



Plans for 2020





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 / Cancelled
Foodex	10.-13.3. Chiba, Japan / Cancelled
SIAL Paris	18.-22.10. Paris, France Registration opening in spring
Free From Functional Food	24.-25.11. Amsterdam, the Netherlands Registration open
PLMA The World of Private Label	2.-3.12. Amsterdam, the Netherlands
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, Webinar
Elintarvikealan vientivalmennus (cooperation with Ruokavirasto)	8.4. Webinar
Coaching Day – Germany/EDEKA	28.4. Webinar
Coaching day - Hong Kong	4.5. Webinar
Coaching Day - Amazon	6.5. Webinar
Coaching day – France	19.5. Webinar
Coaching day - Japan	8.6. Webinar
Coaching day – E-commerce With Experience Commerce program	10.6. Webinar

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 / Cancelled
China Roadshow	*11.-15.5. Beijing, Shanghai, Hangzhou / Cancelled
Symposium Feines Essen + Trinken	4.-5.6. München, Germany / Postponed TBC
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.

TBC

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?

TBC

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

TBC



Program activities in 2020



Campaigns Germany	Campaigns Japan
LIEFERELLO January & April	Chocolate Finland campaign February, Tokyo
GLOBUS July	Hankyu Umeda - Nordic fair
CITTI – 1-2 campaigns Spring/autumn	Matsuya Ginza - Finland fair
Edeka Nord 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	3.-7.11. 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 3.-7.11.2020**
 - 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 3.-7.11. + 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 Pavillion during 6 months**
 - only for the Finnish companies already having an importer in Japan

[Read more here](#)





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 September 2020 –
 - Networking event
 - Press event
 - 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	<p>Food from Finland kick off 30.1. Helsinki</p>	<p>Japanese buyers 5.-9.2. TBC Helsinki</p>	<p>BEWP module 1 5.-6.3. Helsinki</p> <p>Training and Coaching Event on China Market, Export Compliance and Consumer Trends (In cooperation with Experience Commerce program) 4.3. Helsinki + webinar</p>	<p>BEWP module 2 TBC</p> <p>Elintarvikealan vientivalmennus 8.4. Webinar</p> <p>BEWP module 3 TBC</p> <p>Coaching day – Germany/EDEKA 28.4. Webinar</p>	<p>Coaching day – Hong Kong 4.5. Webinar</p> <p>Coaching day – Amazon 6.5. Webinar</p> <p>BEWP module 4 TBC</p> <p>Coaching day – France 19.5. Webinar</p>	<p>Coaching day – Japan 8.6. Helsinki</p> <p>Coaching day – E-commerce With Experience Commerce program 10.6. Helsinki, Webinar</p>
TRADE FAIRS	<p>Grüne Woche Berlin 2020 17.-26.1. Berlin, Germany 15.1. buyer meeting event</p>	<p>BioFach, 12.-15.2. Nuremberg, Germany</p> <p>FFF as a partner in ProdExpo 10.-14.2. Moscow, Russia Buyer meeting event at the Embassy</p>	<p>Foodex, 10.-13.3. Chiba, Japan 9.3. Buyer event Common activities together with Sweden and Denmark</p>			
CAMPAIGN	<p>Maison Plisson campaign in France 15.1-12.2.</p> <p>LIEFERELLO – shop in shop + campaign</p>	<p>Chocolat Finland campaign Tokyo, Japan</p>			<p>EDEKA NORD – 1 campaign</p>	<p>LIEFERELLO – shop in shop + campaign</p>



Program activities in 2020

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	July	August	September	October	November	December
EVENTS	<p>Summer Holiday</p>	<p>Food from Finland autumn kick off and meet the global team experts Date TBC, Helsinki</p>	<p>China Roadshow *14.-18.9. Buyer meetings and media event in Guangzhou, Shenzhen, Hong Kong</p>		<p>Nordic Food Event Date TBC Seoul, South Korea</p> <p>Coaching day – Russia Date TBC Helsinki</p> <p>Tokyo 2020 Pavilion – Food week Tokyo, Japan 3.-7.11.</p>	
TRADE FAIRS				<p>SIAL Paris 18.-22.10. Paris, France</p>	<p>Free from Functional Food 24.-25.11. Amsterdam, the Netherlands</p>	<p>Food Ingredients Europe 1.-3.12. Frankfurt, Germany</p> <p>PLMA The World of Private Label 2.-3.12. Amsterdam, the Netherlands</p>
CAMPAIGNS	<p>GLOBUS Germany</p>			<p>CITTI – 1-2 campaigns</p> <p>TEGUT / FAMILA – internal fair+ 1 campaign TBC</p>		