



Update on Tokyo 2020

Annaleena Soult, Business Finland



BUSINESS
FINLAND

METSÄ PAVILION
TOKYO 2020

14.8.2019

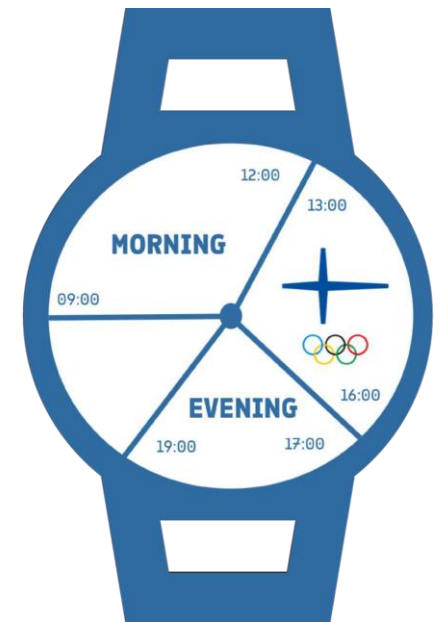
EVENTS CALENDAR draft

WEEK	START DATE	THEME
27	29.6.	Opening Week
28	6.7.	Sauna & Lifestyle Weeks
29		
30	20.7.	Olympic Weeks
31		
32		
33	10.8.	Circular economy and sustainability (Fashion, Food etc)
34		
35	24.8.	Paralympic Weeks
36		
37	7.9.	Smart Energy Cyber security
38		
39	21.9.	Visit Finland Week
40	28.9.	Games / E-sports
41		
42	12.10.	F1-week / Food, Travel
43	19.10.	Cross Industry x Technology Digital Heath, Healthcare
44		
45	2.11.	Startups, Innovation, Education
46		
47	16.11.	Wood and Bio-Economy
48	23.11.	Maritime Week, Arctic Week
49	30.11.	Smart Mobility, Digital construction
50		
51	14.12.	Christmas Weeks (Food, Lifestyle, Travel etc)
52		
53	28.12.	Closing Week

PAVILION PARTNERS –TABLE OF ACTIVITIES

	Executive	Premium	Growth Group	Destination	Supplier
Influence in whole project space and activity planning (membership in advisory board)	X				
Visibility in pavilion structures	X				
Uninterrupted attention from media and visitors	X				
VIP access and accreditation to official events of Finland	X	X			
Value added cooperation with other partners	X	X	X	X	X
Occupation of space with tailored digital AV solutions (individual companies)	X	X			
Exclusivity to use the pavilion space	X	X			
BF and embassy press and media contacts	X	X	X	X	X
Right to use the pavilion space as a group			X	X	
Occupation of space with tailored digital AV solutions (as a group)			X	X	
Option to use the pavilion space after 2020 Games	X	X	X	X	X
GAME CLOCK: Olympic, slots (exact days to be agreed)	2 x (at 9-12) 1 x (at 17-19)	1 x (at 9-12) 1 x (at 17-19)	1 x (at 9-12) 1 x (at 17-19)	1 x (at 9-12)	- -
GAME CLOCK: Paralympic, slots (exact days to be agreed)	1 x (at 9-12) 1 x (at 17-19)	1 x (at 9-12) 1 x (at 17-19)	1 x (at 9-12) 1 x (at 17-19)	1 x (at 9-12)	- -
AFTER GAMES, päivät (exact days to be agreed)	5 days	3 days	3 days	2 days	1 days

DAILY PROGRAM



(Modifications to the table of activities possible)

METSÄ PAVILION EVENTS

Partner companies have wide possibilities to arrange events

Examples: New product launches, seminars, networking receptions, showrooms, open days for public, talkshows, fashion shows, workshops etc.

Personalizing the events according to COMPANY NEEDS

- Starting point: Ideas and needs of the companies
- Supported by Business Finland

Collaborating with other companies as well as own events

BtoB and BtoC



OPTIONS FOR FOOD COMPANIES



- Buyer meeting event(s)
- Product showcasing on given dates
- Media attention
- Finnish menu including your product
 - available during the 6 months of Metsä Pavilion, for all the participating industries / companies

WE ARE READY TO DISCUSS MORE IDEAS, ACTIVITIES, COOPERATION POSSIBILITIES TO MAKE THE MOST OUT OF THIS UNIQUE OPPORTUNITY TO PROMOTE FINLAND AND OUR QUALITY PRODUCTS IN JAPAN!

