



# BUSINESS FINLAND

Boosting Export with Packaging

# Boosting Export with Packaging



Image: Neonbrand

## 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



# Get the Corner Stones – Benefit from the Basics

## Thu 05.03.2020

9:00 Esa Wrang, Food from Finland: Welcome to Boosting Export with Packaging

9: 10 Virpi Korhonen, Sense N Insight: Consumer value and trends in packaging

10: 15 Coffee break

10:30 Eero Seppälä, Sense N Insight /Outi Oravainen, Design Company: Workshop – What does the material and structural choice communicate? Including Fennopromo's Marketwise pack showcase.

11:30 Hanna Koivula, University of Helsinki: Packaging material requirements of value added food packaging for export markets

12:00 lunch break

12:30 Hanna Koivula / Leena Kauppi, LK Consulting: Packaging material requirements for value added food packaging for export market

14:00 Coffee break

14:15 Juha-Matti Katajajuuri, LUKE: Environmental performance of packaging

14:45 Camilla Wiik, Griffin and Manuel Ramos, Reclay: What you need to know about packaging recyclability

15:00 Sanna Kiuru / Mia Berlin / Katja Pethman, Ruokavirasto: Must-haves in terms of product declaration and export requirements for food in key market

16: End of Day 1

## Fri 06.03.2020

9:00 Uwe Melichar, Faktor Design: What does fit for purpose mean?

9:45 Uwe Melichar: Workshop material and structural fit for online vs brick and mortar

10: 15 Coffee break

10:30 Uwe Melichar: Modularity to fit logistics and retail shelves

11:30 Tomi Havia, Adara: Optimal product display

12:00 lunch break

12:30 Antti Isokangas, Makery: Finding new product opportunities with Global Data

13:30 Ari-Veli Starcke, Starcke: Possibilities of intelligent packaging

14:00 Coffee break

14:15 Ari-Veli Starcke: Protecting product integrity with RFID technology

14:45 Jani Kaulo, Kolster: Intellectual property protection

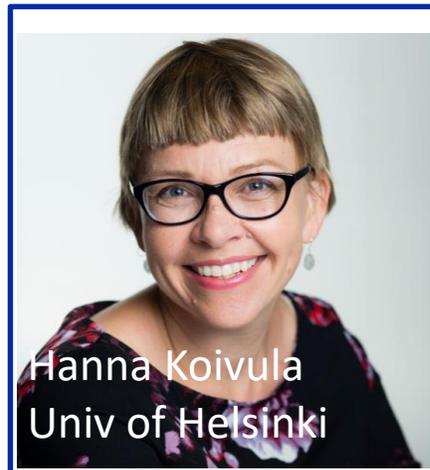
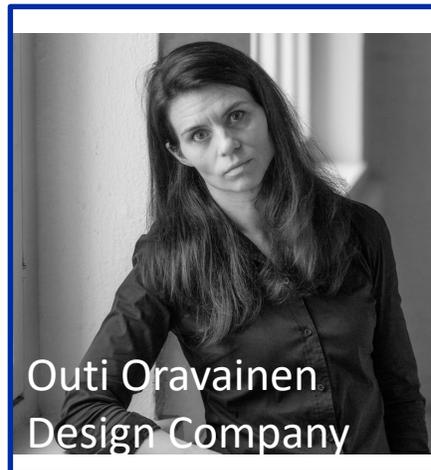
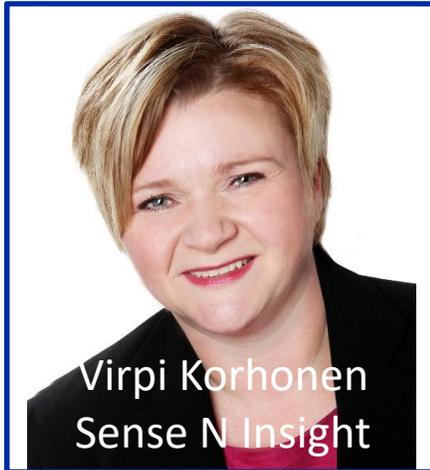
15:15 Niina Tanskanen, Joutsenmerkki: Eco labels

15:30 Marjo Särkkä-Tirkkonen, University of Helsinki: EU Geographic Indication Labelling

15:45 Anni-Mari Syväniemi, Hyvää Suomesta: Benefits of certification

16: End of Day 2

# Coaches Module 1





**SPEAKER:**

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

**EXPERTISE:**

**Packaging consumer testing**

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**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  
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**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**

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## PROFILE:

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**

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**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**

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**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 network within the industry give her a wide perspective and understanding of the current and future challenges the packaging industry cluster is facing.



