



Food from Finland autumn kick off 23.8. 2019



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Program

Opening words

Esa Wrang, Business Finland

Activities in autumn 2019, preliminary plans for 2020

Update on Tokyo 2020

Annaleena Soult, Business Finland

Update on Dubai Expo 2020

Severi Keinälä, Business Finland

New coming coaching project: Boosting Export with Packaging

Pia Qvintus, Business Finland

Brand Management in Global Operations

Riikka Hackselius-Fonsén, Punda Global

International spot freights: Cost reductions through process optimization

Niklas Björk, N-S-B Logistics Management Oy

Business Finland funding services - Something old, something new, something borrowed, something blue – Just for You

Kari Venäläinen, Business Finland





Opening words

Esa Wrang, Business Finland



150 Finnish companies working with us



Food from Finland program



- **Over 200 activities done so far since 2014**
 - Bringing buyers to Finland
 - Buyer meeting events at target markets
 - Country pavilions at international B2B tradeshows
 - Active cooperation with Nordic countries
 - Coaching workshops & trainings
 - B2C retail & online campaigns (together with Visit Finland)
 - Media visits to Finland & PR events at target markets
 - eCommerce development (China, others)
- **Business Finland funding to food companies in 2018: more than 22 million euros and 184 funded companies**



Food from Finland program

Finnish food exports are growing:

- 1-5/2018 export 630,4 million€ ➔ 1-5/2019 export 716,9 million€

- Sweden +12,7%
- Denmark +17,0%
- Germany +48,9%
- China +54,2%
- South Korea 12,5%
- Japan +23,5%
- Saudi Arabia +32,2%
- UAE -19,1%
- South Africa +114,4%

Growth +13,7%

- Growing categories e.g. alcohol products, dairy products, oats



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Activities in autumn 2019

Annaleena Soult, Business Finland



Program activities in autumn 2019



TRADE FAIRS & FESTIVALS

ANUGA	Cologne, Germany	5.-9.10.
Bar Convent Berlin	Berlin, Germany	7.-9.10.
Nordic Organic Food Fair	Malmö, Sweden	13.-14.11.
Food Ingredients Europe	Paris, France	3.-5.12.
China International Import Expo	Shanghai, China	5.-10.11.
Shanghai Wine & Dine Festival TBC	Shanghai, China	18.-20.10.
Vienna Craft Beer Festival	Vienna, Austria	22.-23.11.

OTHER EVENTS

Autumn kick off and networking	Helsinki	23.8.
Boosting Export with Packaging - coaching project kick off event	Helsinki	24.10.



Program activities in autumn 2019

BUYER MEETING EVENTS

Meet the buyers – Japan	Helsinki	5.-10.9.
Buyer meeting trip to China	Beijing, Shanghai, Chengdu	15.-20.9.
Buyer meeting trip to Italy	Italy	16.-18.10.
Delegation trip and buyer meetings	Johannesburg, Cape Town, South Africa	28.10.-1.11.
Buyer meeting trip to Middle East	Riyadh, Saudi Arabia, Dubai, UAE	24.-28.11.
Buyer meetings in France TBC - Buyer meetings with frozen food and organic retailers - Buyer meeting event at the Finnish embassy in Paris - Preparations for Maison Plisson campaign in January 2020	Paris, France	October - November



Program activities in autumn 2019

COACHING DAYS

German retail campaigns and how to get prepared	Helsinki	12.9.
USA	Helsinki	23.9.
Export of organic food	Helsinki	25.9.
Export to China for fish companies	Helsinki	23.10.
Pitching coaching	Helsinki	20.-21.11.

