



# Event Calendar 2020





# Program activities in 2020

*\*Please note that these dates may be subject to change*

	January	February	March	April	May	June
EVENTS	<b>Food from Finland kick off</b> 30.1. Helsinki	<b>Japanese buyers</b> 5.-9.2. TBC Helsinki	<b>BEWP module 1</b> 5.-6.3. Helsinki  <b>Training and Coaching Event on China Market, Export Compliance and Consumer Trends</b> (In cooperation with Experience Commerce program) 4.3. Helsinki + webinar	<b>Elintarvikealan vientivalmennus</b> 8.4. Webinar  <b>Coaching day – Germany/EDEKA</b> 28.4. Webinar	<b>Coaching day – Hong Kong</b> 4.5. Webinar  <b>Coaching day – Amazon</b> 6.5. Webinar  <b>Coaching day – France</b> 19.5. Webinar	<b>Paneelikeskustelu: Ruokaketjujen transformaatio</b> 5.6. Webinar  <b>Coaching day – Japan</b> 8.6. Webinar  <b>Coaching day – E-commerce</b> With Experience Commerce program 12.6. Webinar
TRADE FAIRS	<b>Grüne Woche Berlin 2020</b> 17.-26.1. Berlin, Germany 15.1. buyer meeting event	<b>BioFach,</b> 12.-15.2. Nuremberg, Germany  <b>FFF as a partner in ProdExpo</b> 10.-14.2. Moscow, Russia Buyer meeting event at the Embassy	<b>Foodex,</b> 10.-13.3. Chiba, Japan 9.3. Buyer event Common activities together with Sweden and Denmark		<b>PLMA The World of Private Label</b> Amsterdam, the Netherlands <b>Moved to December!</b>	<b>Free from Functional Food</b> Amsterdam, the Netherlands <b>Moved to November!</b>
CAMPAIGN	Maison Plisson campaign in France 15.1-12.2.  <b>LIEFERELLO</b> – shop in shop + campaign	<b>Chocolat Finland campaign</b> Tokyo, Japan				<b>LIEFERELLO</b> – online campaign



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	July	August	September	October	November	December
EVENTS	<b>Summer Holiday</b>	<b>Food from Finland autumn kick off and meet the global team experts</b> Date TBC, Helsinki	<b>China Roadshow</b> *14.-18.9. Buyer meetings and media event in Guangzhou, Shenzhen, Hong Kong	<b>BEWP webinar 5</b> 6.10, Webinaari	<b>Nordic Food Event</b> 9.-10.11. Seoul, South Korea	
		<b>BEWP webinar 1</b> 24.8., Webinar	<b>Smaka – Good Food Festival</b> 10.-13.9. Stockholm, Sweden	<b>BEWP webinar 6</b> 9.10, Webinaari	<b>Coaching day – Russia</b> Date TBC Helsinki	
		<b>BEWP webinar 2</b> 26.8., Webinar	<b>BEWP webinar 3</b> 22.9., Webinar		<b>Tokyo 2020 Pavilion – Food week</b> Tokyo, Japan 3.-7.11.	
			<b>BEWP webinar 4</b> 24.9., Webinar			
TRADE FAIRS				<b>SIAL Paris</b> 18.-22.10. Paris, France	<b>Free from Functional Food</b> 24.-25.11. Amsterdam, the Netherlands	<b>Food Ingredients Europe</b> 1.-3.12. Frankfurt, Germany
						<b>PLMA The World of Private Label</b> 2.-3.12. Amsterdam, the Netherlands
CAMPAIGNS	<b>GLOBUS</b> Germany			<b>CITTI</b> – 1-2 campaigns		
				<b>TEGUT / FAMILA</b> – internal fair + 1 campaign TBC		