**SPEAKER:**

**Senior Scientist, Senior Customer Manager**  
**Luke (Luonnonvarakeskus)**  
**Helsinki, Finland**

**EXPERTISE:**

**Environmental footprint and life cycle assessment of food products and packaging, sustainability**

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- Scientific Life cycle and environmental footprint assessment of food products and their packaging
- Role of Packaging, protecting the product and thus minimising unnecessary environmental impacts of food waste related food production
- Food waste monitoring
- Key research scientist in STN funded strategic PackageHeroes project
- Carbon and environmental impact assessment of alternative food packaging
- In the planning phase: Holistic environmental performance assessment of different food packaging, one single score to present and communicate information to consumers



**SPEAKER:**

**Camilla Wiik, Program Director – Plastics Recycling, GRIFFIN Helsinki, Finland**

**EXPERTISE:**

**Packaging recycling business and technologies**

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**PROFILE:**

Camilla has extensive experience in recycling plastics and plastic packaging. She was developing the first post-consumer plastic packaging waste recycling plant the company Ekokem (now Fortum). The plant was commissioned in 2016 and it is currently the only plant recycling mixed post-consumer plastic packaging waste in Finland.

Camilla has a keen interest both in developing new business as well as developing circular solutions that meet the needs of future societies. She has an in-depth understanding of waste and environmental management systems and processes, material flows, and processing technologies.

**In Finland, Circulate® services are developed together with the Reclay Group, a packaging licensor / Producer Responsibility Organization and circularity expert in Central Europe, North and South America.**



**SPEAKER:**

**Manuel Ramos, Sr Consultant  
Reclay Group  
Vienna, Austria**

**EXPERTISE:**

**Packaging design & recycling**  
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**PROFILE:**

Manuel is a materials engineer with expertise in polymers and a broad experience in the packaging field; from materials production, packaging design for consumer goods, to nowadays the recycling of packaging. With Reclay, he leads the technical development of Circulate®, the consulting services targeted to bring circularity to the packaging of our clients.

Reclay Group is a services company that acts as Producer Responsibility Organization in Germany, Austria, France and Canada, also providing consultancy to our clients for the compliance of legal waste obligations in Europe, North and South America.

**In Finland, Circulate® services are developed together with Griffin, a service provider and developer of waste management, recycling and circularity solutions.**



## SPEAKERS:

**Mia Berlin**  
**Sanna Kiuru**  
**Katja Pethman**

**Senior Officers**  
**Finnish Food Authority**  
**Helsinki, Finland**

## EXPERTISE:

**Official requirements on exports outside the EU**

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## PROFILE:

We work as Senior Officers in the Export Section of the Finnish Food Authority (FFA).

Mia and Sanna work in the country desk specializing in the Asia and Oceania region (excluding China).

Katja works in the SME project. SME project offers guidance, training and information aimed at small and medium sized food companies who export or wish to export their products in particular to countries outside the EU.

The aim of the Finnish Food Authority's Export Section is to enable and promote export of Finnish food, feed, animals and animal products. The Export Section is responsible for:

- implementation of bilateral export agreements
- co-operation with the officials of third countries on animal disease and food safety issues
- market access questionnaires
- audits to verify the compliance of operators with export requirements and the effectiveness of the official export control at the local level
- administration of Veterinary Health Certificates
- training and guidance of business operators and official veterinarians on export requirements



## SPEAKER:

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

## EXPERTISE:

**Packaging design and structure, retail requirement**

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## 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.



## SPEAKER:

**Ari-Veli Starcke, Co-Founder  
Starcke Oy  
Eura, Finland**

## EXPERTISE:

**iPackaging & Brand Integrity**

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## PROFILE:

Starcke Oy is the oldest company in the world in the field of holography. Ari-Veli is specialized in the Brand Integrity which includes among other things Brand protection, anticounterfeit technologies supporting right type of actions to build a sustainable strategy for Brand Owner.

