



BUSINESS FINLAND

Boosting Export with Packaging

Boosting Export with Packaging



For who?

Training program for Finnish food export companies
For those who wish to expand their knowhow on packaging

Why?

The program aims to support the path

- From raw material supplier to international brand player
- From follower to forerunner, from well established safe products to value added products with clever insights
- From mainstream to premium winning products

How?

The program will be tailored according to the wishes and needs of the participating companies. The training will be interactive and practical

The trainers are domestic and international experts in packaging business

When?

3-5/2020. Registration is open now!

Boosting Export with Packaging, Module 1: Get the Corner Stones – Benefit from the Basics



Image: Jakub Kabusnak

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 and saving money: Fit for 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**

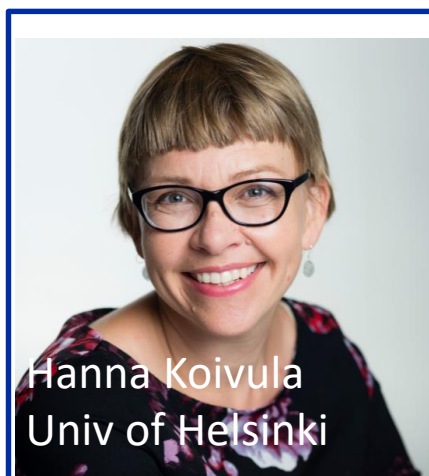
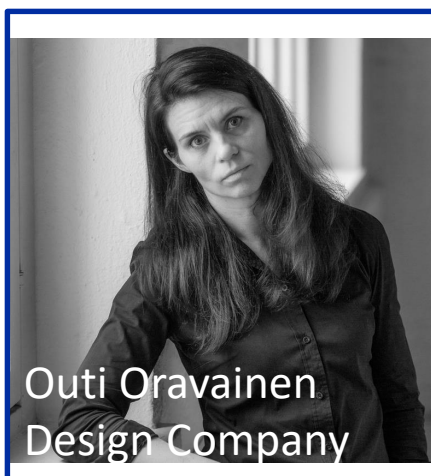
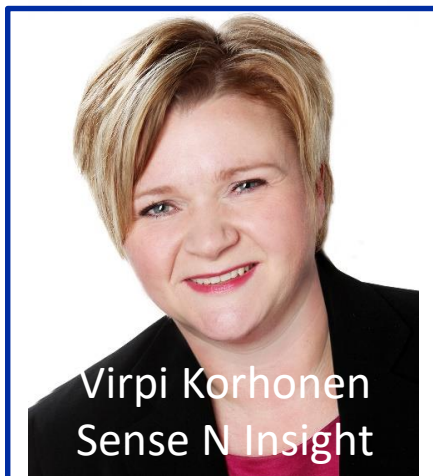
Shelf life requirements- how can packaging reduce **food waste** and is **intelligent packaging** the answer?

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?

Trainers Module 1





SPEAKER:

**Virpi Korhonen, Co-founder
Sense N Insight
Vantaa, Finland**

EXPERTISE:

Packaging consumer testing

virpi.korhonen@senseninsight.com

Mobile: +358400697973

www.senseninsight.com;

PROFILE:

Virpi Korhonen is a researcher with 25 years of experience in research on consumer attitudes, preferences and perceptions of packaging materials and technologies. Her research topics have covered consumers' packaging attitudes and perceptions, consumer acceptance of active and intelligent packaging technologies, the role of packaging in online grocery shopping, and most recently, the concept of packaging value and how it is constructed. Currently, she works for her own consulting and research company in Finland providing consumer testing services under Sense N Insight research concept.



SPEAKER:

Eero Seppälä, Marketing and Sales
Sense N Insight
Vantaa, Finland

EXPERTISE:

Packaging & brand research,
packaging materials, printing, prepress
eero.seppala@senseninsight.com
Mobile: +358 50 563 1197
www.senseninsight.com

PROFILE:

Eero has nearly 20 years' experience in packaging business. He is specialized in packaging materials, printing and pre-press as well as packaging research.

