

BUSINESS FINLAND

An aerial photograph of a city skyline, likely Shanghai, featuring a wide river with several boats. The skyline is dominated by numerous skyscrapers, including the Shanghai Tower. The sky is blue with some clouds, and the sun is reflecting on the water's surface.

Food from Finland Program

We build together an upgraded, renewed Finnish food economy, producing innovative, highly branded, healthy and safe premium food and beverages to international markets.

Esa Wrang, Head of Food Program
Food from Finland Program
Business Finland, 23.04.2019



INTERNATIONAL GROWTH

OUR MISSION IS SUSTAINABLE GROWTH, RENEWAL AND SUCCESS

Promotion of **innovations**

Promotion of **exports**

Attracting **tourists** and **investments**



THE WORLD'S BEST ECOSYSTEMS

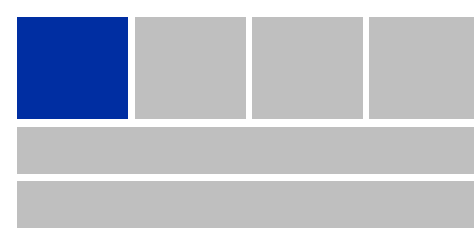
Tools include

- research and innovation funding
 - advice and sparring
 - networking and contacts
 - domestic and international expertise and view of networks
 - theme selections and programmes
-



Discover Opportunities

Identify business opportunities and customer needs. Evaluate your readiness for international markets. Generate ideas, develop business case and plan internationalization operations



Advice and coaching



Funding



Business Finland programs



Market Opportunities

BUSINESS FINLAND'S GLOBAL NETWORK

40 offices around
the world, and
16 in Finland





FOOD FROM 
Finland



Food from Finland Program



- **Food from Finland** is the official, national export program for Finland's food and beverages sector. It's funded by the Ministry of Economy and Employment and Ministry of Agriculture and Forestry. We have a close collaboration with the Ministry of Foreign Affairs.
- The program is managed by **Business Finland** in cooperation with Team Finland operators, Finnish Food Safety Authority and the Finnish Food and Drink Industries' Federation (ETL).
- **The program's goal is to increase the Finnish F&B export, open new markets, and to create new jobs**



140 Finnish companies working with us



HKSCAN

HARTWALL

ALTIA
— FINLAND —



For shopping to be fun



ATRIA PLC
Good food - better mood.