RFID (UHF, NFC, HF and EAS) and/or unique QRs, serialization by StarckeGate<sup>®</sup> provides together with other technologies such as Augmented Reality, Virtual reality a modern way to market your products, proof the genuinity and origin in value chain and enable the consumer engagement in global business.

World is changing in higher speed; would it be nice to put the smart, active and intelligent package in the center of the global Vortex?

Main thing is in packaging : Protection by Design!



## SPEAKER:

**Tomi Havia, Display/Brand manager  
Adara Pakkaus Oy  
Valkeakoski, Finland**

## EXPERTISE:

**Corrugated Packaging & Displays**

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## PROFILE:

Over 20 years experience in packaging design, prepress and printing technologies. Working at Adara which manufactures corrugated packages and displays. Display printing is made mostly with the state of the art corrugated digital press (HO Scitex 15500 with Elitron slitter).



**SPEAKER:**

**Jani Kaulo, Partner  
Kolster Ltd.  
Helsinki, Finland**

**EXPERTISE:**

**e.g. Packaging & brand design**

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**PROFILE:**

Jani Kaulo has more than 10 years of experience in advising clients in global trademark and design right protection. Jani is authorized to act before the European Union Intellectual Property Office (EUIPO) in Alicante and Finnish Patent and Registration Office (PRH), which are the authorities registering trademarks and design rights. In addition, Jani represents right-owners in trademark and design right infringement cases in the Finnish courts and European Union courts.

Jani has worked with several F&B companies in brand protection matters in China and the EU.



**SPEAKER:**

**Marjo Särkkä-Tirkkonen, M. Sc. (Food Tech.), Researcher  
University of Helsinki  
Ruralia Institute  
Mikkeli, Finland**

**EXPERTISE:**

**e.g. Packaging & brand design**  
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**PROFILE:**

Marjo Särkkä-Tirkkonen (M.Sc. (Food Tech)) works as a researcher in the University of Helsinki/Ruralia Institute, focusing on topics concerning the food reputation, authenticity and trust.

Her special interest is in the geographic origin of the food and the EU Quality labelling system. At the moment she is preparing a PhD work according to the products which indicate the geographic origin of the food and good reputation.

She is a member of the board of PDO's, PGIs and TSGs in Finland/Ministry of agriculture and forestry.

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



Image: Devin Avery



# Get Inspired – Trends and Requirements

## Thu 02.04.2020

9:00 Esa Wrang/Mari Lappi-Kaipio, Food from Finland: Welcome to Module 3. Introduction of coaches.

Carsten Beck, Futurist, Copenhagen Institute of Future Studies:

9:05 Consumer insights and trends – Cases, methodology, market specific trends

9: 45 Material Trends

10: 15 Coffee break

10:30 Business models

11:00 Food trends

12:00 lunch break

12:30 Workshop: External trends and factors influencing food exporters and their packaging solutions

13:30 Debrief and findings.

14:00 Coffee break

14:15 Jaana Kotro, Luke: Does „arctic“ bring added value – is made in Finland a benefit?

14:45 Renne Angelvuo, Win Win Design: Competitive environment of Finnish products in Europe, Asia and America. Case studies – ways to differentiate for unknown products.

15:45 Q&A Requirements for Finnish products – expectations vs reality

16: End of Day 1

## Fri 03.04.2020

Martin Erdmann, Buyer, Manufactum:

9:00 Introduction Manufactum and place in German market

9:15 How to impress the buyer with packaging

10: 15 Coffee break

10:30 What does the buyer want and is it different from what the consumer wants?

