Food from Finland
China Road Trip 2019
Contents:

• Why and when is this road trip?
• How will it look like?
• What is Food from Finland’s role?
• What is needed from Finnish companies?
• How to start preparing?
Objects of the road trip

- Get to know a wider perspective of China market
- Beijing, Shanghai, Chengdu, Hong Kong
- North, East, Central/West market overage
- Hong Kong is a special market
Facts on the selected cities

- Political, cultural and economical center - Beijing
- Financial and cultural center - Shanghai
- Center of West China - Chengdu
- A market with its own policy - Hong Kong

- Differences in culture, language
- Preferences in taste
- Openness to new culture

<table>
<thead>
<tr>
<th>City</th>
<th>Disposable income per capita (EURO)</th>
<th>Population (million)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing</td>
<td>7962</td>
<td>21,54</td>
</tr>
<tr>
<td>Shanghai</td>
<td>8195</td>
<td>24,15</td>
</tr>
<tr>
<td>Chengdu</td>
<td>4614</td>
<td>16,33</td>
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</tbody>
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<table>
<thead>
<tr>
<th>City</th>
<th>GDP (USD)</th>
<th>Population (million)</th>
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<tbody>
<tr>
<td>Hong Kong</td>
<td>48,684.283</td>
<td>7,392</td>
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Activities in these 4 cities

• Finnish food offering presentation to buyers
• Media interview with brands
• Food tasting for buyers and media, in cooperation with Finnish chef from Finland
• 1-1 buyer match meeting with carefully selected buyers in each city
• Targeted buyers are upon companies’ requests, as well as Food from Finland’s buyer network
Trip plan

• **Date**:
  
  15-20.9.2019

• **dates in each city**:

  15.9  Arrival in Beijing, market study tour
  16.9  Activities in Beijing, travel to Shanghai
  17.9  Activities in Shanghai, travel to Chengdu
  18.9  Activities in Chengdu
  19.9  Travel to Hong Kong, activities in Hong Kong
  20.9  Activities in Hong Kong continues
Trip plan

• Date:
  15-20.9.2019

• Dates in each city:

  15.9   Beijing: Arrival to Beijing. Local store check in the afternoon.
  16.9   Beijing:
          Morning: Trip kick-off event at Residence of Finnish Ambassador in China.
          Food from Finland program presentation and companies introduction
          Media interviews with Finnish F&B companies
          Food tasting session
          Afternoon: Buyers match making meeting

  17.9   Shanghai:
          Morning: Food from Finland program presentation and companies introduction
          Media interviews with Finnish F&B companies
          Food tasting session
          Afternoon: Buyers match making meeting
Trip plan

- Dates in each city:

18.9 Chengdu:
  Morning: Food from Finland program presentation and companies introduction
  Local media interviews with Finnish F&B companies
  Food tasting session
  Afternoon: Buyers match making meeting
  Evening: Local store visit

19.9 Hong Kong:
  Morning: Arrival in the morning.
  Afternoon: Store visit

20.9
  Morning: Food from Finland program presentation and companies introduction
  Media interviews with Finnish F&B companies
  Food tasting session
  Afternoon: Buyers match making meeting
Trip Plan

• **Hotels:**
  • Hotels will be recommended according to meeting locations
  • Estimation of per night cost is 150-200 euro, with shuttle bus transportation for the group
  • Individual hotel booking possible

• **Flights between cities:**
  • Companies book their own flight ticket from Helsinki and back to Helsinki
  • Food from Finland can help with flight booking traveling between Chinese cities
  • Per flight estimation between Chinese cities: around 220 euro
Organization of the event

**Food from Finland**
- Collecting participants information
- Coordinating buyers invitation
- Coordinating local travel and hotel
- Coordinating local market study and companies visit
- Coordinating seminars
- Quality control

**Finnish food and beverage companies**
- Confirming travel schedule and make travel bookings
- Providing company, brands and product information
- Providing wish list of buyers during this trip
Preparation to begin

Trip registration:

Registration link:
Deadline: 30th July, 2019

Registration contact:

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Kiitos! 谢谢！

China trip coordination

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