He started his packaging related career by working for packaging material provider/converter. In this job he worked together with numerous international customers including brand owners, design agencies and packaging producers. During the years he got a lot of know-how from different kind of packaging technologies and packaging materials as well as package design related issues.

Later on he expanded his expertise by joining a company called Best Before UX Research Ltd, which is a part of leading Finnish package research concept called Sense N Insight.



SPEAKER:

**Outi Oravainen / Designer
DesignCompany
Helsinki, Finland**

EXPERTISE:

Packaging & brand design

outi@designcompany.fi

Mobile: +358 40 809 1661

www.designcompany.fi

DesignCompany is an innovative and experienced packaging design studio, specializing in packaging solutions and related productization and branding. Our strength lies in controlling the entire productization process from concepts to final products. We are experts in both design and packaging: the potential of materials and printing methods, ecological solutions, the requirements of logistics and the production chain, the cost structure – not forgetting the consumer's wishes and needs.



SPEAKER:

Hanna Koivula, D.Sc. (Tech.)
University of Helsinki
Helsinki, Finland

EXPERTISE:

e.g. Food Packaging & Material interactions

Hanna.m.koivula@helsinki.fi

Mobile: +358 50 416 0548

<https://researchportal.helsinki.fi/en/persons/hanna-koivula>

PROFILE:

Hanna Koivula is a university lecturer in packaging technology at the department of Food and Nutrition, University of Helsinki. She obtained her doctoral degree in Chemical Engineering from Åbo Akademi University (Turku/Åbo, Finland) in 2012. She has lived in Finland, state of Maine in USA and in Canada. The research topics in her career have revolved around food, material sciences, coatings and printing inks, surface interactions, transfer phenomena and their complex applications requiring collaboration between many fields of science.

She collaborates with the Finnish Packaging Association on professional training by providing lectures and guidance. She is a member of the Finnish Packaging Guild council.

Hanna firmly believes on making an impact with packaging, and finding solutions to problems by working together!



SPEAKER:

**Leena Kauppi, CEO
LK Consultants Oy
Helsinki, Finland**

EXPERTISE:

Packaging value chain & Raw materials

leena.kauppi@lkconsultants.fi

Mobile: +358 50 368 4004

www.lkconsultants.fi

PROFILE:

Leena Kauppi has over 35 years' experience in packaging raw material and packaging industries. The first half of her career she worked in export trade of the Finnish paperboard industry, holding top executive positions covering global sales responsibilities of a number of board mills, producing fiber raw-materials for primary and secondary packaging. The intensive work she did with the packaging producers and international brand owners, was the basis for product development and sales.

The second half of her career brought also polymers and biopolymers into her product expertise. This was carried out by sole representations and intensive co-operation with several international producers, through her own companies. As an entrepreneur, she has been passionately working and supporting the whole packaging value chain in developing new packaging solutions that would meet the demands of the constantly changing business environment. The deep insight and vast net work within the industry give her a wide perspective and understanding of the current and future challenges the packaging industry cluster is facing.



SPEAKER:

**Uwe Melichar, Partner
FACTOR
Hamburg, Germany**

EXPERTISE:

**Packaging design and structure,
retail requirement**

uwe.melichar@factor.partners

Mobile: +49 171 3595488

www.factor.partners

PROFILE:

Uwe Melichar is the managing partner of FACTOR where he leads the packaging sector. Successful projects include brands such as adidas, Bosch, C&A, Gardena, Omron and Phonak. He and his team develop packaging designs and means of communication for clients in Japan, Russia, China, USA and various European countries.

Uwe is a lecturer at various universities e.g. the Universities of Augsburg and Kiel. He is also a member of the Type Directors Club New York and was a dedicated jury member at Red Dot Communication Award 2015, 2016 and 2017, 2018 (+ invited for 2019). Since May 2018 Uwe Melichar is president of the European Brand & Packaging Design Association (epda).