Orkla
Confectionery & Snacks Finland

Bonne™



JUUSTOPORTTI



FINN SPRING



Lignell & Piispanen
ARCTIC LUXURY SINCE 1850

DISAS



HÄTÄLÄ Oy
Fair northern fish

ISOKYRÖ
KYRÖ
DISTILLERY
COMPANY
FINLAND



Suomisen Maito™
— PIENI JÄÄTELÖTEHDAS —

bioferme



Wolt

RESQ
CLUB

sense n insight



SOLAR FOODS



FREDMAN



BUSINESS
FINLAND



Verso



VEEN



Arctic
SUPER
FOODS

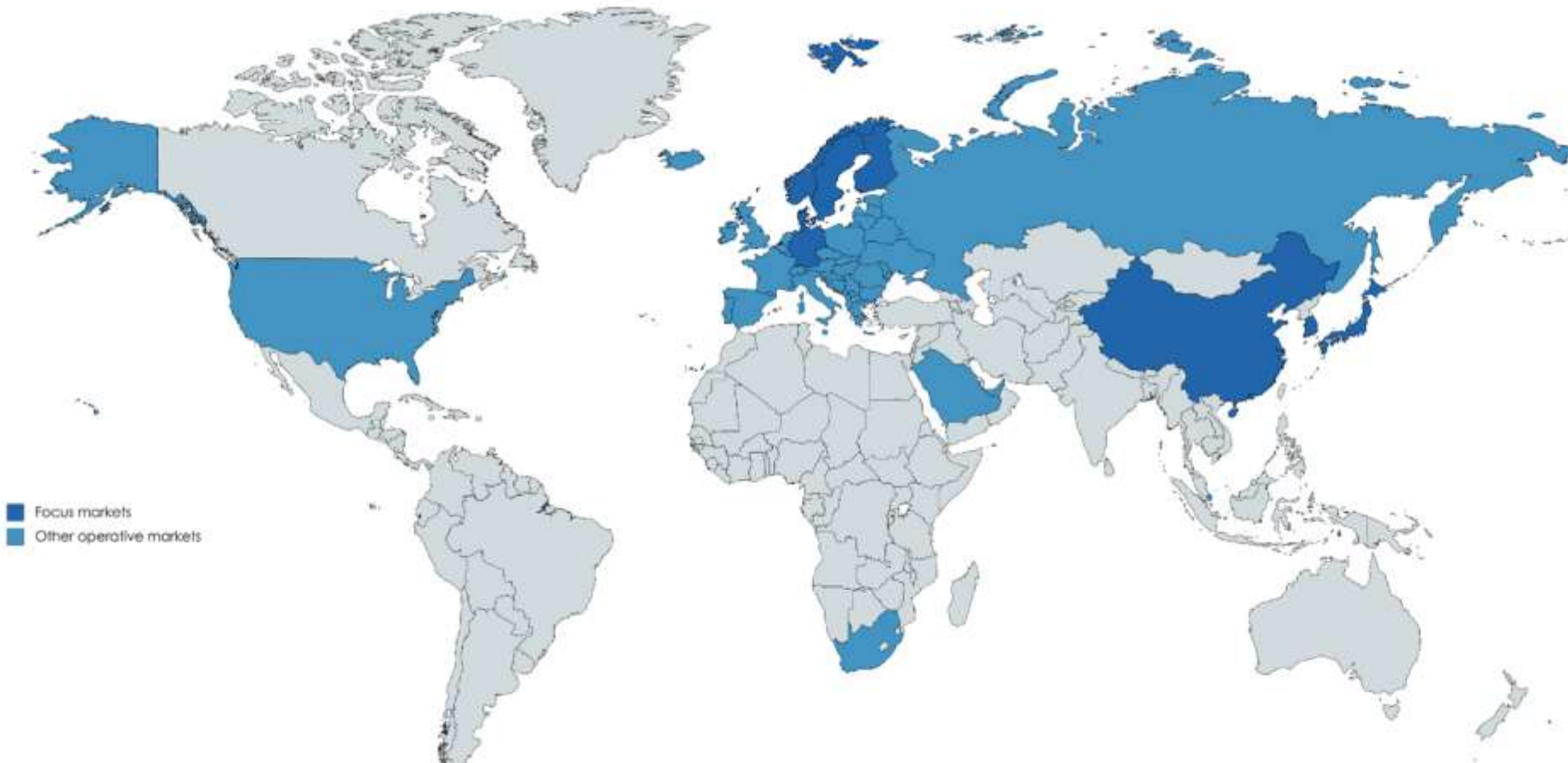


KALEVALA

Pernod Ricard Finland

23.04.2019

Food from Finland Program Target Markets



Main focus markets

- Scandinavia
- Germany
- East-Asia: China, Hong Kong, Japan, South Korea

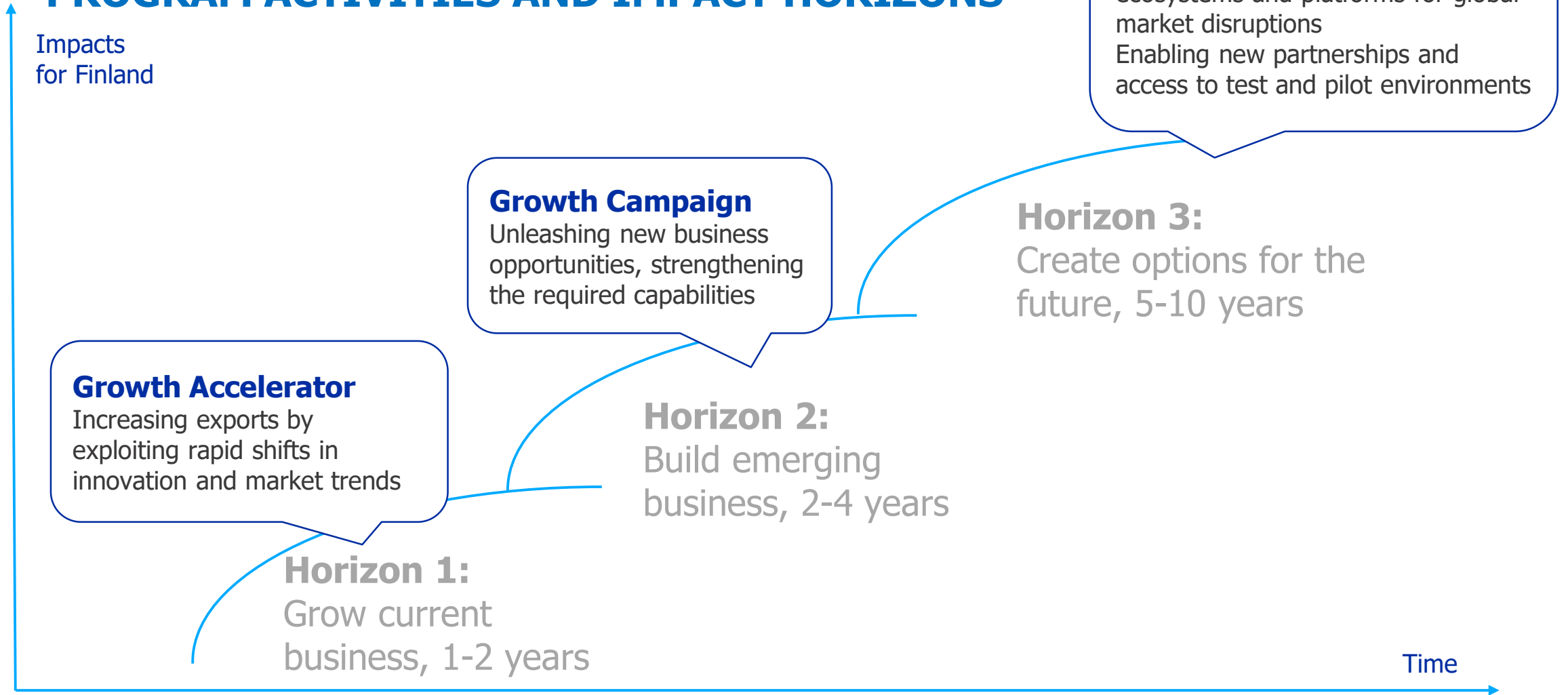
Other operative markets

- Other European markets, especially France
- Saudi-Arabia, United Arab Emirates
- South-Africa, Singapore
- USA
- Russia

Program Target Group: Manufactures of Finnish food & beverages, giving priority to healthy, safe and innovative products.
Food sector service providers, working closely with Finnish food industry.
Other relevant stakeholders and partners in the food ecosystem.

BUSINESS FINLAND

PROGRAM ACTIVITIES AND IMPACT HORIZONS



Finnish Food Chain has a clear growth potential



Food from Finland program is the main growth program for the whole Finnish food & beverages industry. It has gained high trust within the food industry and stakeholders. All the food companies are participating with great motivation.



Food from Finland Program



Over 200 activities done so far;

- 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).

International BtoB Trade Fairs 2019



Trade fairs in Europe and Asia		
BioFach	Nuremberg, Germany	13.-16.2.
GulFood	Dubai, UAE	17.-21.2.
ProdExpo (FFF as a partner)	Moscow, Russia	11.-15.2.
Foodex	Chiba, Japan	5.-8.3.
Seafood Global (FFF as a partner)	Brussels, Belgium	7.-9.5.
SIAL China	Shanghai, China	14.-16.5.
PLMA	Amsterdam, the Netherlands	21.-22.5.
Free from functional food	Barcelona, Spain	28.-29.5.
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.-4.12.



Development of Food from Finland Program



Expanding the Program & Vision

- Expanding the excellent current program by developing the new Business Finland Program content

Adding new elements of:

- Innovation
- Branding
- Internationalization skills
- E-Commerce development (together with Consumer Theme)
- Innovation funding options to be integrated with the program (synergy).

