

BUSINESS FINLAND

FOOD FROM FINLAND

BOOSTING EXPORT WITH PACKAGING

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Food from Finland – BOOSTING EXPORT WITH PACKAGING

Project Kick Off Event

24.10.2019

- For all FFF companies
- For other interested companies

Coaching program 1Q-2Q/2020

- Modules which improve capabilities of companies to boost export to focus markets with relevant packaging concept design
 - Training organised with high level experts on each topic
 - Commitment fee

Module 1

“Technical aspects of export packaging”

Module 2

“Packaging trends and requirements in target markets”

Module 3

“Brand & Design aspects of the packaging”

Module 4

“Consumer testing and demonstrations”

MODULE 1

“KNOW THE BASICS”

- Why packaging is needed? Exploiting the full benefit of the packaging
- Packaging types and materials
- Modular dimensioning of the products and packages to cut down logistical expenses and improve performance in retail across the globe
- World wide logistics
- Sustainable packaging - how sustainability is seen in different parts of the globe
- Shelf life requirements of the products and how the shelf life can be affected
- Packaging related certifications to ensure the quality

MODULE 2

“PACKAGING TRENDS AND REQUIREMENTS IN TARGET MARKETS”

- Target market analysis – looking into the trends and consumer preferences related to packaging in each of the target markets
- Packaging requirements in different markets
- Packaging related legislation in target markets
- Packaging related contacts and institutions in each of the target markets
- Recyclability of the materials in different parts of the world
- How to impress the buyers with the packaging

MODULE 3

“BRAND & DESIGN ASPECTS”

- Brand strategy concept to support packaging design
- Packaging design concepts
- Why crafting a packaging design for each different market is beneficial
- How to embrace the finnish origins of the product in design
- Design – preferences and trends in different markets
- Brand – Design – Product – Packaging – Story to be told
- Contacts of local design agencies across the target markets

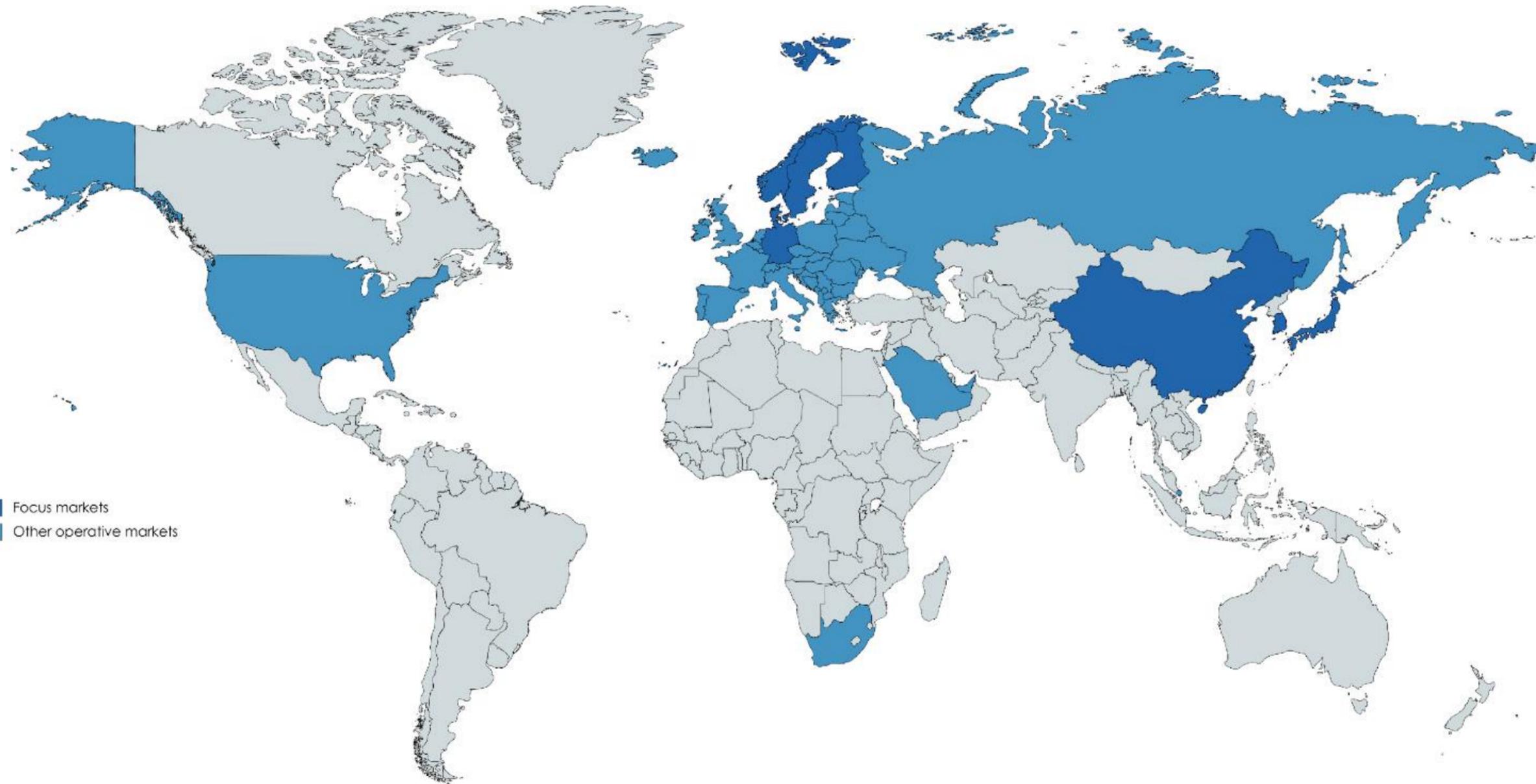
MODULE 4

“CONSUMER TESTING & DEMONSTRATIONS”

- Defining consumer value for packaging
- Methods of packaging concept testing
- Shelf testing of designs in physical or virtual environments
- Piloting in desired markets with actual products
- Case: How packaging redesign can boost your sales

- Business Finland funding instruments to support?

Food from Finland Program Target Markets



■ Focus markets
■ Other operative markets

Main focus markets

- Scandinavia
- Germany
- East-Asia: China, Hong Kong, Japan, South Korea

Other operative markets

- Other European markets, especially France
- Saudi-Arabia, United Arab Emirates
- South-Africa, Singapore
- USA
- Russia.

A Finnair airplane is shown in flight, banking upwards against a clear blue sky. The word "FINNAIR" is prominently displayed in large blue letters on the side of the fuselage. The aircraft's engines and wings are visible. In the background, a rugged, hilly landscape is visible under a bright sky.

**Don't miss this !
Boosting Export with Packaging
Kick off on October 24th 2019!
Amanda/Monitoimi- ja juhlatila, Etelä Esplanadi 8
From 1 pm to 5 pm
Welcome!**