With over 20 years experience in Corporate and Packaging Design Uwe has a lot of 'behind the scenes' stories to tell. He is also a passionate evangelist of modern technology like digital retail concepts, e-commerce, smart packaging, 3D printing and future living.

Boosting Export with Packaging, Module 2: Get Inspired – Trends and Requirements



Image: Devin Avery

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 various target markets: material, value proposition and visual identity

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**

Trainers, Module 2

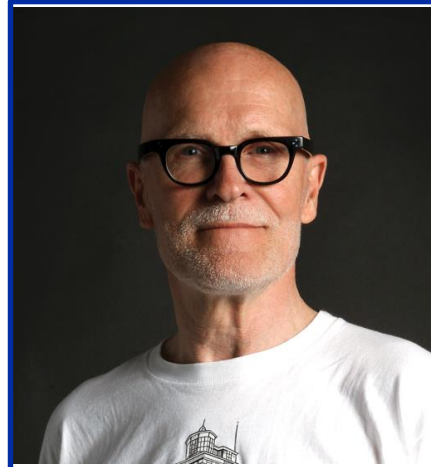
Katja Pethman,
Ruokavirasto



Carsten Beck
CIFS

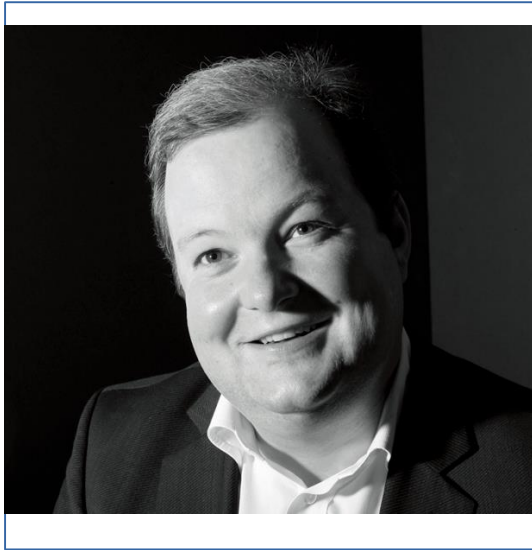


Martin Erdmann
Manufactum GmbH



Renne Angelvuo
Win Win Design

Jaana Kotro
Luke



SPEAKER:

Carsten Beck, Futurist
The Copenhagen Institute for
Futures Studies (CIFS)
Copenhagen, Denmark

EXPERTISE:

Consumer trends

cab@iff.dk

Mobile: +45 30651101

Homepage: www.cifs.dk

PROFILE:

CIFS is an international think tank working with consumer trends, megatrends, innovation and strategic scenarioplanning.

Carsten Beck has been working in 30+ countries for 30 years with trend analysis, consumer demands and scenario planning.

Consumer trends and food trends are part of the CIFS trendlandscape and has been used by a number of global food companies as a basis for strategic direction and innovation. This includes work in Sweden, Ireland, Italy, Denmark and the UK.



SPEAKER:

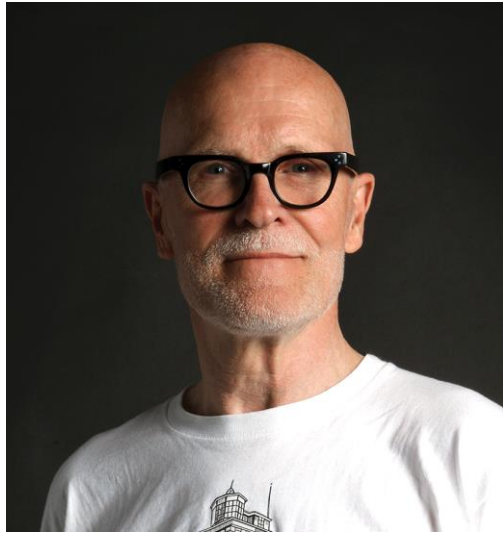
Martin Erdmann M.A.
Manufactum GmbH
Berlin / Germany