Global food economy revolution is now



- **Food economy is a very important industrial area with a very positive growth potential**
 - **Global trends are favouring the Finnish food**
 - **Changes are rapid and Finnish companies need all possible help to take advantage of the revolution on their way to access to the international markets.**
-
- ➔ **We aim to get 25% of Finnish Food Economy SME's to operate internationally** (2017: 16%) and increase the level of internationalisation in whole Finnish Food Economy
 - ➔ **We will focus on growing the export to the next level with branded, value-added products and services.** Finland must make more value added brand products instead of bulk ingredients.
 - ➔ **By doing these we aim to double the Finnish food export by 2025 to 3 billion €.**

Earlier collaboration between Finland and Sweden



Cooperation already done before

- **NOPA Hong Kong trade fair & Nordic Business Days 2018** (Sweden, Finland)
- **Israel buyer meeting visits 2018** (Finland, Sweden)
- **SIAL China trade fair, Shanghai, China 2018** (Finland, Sweden)
- **Gulfood trade fair 2018** (Finland, Denmark)
- **HOFEX trade fair in Hong Kong 2017** (Sweden, Finland, Denmark)
- **Foodex trade fair 2017** (Finland, Denmark)
- **Biofach, organic trade fair, Nuremberg, Germany 2016 - 2018** (Finland, Sweden, Denmark)
- **Nordic Food Week, matchmaking meetings, Seoul, South-Korea 2015 - 2017** (all Nordic countries)

Collaboration between Finland and Sweden 2019



Cooperation already executed or planned:

- **Biofach, Nuremberg, Germany:** joined Nordic area in Biofach exhibition
- **Foodex, Tokyo, Japan:** Nordic Business Days - type of cooperation
- **Buyer meeting visit from Hong Kong to Finland and Sweden** with City Super retail chain, Hong Kong
- **SIAL China, Shanghai:** Common Nordic booth in SIAL China Exhibition, Nordic Business Days -type of cooperation when organizing a common Buyer Meeting Event

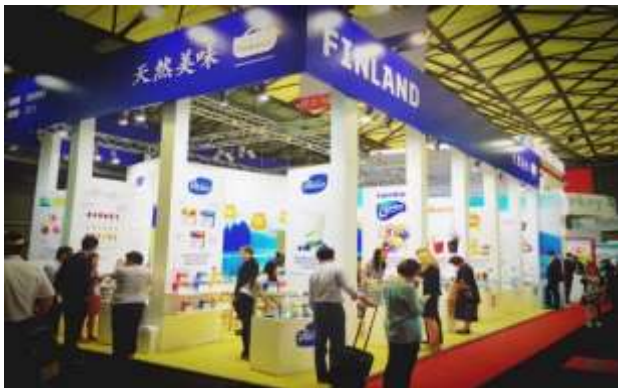
Possible cooperation still in 2019:

- **Anuga, Cologne, Germany:** common actions in Anuga exhibition
- **Nordic Organic Fair Malmö, Sweden**
- **Activities in France:** buyer meetings, promotions together
- **Meet the buyer events in USA**
- **e-commerce cooperation in UK with Ocado:** Scandinavian shop?
- **Nordic Food event, Seoul, South-Korea:** match making event

Food from Finland in China & Hong Kong



- **Ministerial delegation visits to China** (Beijing and Shanghai) with Finnish food companies
- **B2B meetings** between food companies and Chinese importers, distributors, wholesalers, e-commerce players and buyers
- **PR events with Chinese media**
- **High level meetings with local authorities in Beijing**
- **Participation in trade fairs:** SIAL Shanghai / Vinexpo, HOFEX and NOPA in Hong Kong
- **Activities 2019:** This year Food from Finland will participate to SIAL China trade fair in May, to Shanghai Wine & Dine Event in September, and we will organize a Food from Finland Road Show / Buyer Meeting Events to 4 main cities in China in September. E-commerce activities will be developed through the whole year.



