



4th May schedule (Finnish local time):

- 9:00-9:10 AM** **Food from Finland 2020 plan for Hong Kong market**
- Ms. Cuilu Fan, Senior Advisor, Food from Finland program, Business Finland
- 9:10-9:30 AM** **Hong Kong market overview**
- Ms. Johanna Karanko, Consulate General of Finland in Hong Kong and Macau
- 9:30-10:00 AM** **Profiling Future consumer in Hong Kong**
- Dr. Sari Arho Havrén, Business Finland
- 10:00-10:15 AM** **Q&A/ break**
- 10:15-10:35 AM** **Finnish food and beverage export update**
- Ms. Mia Berlin, Senior Officer, Ruokavirasto/ Finnish Food Authority
- 10:35-10:45 AM** Coffee Break
- 10:45-11:45 AM** **Hong Kong import Food and beverage market analysis-PART 1**
- Mr. Pablo Recio Gracio, Managing Director, Eibens Ltd
- 11:45-12:15 AM** **Lunch break**
- 12:15-12:45 AM** **Hong Kong import Food and Beverage market analysis-PART 2**
- Mr. Pablo Recio Gracio, Managing Director, Eibens Ltd
- 12:45-13:00 PM** **Q&A**
- 13:00-13:20 PM** **Local support for Finnish food and beverage companies**
- Ms. Sindy Wong, Head of Tourism and Hospitality, InvestHK
- 13:20-14:00 PM** **Panel discussion with importers and speakers/ Q&A to all speakers**
- Importers:
- Ms. Annie Wang, Aqua Nordics Trading Co., Ltd
- Mr. Boris Cheung, Sales and Marketing Manager, Great (HK) Investment Co., Ltd.