

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

Coaching day together with EVIRA in Helsinki 9.4.

CITTI - ENJOY FINLAND retail campaign in Germany

Seafood Brussels trade fair 24. – 26.4.
Together with Pro Fish Association

May

Seoul Food & Hotel trade fair,
1.– 4.5. South Korea

Meet the buyers Israel in Helsinki
14.5.

PING Helsinki media tour,
Scandinavia, Germany 9.-11.5

Free from & Functional Food
trade fair
16. – 17.5. Stockholm

SIAL Shanghai trade fair
16. – 18.5.
Networking event 15.5.

Meet the buyers South Africa in
Helsinki
22.5.

PLMA Private Label trade fair
29.-30.5. Amsterdam

June - July

Meet the buyer Japan in Helsinki

Training in Helsinki: Export to China-
How to set up a cross-border e-
commerce Wechat shop
4.6

Hankyo promotion week in Osaka
28.5 – 5.6.



- Event Calendar 2018

August	September	October	November	December
Media visit from Japan to Helsinki 20.-24.8.	AlcoBev Fact finding trip to India 5.-7.9. Delhi and Bangalore	Bar Convent Berlin 8.- 10.10.	Nordic Food event 5.-6.11 Seoul, South Korea	Networking event in Dubai 11.12.
FFF autumn after work kick off event 23.8.	Delegation trip to South Africa 16.-21.9 Events in Johannesburg and Cape Town	Globus retail campaign in Germany 8.-13.10.	<i>Metsä park opening in Tokyo 9.11.</i>	
BITE Copenhagen trade fair 30.-31.8.			Coaching day Singapore in Helsinki 20.11	Finnish Christmas Beer campaign Tokyo, Japan
NOPA trade fair Hong Kong 28. – 31.8.	Chinese buyer delegation in Helsinki 24.9.	SIAL Paris trade fair 21. – 25.10.		