Workshop: Simulation of product assortment meeting with participants' own products

12:00 lunch break

12:30 Debrief and discussion

13:00 Monica Jalonen, Kamonmarkkinointi: What you need to consider prior to planning export

13:20 Anna-Leena Soult, Business Finland: Market roundlook Japan and South Korea: trends and requirements

14:00 Coffee break

14:15 Fan Cuilu, Business Finland: Market roundlook China

14:35 Lili Lehtovuori, Business Finland: Market roundlook Germany

14:55 Anna-Leena Soult, Business Finland: Market roundlook France

15:15 Philip Bank, Business Finland: Market roundlook Denmark

15:35 Vilma Rissanen, Business Finland: Market roundlook Sweden

15:55 Coaches: Recap of module 2 – Take aways & Q&A

16: End of Day 2

# Coaches Module 2





**SPEAKER:**

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

**EXPERTISE:**

**Consumer trends**

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**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**

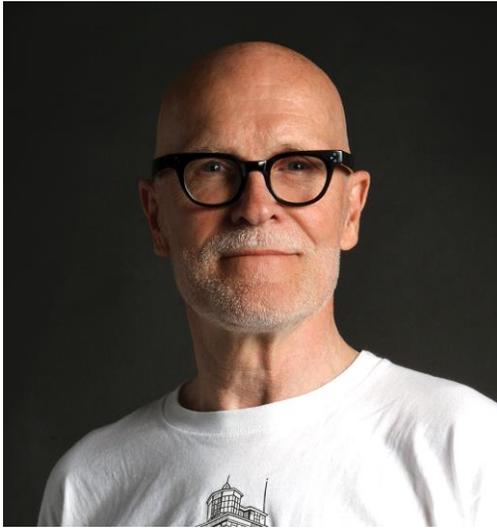
[martin.erdmann@manufactum.de](mailto:martin.erdmann@manufactum.de)

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## 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**

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## 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.



## SPEAKER:

**Monica Jalonen, Consultant  
Kamonmarkkinointi Oy  
Helsinki, Finland**

## EXPERTISE:

**Commercialization, packaging &  
brand design**

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Monica is a business-oriented consultant with a strong experience working in food industry in marketing management, brand and product development, innovation creation and b-to-b sales.

Monica has executed several creative marketing campaigns with excellent results and led several development projects for new products targeted in Finnish as well as export markets.

As a professional Monica has a future oriented mindset. Monica is very result-oriented, innovative, energetic and has very good negotiation skills.

Monica has proven experience in inspiring food industry entrepreneurs and food companies in turning their business ideas into reality and execution plans.

Currently Monica is a partner of Kamonmarkkinointi Oy. Kamon specializes in helping companies in various commercialization, product development and product concept challenges. Our focus is on companies in the food industry due to the entrepreneurs' vast and extensive know-how of the industry. Kamon has been able to create successful product and marketing strategies and concepts as well as developing effective commercialization processes with our clients.



**SPEAKER:**

**Kati Harki, Consultant  
Kamonmarkkinointi Oy  
Helsinki, Finland**

**EXPERTISE:**

**Brand design, commercialization  
and packaging**

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Kati has over twenty years of experience in FMCG market and strong know-how on how to create successful product, marketing and brand concepts as well as effective marketing. Kati has versatile experience in the food industry, having worked in different roles in branding, marketing, category management, product groups and innovation. Kati has also experience in building successful brand concepts in different markets (e.g., Sweden, Russia, Denmark). As an entrepreneur Kati has helped several small and medium-sized companies in product and brand concepts, packaging, innovations, commercialization as well as marketing communication.

Kati's strengths include solid business understanding, strong know-how of consumer purchase process, creation of brand and marketing strategies as well as product concepts.

Currently Kati is a partner of Kamonmarkkinointi Oy. Kamon specializes in helping companies in various commercialization, product development and product concept challenges. Our focus is on companies in the food industry due to the entrepreneurs' vast and extensive know-how of the industry. Kamon has been able to create successful product and marketing strategies and concepts as well as developing effective commercialization processes with our clients.

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



Image: Helen Shi



# Get Creative – Brand and Design

## Tu 28.04.2020

9:00 Esa Wrang/Mari Lappi-Kaipio, Food from Finland: Welcome to Module 3. Introduction of coaches.

Anssi Kähärä, Werklig:

9:15 Significance of Storytelling.

9:30 Overview of brands – What is a brand and how is it linked to packaging?

10:15 Coffee break

10:30 Case examples of branded packaging for export markets – Road to success, pitfalls to avoid, booby traps to learn from.

11:30 Workshop brief: How to analyse your packaging, target setting and attributes.

12:00 lunch break

12:30 Analysing own product packaging.

13:00 Debrief and findings.