China Related Activities in Finland



- **Coaching:**
 - how to enter the Chinese market, how to sell your products in China, for food sector companies with EU SME Centre / The China Britain Business Council and private consultants
 - how to sell your products online in China with Alibaba, JD.Com etc
 - Access China –workshops on Chinese compliance with local authorities and consultants
- **Hosting Chinese buyers/importers/distributors** and arranging meetings for them. Several business delegations and buyer groups have visited Finland during the last 5 years.
- **Workshops with Alibaba Group, JD.Com and other online players in China.**



Food from Finland's social media channels and objectives in China



BUSINESS OBJECTIVE

- Increase the demand of Finnish F&B products in China.
- Increase sales of Finnish products already available in the Chinese market.
- Support Food from Finland's online efforts in China as marketing tools.
- Improve 芬兰美食 (Food from Finland) on Baidu index/Taobao search index.

COMMUNICATIONS OBJECTIVE

- Increase the awareness of the naturally delicious Finnish food and drink under the umbrella "Food from Finland"
- Increase the interest for Finnish food & beverages in China.
- **Brand/position Finnish F&B as:**
 - premium
 - pure & safe
 - healthy & delicious
- Raise a demand of Finnish F&B products in China.
- Stand out from the competitors.

Food from Finland B2C marketing in China



Channels:

- Wechat
(900 million users)
- Weibo
(350 million users)



Weibo homepage example

Other marketing:

- Baidu (SEO –Search Engine Optimization/SEM –Search Engine Marketing)
- Online campaigns
- KOL (Key opinion leaders/influencers) product endorsement
- Other Food from Finland promotions



WeChat page example



Finnish brands in online sales channels



【京东超市】芬兰进口 VALIO 无乳糖全脂奶粉 (成人)
 【京东自营】自营进口咖啡多多产品每满99元立减50元！挂耳咖啡、速溶速煮

京东价 ¥63.00 降价通知

促销 满29.90元另加29.90元即赠畅销商品，赠完即止。
 详情 >>

配送至 海外芬兰 无货，此商品暂时售完

加入购物车 到货通知

温馨提示：不支持7天无理由退货

Myllyn Paras
 愤怒的小鸟
 美味快熟燕麦片

【品牌名】：Myllyn Paras 美味快熟燕麦片
 【原产地】：芬兰
 【口味】：原味
 【净含量】：100g/包
 【保质期】：12个月
 【适用人群】：适合全年龄段人群
 【食用方法】：本品有多种食用方法，请参考包装说明

熊猫精酿 (PANDA BREW) 坚强啤酒
 京东价 ¥270.00 降价通知

配送至 海外芬兰 无货，此商品暂时售完



Valio: Tmall Flagship store (Alibaba Tmall)



The banner features the Valio logo at the top left, followed by the text 'Valio旗舰店' (Valio Flagship Store). Below this, it states '源自芬兰 始于1905 畅销海内外' (Originating from Finland, started in 1905, popular worldwide). To the right, there is a '官方直营' (Official Direct Operation) badge and '无乳糖专利技术' (Lactose-free patent technology). Two product boxes are shown with a price of '¥79元' and a '立即抢购>' (Buy Now) button. A navigation bar includes links for '首页有惊喜' (Surprises on the homepage), '全部商品' (All products), '无乳糖奶粉系列' (Lactose-free milk powder series), '品牌故事' (Brand story), '品质保障' (Quality assurance), '无乳糖挑战赛' (Lactose-free challenge), and '关注' (Follow). A search bar is also present.

Valio Valio旗舰店
源自芬兰 始于1905 畅销海内外
官方直营
无乳糖专利技术
¥79元 立即抢购>
¥79元 立即抢购>

首页有惊喜 | 全部商品 | 无乳糖奶粉系列 | 品牌故事 | 品质保障 | 无乳糖挑战赛 | 关注

Valio
源自芬兰的纯净享受
盛大开业
进店享三重好礼

VALIO无乳糖全脂奶粉
净含量: 350g

首次下载天猫App
领388元大礼包



Thank You
Tack så mycket!

<http://www.foodfromfinland.fi>

