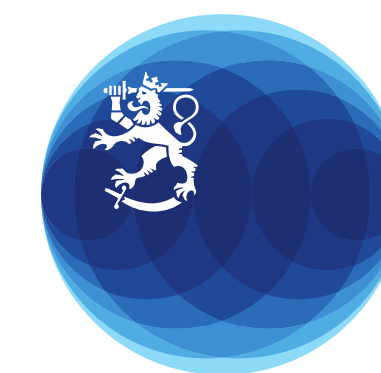


# METSÄ Pavilion Tokyo 2020

Kuva: Visit Finland

**BUSINESS  
FINLAND**



Ministry for Foreign  
Affairs of Finland



Embassy of Finland  
Tokyo



**THE GREATEST EVENT ON EARTH**

*SEE YOU IN TOKYO*

TOKYO 2020  
OLYMPIC RINGS





# METSÄ PAVILION

## Home of Finland



**Metsä Pavilion** – built of wood from Finnish forest – is the home of our nature, design and Olympic team of Finland.

Pavilion showcases authentic Finnish nature combined with high technology and sustainable innovations.





# PAVILLION LOOK & FEEL













# **Metsä Pavilion**

## **Destination package for Finnish travel trade partners**

Japan is one of the key focus markets for Visit Finland and for Finnish travel companies. In 2018 Finland registered 215 000 overnights from Japan. This year, January – June, shows 6% increase in overnights compared to 2018.

Metsä Pavilion enables unique opportunity for Finnish companies to present and promote their offering for Japanese travel trade partners and consumers during Olympics, paralympics and post-olympic periods.

Business Finland and Visit Finland have launched Destination package concept for Finnish travel companies, destinations, cities and regions.







# DESTINATION PACKAGE

SUOMI  
FINLAND

**Destination package for regional partners (Lakeland, Lapland, C&A and Helsinki region): 20 000€ / region**

**Destination package for destinations, companies or clusters: 20 000€**

**Destination package includes 1 morning event (9-12am) at the Pavillion during Olympics (24.7 – 9.8.2020) + 1 morning session during paralympics (25.8 – 6.9.2020) and 2 days for post Olympic period (mid Sep – mid Dec). 2 post Olympic days can be used during Travel Thematic week**

**Travel thematic week at Metsä Pavillion: 21.Sep – 27.Sep.2020**

**MoiMoi Roadshow 2020: Seoul (22.Sep) – Osaka (23.Sep) – Tokyo (24.Sep)**

Program plan for the thematic week :

**Mon 21.9:** TBC

**Tue 22.9:** PR event for Destination partners at the pavillion (MoiMoi workshop in Seoul)

**Wed 23.9:** TBC (MoiMoi workshop in Osaka)

**Thu 24.9:** Destination partners morning seminar for VIP clients. Bus transfer from pavillion to Okura hotel for MoiMoi Tokyo workshop. MoiMoi Roadshow cocktail- event for VIP buyers and for all MoiMoi Roadshow FI partners

**Fri 25.9:** Finland Day event for Destination partners including themes such as Sauna, design and Finnish local living

**Sat 26.9:** Consumer Day for Destination partners.

**Sun 27.9:** Consumer Day for Destination partners.





# Benefit of the Travel thematic week for Destination partners

SUOMI  
FINLAND

Destination partnership package, combined with MoiMoi 2020 Tokyo workshop offers unique opportunity to deepen the relationship with Japanese key travel trade partners in exceptional location at the Finnish Embassy premises. In 2019 altogether 93 Japanese tour operators/travel agencies joined the Tokyo MoiMoi workshop.

Destination partners are entitled to host VIP seminar at the pavilion on Thu 24th Sep morning and present main promotional messages to key travel buyers by utilizing the Metsä pavilion audiovisual setup. The evening reception of MoiMoi Tokyo workshop on Thu 24th Sep will be also held at the pavilion. Fri 25th Sep is reserved for Destination partners' Finland Day event. Finnish thematic elements such as culture, design, nature and sauna will be widely presented during this whole day event. Invitees to the Finland Day event will be handpicked in partnership with Destination partners.