RETAIL CAMPAIGNS

Scandinavian Week/ ENJOY FINLAND – REINSTE NATUR retail campaign	Germany	October
Nordic Lifestyle Fair 2019	Seoul, South Korea	November
Retail campaign (City Super)	Hong Kong	November
Finnish Christmas Drink Campaign	Tokyo, Japan	December



	August	September	October	November	December
Trade fairs			ANUGA 5.-9.10. Cologne, Germany Bar Convent Berlin 7.-9.10. Berlin, Germany Shanghai Wine & Dine Festival 18.-20.10. Shanghai, China TBC	Nordic Food Event 6.-8.11. Seoul, South Korea China International Import Expo 5.-10.11. Shanghai Nordic Organic Food Fair 13.-14.11. Malmö, Sweden Vienna Craft Beer Festival 22.-23.11. Vienna, Austria	Food Ingredients Europe 3.-5.12. Paris, France
Events	Food from Finland autumn kick off and networking event 23.8. Helsinki	Meet the buyers - Japan 5.-10.9. Helsinki Coaching Day – German retail campaigns and how to get prepared 12.9. Helsinki Buyer meeting trip to China 15.-20.9. Beijing, Shanghai, Chengdu Coaching Day – USA 23.9. Helsinki Coaching Day – Export of organic Food 25.9. Helsinki	Buyer meeting trip to France TBC Buyer meeting trip to Italy 16.-18.10. Italy Coaching Day – Export to China for fish companies 23.10. Helsinki Boosting Export with Packaging - coaching project kick off event 24.10. Helsinki Delegation trip and buyer meetings in South Africa 28.10.-1.11. Johannesburg and Capetown, South Africa	Buyer meeting trip to Middle East 24.-28.11. Riyadh and Jeddah, Saudi Arabia and Dubai, United Arab Emirates Pitching coaching 20.-21.11. Helsinki	
campaigns	Chinese Social Media Visit 11.-16.8. Helsinki		Scandinavian Week/ ENJOY FINLAND – REINSTE NATUR retail campaign with CITTI Germany	Nordic Lifestyle Fair 2019 Seoul, South Korea Retail campaign (City Super) Hong Kong	Finnish Christmas Drink Campaign Tokyo, Japan



Preliminary plans for 2020

Annaleena Soult, Business Finland



Preliminary plans for 2020



FiE/ HiE
Frankfurt, Germany
1.-3.12.2020

Grüne Woche
Berlin, Germany
17.-26.2020

Biofach
Nuremberg, Germany
11.-14.2.2020

Gulfood TBC
Dubai, UAE
16.-20.2.2020

FOODEX
Chiba, Japan
10.-13.3.2020

PLMA
Amsterdam
26.-27.5.2020

+ Min. 15 buyer meetings in Finland and abroad, coaching days, retail campaigns and other events & Boosting Exports with Packaging program



SIAL Paris
Paris, France
18.-22.10.2020

Dubai World Expo 2020
October 2020 – April 2021

Tokyo 2020 Olympics, Metsä Pavilion
June 2020 – December 2020

Registration info 2020



- **Food from Finland country pavilions in trade fairs: Changes in trade fair funding 2020. More information will follow.**
- **International Grüne Woche January 2020**
 - Contact project manager Maarit Kaasinen maarit@kaasinen.fi
- **How to register to Food from Finland country pavilions?**
 - Invitations to trade fairs via Food from Finland mailing list and published on www.foodfromfinland.fi
 - If you are not yet on our mailing list, please contact roosa.siitonen@businessfinland.fi
 - Registration to the first trade fairs of spring 2020 (Biofach, Foodex) at the end of September No pre-bookings.
 - More information: hanna-kaisa.erkkila@businessfinland.fi
- **Finland Pavilion at Dubai World Expo 2020 or Tokyo 2020 Olympics**
 - More information: annaleena.soult@businessfinland.fi

Market Access Programs

Fudan iLab, Shanghai

- One of the top Universities in China
- Over 30 Finnish company projects since 2013
- One round of projects/year, max five companies/year
- Projects mentored by University faculty member

Tsinghua FinLab, Beijing

- One of the top Universities in China
- Over 10 Finnish company projects since 2014
- Since 2019 two rounds of projects/year, max eight companies/year
- Projects mentored by University faculty member

Cost of the program 15 000 euros

Business Finland funding available for both programs