



Results & Highlights in 2019



- **Food and beverages export from Finland increased by 13 % in 2019, and total food sector export from Finland will be reaching all time record of 1,7 billion € (+167 million € during 1 – 10/2019 vs 1 – 10/2018)**
- **All program focus markets growing remarkably:** China +74%, Germany +34%, South-Korea 28,0%, Sweden +18%, Japan 16,8%, Denmark +9,5%, Russia +6,4%
- **Program SME members (113 companies) have increased their export by 44%** (total export 120 million €) and their total turnover by 24% during 2015 – 2018, their personnel was increased during the same time by 29%





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- **Food from Finland program implemented successfully 50 events in 2019, with very good feedback and satisfaction rate of 4,1** (scale 1 – 5). These events included 16 buyer meeting events, 12 B-to-B trade shows, 2 large consumer events, 13 Finland retail campaigns and also 9 coaching days
- **Food from Finland program has totally activated 1766 companies** (Business Finland record) **and created 250 concrete Sales Leads** (also Business Finland record), program has opened for example the German market for +50 food and beverages companies, and contributed the export growth of +34% to Germany
- **Food from Finland program has activated food sector ecosystem development and innovation funding.** Last year Business Finland funded more than 160 food sector companies with more than 17 million €.





What to expect in 2020



- Food from Finland will **increase the focus to top priority markets; Scandinavia, Germany, France, China, Hongkong, Japan and South-Korea:** there will be totally 30 events regarding these markets during 2020!
- **Program has developed a totally new type of coaching program, Boosting Export with Packaging,**
 - Program starts in March, 2020 and contains 4 different detailed modules
 - Program trainers are the leading professionals from Finland, Germany, Denmark and Japan
- **Business Finland will introduce the new funding tool, Group Explorer,** which is an excellent funding method for various collaboration projects of minimum 4 SME's or large companies. Funding of 50%, maximum 100 000 € available!
Great tool to be used in connection of Food from Finland program.