14:00 Discussion and Q&A

Renne Angelvuo, Win Win Design:

14:30 How to create or re-design concepts from consumer point of view.

16: End of Day 1

## We 29.04.2020

Heli Holttinen and Dani Kamras, Oppobot:

9:00 Introduction – How to create powerful value propositions.

10:15 Coffee break

10:30 Workshop: Value proposition design / individual work and co-creation based on concept design template – crystallizing brand and product concept for selected export market

12:00 lunch break

12:30 Debrief and discussion

Fumi Sasada, Bravis International:

13:00 Let's enjoy encounter of unknown Asian market – Design preferences in selected markets including case examples.

14:00 Coffee break

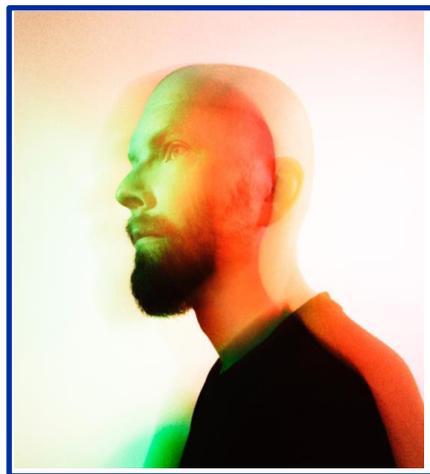
14:15 Workshop: Expectation vs reality. Finnish products – evaluating products for Asian markets

16: End of Day 2

# Coaches, Module 3



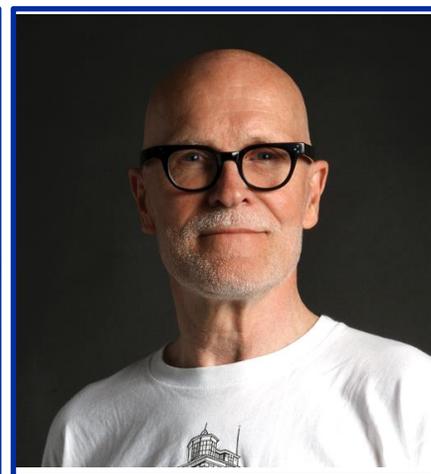
Heli Holttinen  
Oppobot



Anssi Kähärä  
Werklig



Fumi Sasada  
Bravis International



Renne Angelvuo  
Win Win Design



Dani Kamras  
Oppobot



**SPEAKER:**

**Anssi Kähärä, Creative Director &  
Co-Founder  
Werklig  
Helsinki, Finland**

**EXPERTISE:**

**Branding & Design**

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Anssi Kähärä is the co-founder and creative director of Werklig, a strategic brand design agency based in Helsinki,, Finland. Currently he also acts as the Chairman of Grafia (Association of Visual Communication Designers in Finland)

With a multiple list of awards and nominations from around the world Anssi has been in charge of creating brands and visual identities for such clients as Parliament of Finland, City of Helsinki and Kyrö Distillery Company. He has over 20 years of experience from the field of graphic design and branding.



**SPEAKER:**

**Fumi Sasada**

**Bravis International**

Tokyo, Japan

**EXPERTISE:**

**Packaging & brand design**

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[www.bravis.com](http://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**

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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**

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**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**, using Oppobot mini licence, 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

# Coaches, Module 4



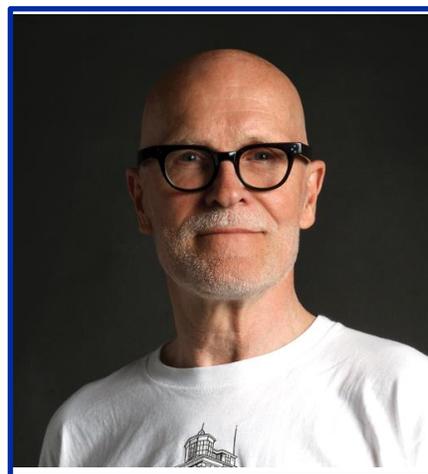
Heli Holttinen  
Oppobot



Eero Seppälä  
Sense N Insight



Virpi Korhonen  
Sense N Insight



Renne Angelvuo  
Win Win Design



Dani Kamras  
Oppobot

## More information



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