized by a Japanese catering company, offered for all the activities in Metsä Pavilion during 6 months**
 - only for the Finnish companies already having an importer in Japan

[Read more here](#)





Feines Essen und Trinken 4.-5.6.20 Munchen, Germany



- Unique, high profile fine food and drink buyer event, 30th anniversary this year
- Finland is the partner land with high visibility
- 1000+ German key decision makers from retail and horeca sectors, all main players represented
- The three-part event structure consisting of marketplace, conference, and gala evening
- For Finnish companies already having a distributor/importer in Germany + packages adapted to German market
- Table places for 15 Finnish companies – some places left!
- [Participation fee 3800€ / company](#)
- [Deadline for registrations 31.1.2020.](#)



GERMAN RETAILERS PARTICIPATING



AND MANY MORE...



Program activities in 2020 in planning *to be confirmed*

- **Buyer meetings in France**
 - Contact Annaleena Soult (annaleena.soult@businessfinland.fi) for more information
- **Sweden activities**
 - Smaka Good Food Festival (b2c) in Stockholm June 4th 2020 –
 - Networking event June 3rd
 - Press event mid-May
 - Group explorer to Sweden
 - Contact Vilma Rissanen (vilma.rissanen@businessfinland.fi) for more information of activities in Sweden
- **China activities**
 - E-commerce to China training series
 - Contact Cuilu Fan (cuilu.fan@businessfinland.fi) for more information

Program activities in 2020

**Please note that these dates may be subject to change*

	January	February	March	April	May	June
EVENTS	Food from Finland kick off 30.1. Helsinki	Japanese buyers 5.-9.2. TBC Helsinki	BEWP module 1 5.-6.3. Helsinki Training and Coaching Event on China Market, Export Compliance and Consumer Trends (In cooperation with Experience Commerce program) 4.3. Helsinki + webinar Coaching day – Hong Kong 4./5.3. Helsinki+ webinar	BEWP module 2 2.-3.4. Helsinki Elintarvikealan vientialmennus 8.4. Helsinki + webinar BEWP module 3 28.-29.4. Helsinki Finland Day TBC, Seoul, South Korea Coaching day – France 27.4. Helsinki	China Roadshow 11.-15.5. buyer meetings and media event in Beijing, Shanghai, Hangzhou BEWP module 4 19.-20.5. Helsinki Coaching day – Japan TBC Helsinki	Symposium Feines Essen + Trinken 4.-5.6. München, Germany Finland as main partner country
TRADE FAIRS	Grüne Woche Berlin 2020 17.-26.1. Berlin, Germany 15.1. buyer meeting event	BioFach, 12.-15.2. Nuremberg, Germany FFF as a partner in ProdExpo 10.-14.2. Moscow, Russia Buyer meeting event at the Embassy	Foodex, 10.-13.3. Chiba, Japan 9.3. Buyer event Common activities together with Sweden and Denmark	FFF as a partner in Seafood Global 21.-23.4. Brussels, Belgium	PLMA The World of Private Label 26.-27.5. Amsterdam, the Netherlands	Free from Functional Food 23.-24.6. Amsterdam, the Netherlands
CAMPAIGN	Maison Plisson campaign in France 15.1-12.2. LIEFERELLO – shop in shop + campaign	Chocolat Finland campaign Tokyo, Japan	GLOBUS – 6 campaigns (March – October)	LIEFERELLO – shop in shop + campaign EDEKA NORD – 1 campaign		

Program activities in 2020

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	July	August	September	October	November	December
EVENTS	Summer Holiday	Food from Finland autumn kick off and meet the global team experts Date TBC, Helsinki	China Roadshow 14.-18.9. Buyer meetings and media event in Guangzhou, Shenzhen, Hong Kong Tokyo 2020 Pavilion – Food week Tokyo, Japan 7.-11.9.		Nordic Food Event Date TBC Seoul, South Korea Coaching day – Russia Date TBC Helsinki	
TRADE FAIRS				SIAL Paris 18.-22.10. Paris, France		Food Ingredients Europe 1.-3.12. Frankfurt, Germany
CAMPAIGNS				CITTI – 1-2 campaigns TEGUT / FAMILA – internal fair + 1 campaign TBC		