

Food from Finland



Program activities in 2018



- Event Calendar 2018

January

Delegation visit with Minister Leppä and Permanent Secretary Husu-Kallio to South Korea and Singapore 8.1. – 12.1.

- 8.1. – 10.1. South Korea
- 10.1. – 12.1. Singapore

Chinese media visit in Helsinki and Rovaniemi

7.1.-13.1.

Grüne Woche BtoC trade fair 19. – 28.1. Berlin, Germany

In cooperation with Ministry for Agriculture and Forestry, Visit Finland

Marketing activities in ISM Cologne, Germany 28. – 31.1.

(no national stand)

February

Hankyo buyers visiting Helsinki
8. – 9.2

Biofach trade fair 14.- 17.2.
Nuremberg, Germany

Valentine's Day 14.2. chocolate campaign in Japan

Gulfood trade fair 18. – 22.2.
Dubai, UAE

Aquaculture St.Petersburg
(for technology companies)

March

Foodex trade fair 6.-9.3. Tokyo, Japan
Embassy networking event for buyers & media 5.3.

Kidventure campaign with Visit Finland & Reima on 15.3. at Oulanka National park:
Naturally Delicious Food from Finland snack lunch break for target markets journalists

China compliance coaching day 28.3. in Helsinki in co-operation with Finnish Food Innovation –project

LIEFERELLO – Finland shop campaign



- Event Calendar 2018

April	May	June - July
<p>Coaching day together with EVIRA in Helsinki 9.4.</p> <p>CITTI - ENJOY FINLAND retail campaign in Germany</p>	<p>Seoul Food & Hotel trade fair, 1.– 4.5. South Korea</p> <p>Meet the buyers Israel in Helsinki 14.5.</p> <p>PING Helsinki media tour, Scandinavia, Germany 9.-11.5</p> <p>Free from & Functional Food trade fair 16. – 17.5. Stockholm</p> <p>SIAL Shanghai trade fair 16. – 18.5. Networking event 15.5.</p> <p>PLMA Private Label trade fair 29.-30.5. Amsterdam</p>	<p>Meet the buyer Japan in Helsinki</p> <p>Training in Helsinki: Export to China- How to set up a cross-border e-commerce Wechat shop 4.6</p> <p>Hankyo promotion week in Osaka 28.5 – 5.6.</p>
<p>Seafood Brussels trade fair 24. – 26.4. Together with Pro Fish Association</p>	<p>Meet the buyers South Africa in Helsinki 22.5.</p>	



- Event Calendar 2018

August	September	October	November	December
<p>Media visit from Japan to Helsinki 20.-24.8.</p> <p>FFF autumn after work kick off event in Helsinki 23.8.</p> <p>BITE Copenhagen trade fair 30.-31.8.</p> <p>NOPA trade fair Hong Kong 28. – 31.8.</p>	<p>AlcoBev Fact finding trip to India 5.-7.9. Delhi and Mumbai</p> <p>Promotion for Finnish food in South Africa 16.-21.9 Events in Johannesburg and Cape Town</p> <p>Coaching day – Packaging and concepting: focus in Asia TBC</p>	<p>Bar Convent Berlin 8.- 10.10.</p> <p>SIAL Paris trade fair 21. – 25.10.</p>	<p>Nordic Food event 5.-6.11 Seoul, South Korea</p> <p>Coaching days TBC</p>	<p>Networking event Middle East TBC</p> <p>CITTI - ENJOY FINLAND retail campaign in Germany</p> <p>Finnish Christmas Beer campaign Tokyo, Japan</p>