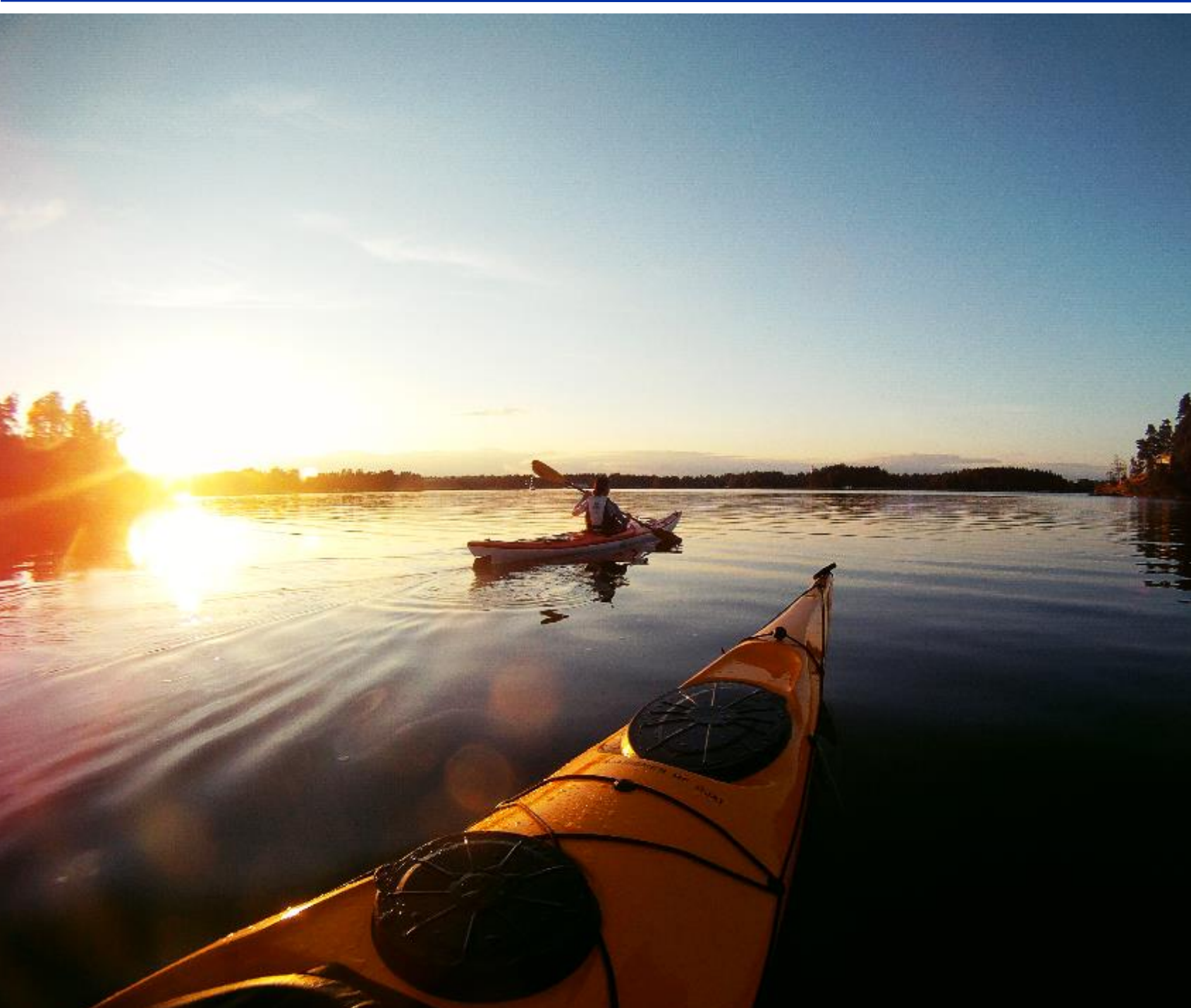
Destination package also includes PR event on Tue 22th Sep. All Destination partners are entitled to have visibility in media through PR event content and press release. PR event also promotes the Destination partners' consumer day events on Sat 26th Sep and Sun 27th Sep. The embassy Twitter with 150 000 followers will also be used to promote the Metsä Pavilion and partners.

Destination partners will get 500€ discount for 2020 Tokyo MoiMoi workshop.



**For further information, please  
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**See you in Tokyo**

