

MARKET INSIGHTS

26.8.2020





Keynote speeches 9:00-10:00 and Workshops 10:00-11:30

“Prove all things; hold fast to that which is good!”

Coaches: Martin Erdmann, Manufactum and Jaana Kotro, Luke

Keynote speeches for all

Martin Erdmann: How to impress buyers with packaging? What does the buyer want and is it different from what the consumer wants?

Jaana Kotro: Does “arctic” bring added value? Key findings of Luke’s multinational survey from Japan, UAE, Singapore and Germany

Duration: 1 hour

Workshops for companies enrolled (limited number of spaces available)

Workshops in groups: How well does my product fulfil the buyer criteria?

Guided workshops with individual feedback.

Duration: 1 hour

Presenting group work results

Duration: 30 minutes



SPEAKER:

Martin Erdmann M.A.
Manufactum GmbH
Berlin / Germany

EXPERTISE:

Food purchasing / catalogue
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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:

Jaana Kotro, Group Manager, Research Scientist

**Natural Resources Institute Finland (Luke)
Helsinki, Finland**

EXPERTISE:

consumer research, food markets

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PROFILE:

Jaana Kotro is a research scientist in Bioeconomy and Environment Unit at Luke. Her main areas of research are consumer issues, value creation in the food chain and responsibility of the food chain. She is also a group leader of Recreation and Nature Values group.

Her current research includes also service design and new business opportunities. She is also involved in a project that focuses on identifying communication elements to market Arctic, Finnish food products to international markets.

BUSINESS FINLAND |



| **Boosting Export with Packaging**

More Information

PROJECT MANAGER:

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