



# Plans for 2020

Annaleena Soult, Business Finland





# Program activities in 2020

## TRADE FAIRS

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





# Program activities in 2020



## COACHING DAYS IN SPRING

<b>Coaching day – China: Marketing, Compliance and IPR</b>	4.3. Helsinki
<b>Coaching day - Hong Kong</b>	*4./5.3. Helsinki
<b>Elintarvikealan vientivalmennus (cooperation with Ruokavirasto)</b>	8.4. Helsinki
<b>Coaching day – France</b>	27.4. Helsinki
<b>Coaching day - Japan</b>	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

<b>Grüne Woche, Savu</b>	15.1. Berlin, Germany
<b>ProdExpo</b>	10.2. Moscow, Russia
<b>Foodex</b>	9.3. Tokio, Japan
<b>China Roadshow</b>	11.-15.5. Beijing, Shanghai, Hangzhou
<b>Symposium Feines Essen + Trinken</b>	4.-5.6. München, Germany <a href="#">Registration open</a>
<b>China Roadshow</b>	14.-18.9. Guangzhou, Shenzhen, Hong Kong
<b>Nordic Food Event</b>	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
<b>LIEFERELLO</b> January & April	<b>Chocolate Finland campaign</b> February, Tokyo
<b>GLOBUS – 6 campaigns</b> March – October	<b>Hankyu Umeda - Nordic fair</b>
<b>CITTI – 1-2 campaigns</b> Spring/autumn	<b>Matsuya Ginza - Finland fair</b>
<b>Edeka Nord</b> April/May	<b>Christmas Drink campaign</b> December, Tokyo
<b>TEGUT / FAMILA – internal fair + 1 campaign</b> TBC	

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# Program activities in 2020

## OTHER EVENTS

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

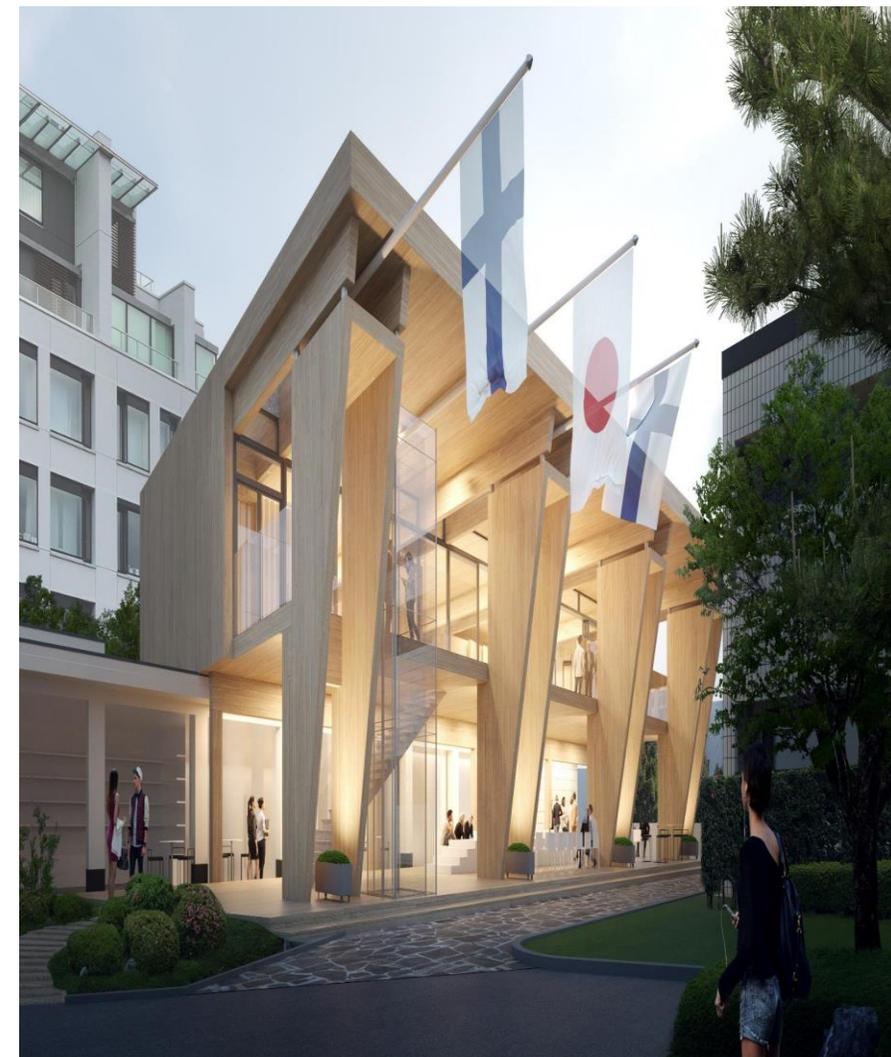


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# Tokyo2020 - Metsä Pavillion House of Finland

- **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 Munche, 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





# Program activities in 2020 in planning *to be confirmed*

- **Buyer meetings in France**
  - Contact Annaleena Soult ([annaleena.soult@businessfinland.fi](mailto: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](mailto: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](mailto:cuilu.fan@businessfinland.fi)) for more information



# Program activities in 2020

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



# Program activities in 2020

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