EXPERTISE:

Food purchasing / catalogue
martin.erdmann@manufactum.de
Mobile: +49 162 1366528
www.manufactum.de

PROFILE:

My twenty years of professional experience include the selection and marketing (online and stationary) of high-quality food products from all over Europe. In hundreds of supplier contacts I have been able to gain detailed insights into the market and its particularities. Especially working with small producers, manufactories and niche producers is part of my wealth of experience. In addition, my original studies of literature and art science, coupled with a keen interest not only in products and markets, but also in people and their needs, help me to assess and work on products in terms of design and communication. My experience as an author and advertising copywriter and in the design of advertising media rounds off my profile.



SPEAKER:

**Renne Angelvuo, CEO
WIN WIN DESIGN LTD.
Helsinki, Finland**

EXPERTISE:

Packaging & brand design

renne@winwindesign.fi

Mobile: +358 400 526 727

<http://www.winwindesign.fi/>

PROFILE:

Renne Angelvuo, founder of WIN WIN DESIGN in Helsinki, has made his 40+ year career in branding, packaging, industrial design and marketing communications.

He's been working with some small and big Finnish and international brands such as BLOKKA, FAZER, LINKOSUO, MySQL, NESTLÉ, NOKIA, METSÄ TISSUE / SAGA, STORA ENSO, SAARIOINEN, UPM KYMMENE, VALIO. His latest lifestyle product case, "The Finnish LONG DRINK Legend of 1952", is an ongoing packaging and branding project for the American markets.

Renne is widely connected in the international design world and has now been a jury member at RED DOT DESIGN AWARDS several years in a row.

He also lectures and speaks on several national and international forums. Renne was also President of EPDA 2015 - 2018 and has been a member of the board since 2008. Today he acts as an Ambassador of EPDA.

Over the years, WIN WIN DESIGN has been awarded some international awards including the *Red Dot Grand Prix & Best of the Best* as well as *Pentawards* in packaging design.

Boosting Export with Packaging, Module 3: Get Creative – Brand and Design



Image: Helen Shi

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

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**

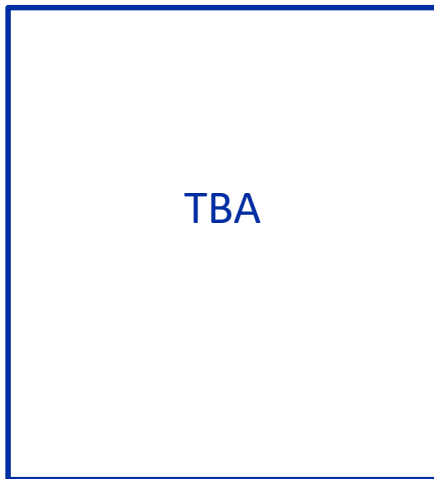
Workshop: Evaluation of products for Asian market, expectation vs. reality

Contacts of local design agencies in key markets

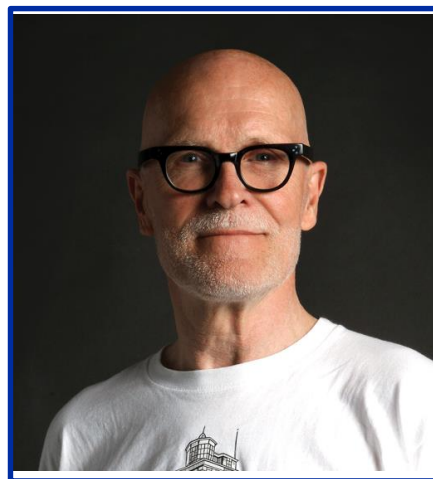
Trainers, Module 3



Heli Holttinen
Oppobot



Fumi Sasada
Bravis International



Renne Angelvuo
Win Win Design



Dani Kamras
Oppobot



SPEAKER:

Fumi Sasada

Bravis International

Tokyo, Japan

EXPERTISE:

Packaging & brand design

sasada@bravis.com

Mobile: +819016626346

www.bravis.com

PROFILE:

Fumi Sasada was born in Tokushima Japan, but attended high school and university in Los Angeles, USA. After graduating from the Art Center College of Design, Pasadena as a graphic and packaging major in 1975, Sasada joined the headquarters of Landor Associates in San Francisco. He returned to Japan as creative director of their Tokyo office in 1983 and was responsible for major corporate identity and Packaging projects including JAL, Mizuno, Tokyo Gas, NEC, the Nagano Olympics, Meiji, Kirin Nestle, Coca-Cola and many others. He was appointed Japan representative and deputy president of Landor Associates, Tokyo in 1992 and established Bravis International in June 1996. With an in-depth knowledge of branding and Package design issues based on 40 years experience as a designer and a design director in the US, Japan and Asia.

From 2006 to 2014, President of the Japan Package Design Association (JPDA). From 2010, Chairman of ASPaC (Asia Student Package Design Competition) Association and head of judging committee.

Currently, member of the selection committee for the 2020 Tokyo Olympic and Paralympic Games Emblem.



SPEAKER:

**Dr. Heli Holttinen, CEO & Founder
Oppobot Ltd.
Helsinki, Finland**

EXPERTISE:

Concept & pack design testing

Heli.holttinen@oppobot.io

Mobile: +358 50 4618212

www.oppobot.io

Heli has a 20-year work experience in product and service development and branding. She has worked in consulting, creative agencies and in food industry. Additionally, she has a PHD in customer-driven concept creation. Now she is the founder and CEO of Oppobot.

Oppobot is an automated digital tool for effective concept creation and testing, including consumer insights, value propositions, pack designs and marketing communication. We serve clients globally as Oppobot reaches 60 million Dynata consumer panelists around the world.

Testing concepts is super easy. User crystallizes the idea and inserts test materials. Based on the input, Oppobot automatically creates a questionnaire. The team chooses the target group & orders the test. Results are available even in hours!

Creating powerful concepts – including pack designs - has never been easier!



SPEAKER:

**Dani Kamras, Partner and Head of Sales
Oppobot
Stockholm, Sweden**

EXPERTISE:

Innovation utilizing consumer insights

dani.kamras@oppobot.io

Mobile: +46 709 131 646

www.oppobot.io

PROFILE:

Dani has been working the past 10 years with consumer and data driven business development. He has worked with several international consumer brands in Europe, North America and Asia with innovation and market entry related questions utilizing consumer insights.

Today Dani is a partner and Head of Sales at the Finnish start up company Oppobot. Oppobot is an automated digital tool for effective concept creation and testing, including consumer insights, value propositions, pack designs and marketing communication.

Boosting Export with Packaging, 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

Trainers, Module 4



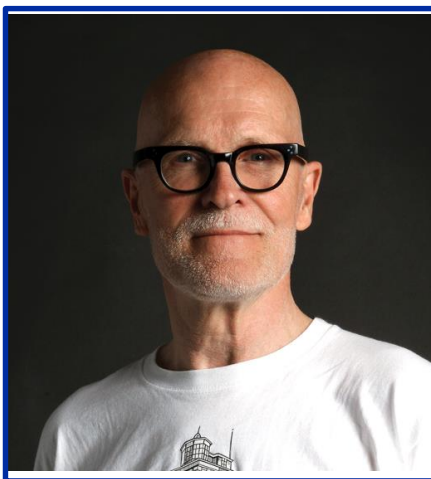
Heli Holttinen
Oppobot



Eero Seppälä
Sense N Insight



Virpi Korhonen
Sense N Insight



Renne Angelvuo
Win Win Design



Dani Kamras
Oppobot

More information



Mari Lappi-Kaipio
Project Manager, Boosting Export with Packaging
Food from Finland
Business Finland
Puh. +358 50 401 2288
mari@vientikoutsi.com
www.foodfromfinland.fi