ALL PARTICIPATION CAN BE ADAPTED CASE BY CASE

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<https://www.businessfinland.fi/en/whats-new/news/2018/finland-will-have-a-pavilion-at-the-tokyo-2020-summer-olympics-and-paralympics/>



Update on Dubai Expo 2020

Severi Keinälä, Business Finland



FINLAND AT DUBAI EXPO 2020

15.3.2019

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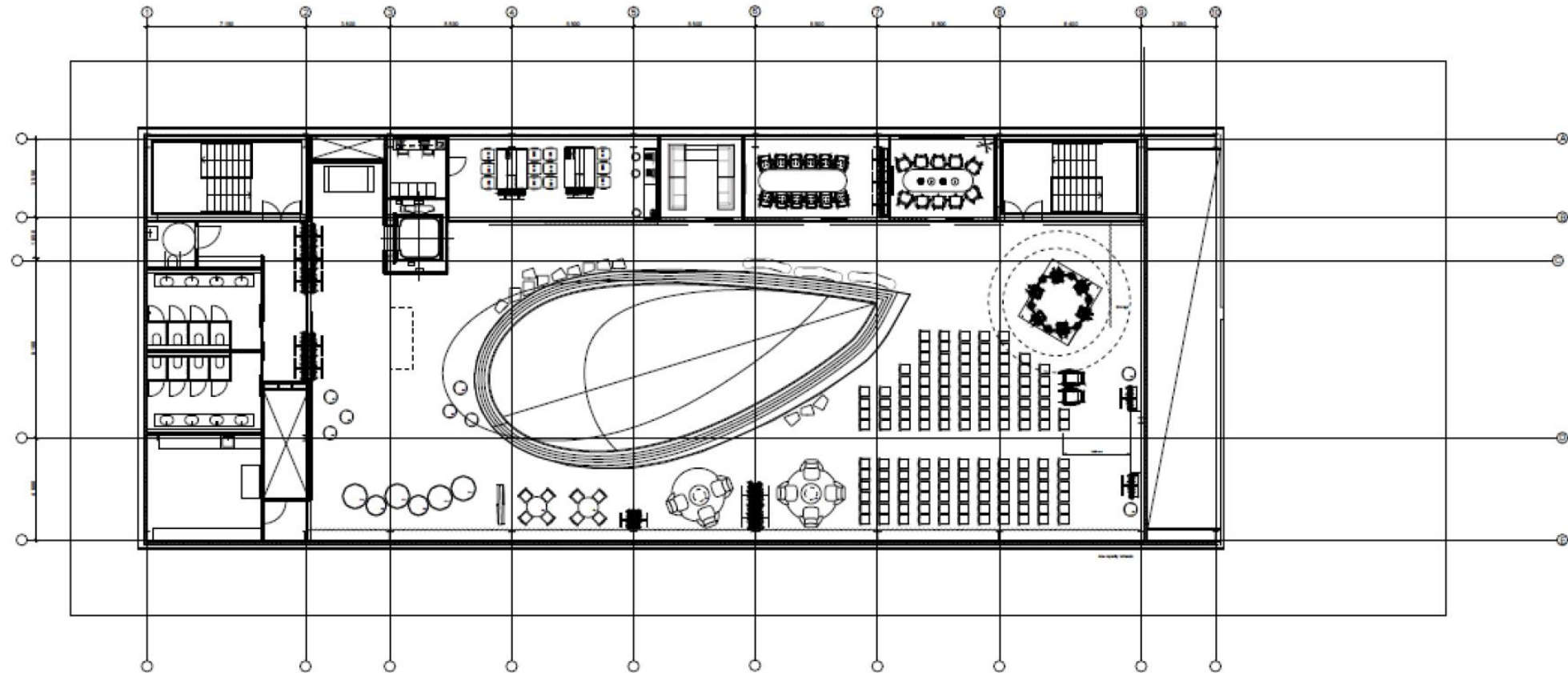






Base plan 5 | Conference layout

140 ppl



Dubai Expo 2020

- Visibility in the Finnish pavilion 20.10.2020 – 10.4.2021
 - Possibility to organize food related activities in the main exhibition
- Event in VIP area (e.g. buyers' meeting) 15.11.2020 or 18.2.2021 – entire day available
- Press visit to Finland before Expo with food theme (December 2019) and other activities in communications program

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MORE INFORMATION

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AT DUBAI
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OFFICIAL PARTICIPANT – FINLAND