

# BUSINESS FINLAND

An aerial photograph of the Shanghai skyline, featuring the Huangpu River with several large cargo ships. The Pudong skyline is visible in the background, including the Shanghai Tower and other skyscrapers. The foreground shows a mix of modern buildings, green spaces, and construction cranes along the riverbank.

**Supporting Nordic Food and Beverage companies to China market**

**Cuilu Fan, Senior Advisor  
Food from Finland Program  
Business Finland  
10.6.2020**





## OUR MISSION IS SUSTAINABLE GROWTH, RENEWAL AND SUCCESS

Promotion of **innovations**

Promotion of **exports**

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



Tools include

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

# Business Finland's Global Network

40 offices  
around the world,  
and 16 in  
Finland





## ***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.**



# Food from Finland Program



- **Food from Finland** is team Finland's Export Program for the Finland's Food Sector since 2014. It's funded by the Ministry of Economy and Employment and Ministry of Agriculture and Forestry. We have a close collaboration with the Foreign Ministry of Affairs
- The program is managed by **Business Finland** in cooperation with Team Finland operators, Finnish Food 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
- Focus market for export activities: **Germany, China, Hong Kong, Japan, South Korea, Sweden, Denmark, France, and Russia**
- Finnish food and beverage total export to China increased 76% in 2019



# 150 Finnish companies working with us



For shopping  
to be fun



# Market entry training

Food from Finland organizes trainings on market entry and enhancing strength and capabilities for Finnish F&B to export to global markets. Training are organized with our own local market advisors and external market experts and consultants.

## Market facts

- Market size
- Economical performances
- Consumer behavior
- Market trend and foresight



## Entry strategy

- Export regulation
- Export process analysis
- Business model analysis



## Export certificate

- Finnish food Authority
- Export compliance
- IPR in China

## E-commerce and marketing

- E-commerce training
- Wechat e-commerce pilot project
- Marketing and branding training
- Fact finding trips to China and Hong Kong

# B2B and B2C events

In addition to funding innovative F&B projects, Creating B2B contacts and networks and building an umbrella branding for Finnish F&B companies is also Food from Finland's primary tasks. It is essential for Finnish exporters to connect with reliable and right contacts for business to fly in China. The process takes up to 18 months before first sales. Country branding is also important to educate Chinese consumers about Finnish food culture and facts on its value.

In China and Hong Kong, we also cooperate with Business Sweden to jointly promote Finnish and Swedish food and beverage offerings to consumers.

## Trade shows

- SIAL China
- China International Import Expo (CIIE)



## Roadshow

Tailored made roadshow for Finnish F&B brands to meet with desired and well selected Chinese buyers



## Consumer events

Organizing and participating in leading consumer event. Shanghai Wine and Dine for example.



## Retail campaign

Joint food promotion with Business Sweden in City'Super Hong Kong





## Wechat

Actively promoting Finnish food and beverage facts. Sharing culture and tourism information. Introducing F&B brands' story and products.



## Weibo

Visual communication tool to sharing images of Finland and Finnish food traditions and culture.

# Social Media

With more than 1.2 billion wechat users and 550 million Weibo users in China, these channels are one of the key social media channels for brands to reach Chinese consumers.

Food from Finland hosts official accounts on Wechat and Weibo. Contents in the social media focuses on promoting Finnish food and beverage facts, culture and tourism.



# Program Activity in China 2020

Training Day	
4.3.2020	<b>Coaching day-China:</b> Export Compliance and Consumer trends
5.5.2020	<b>Coaching day-Hong Kong</b>
China Roadshow	
14-18.9.2020	Including buyers meeting and Media event Beijing, Shanghai, Shenzhen, Hong Kong
Other events	
Consumer event	Shanghai Wine and Dine
12.6.2020	E-commerce Webinar
Social Media campaigns	
Official Wechat account	One post per week
Official Weibo account	Two posts per week





# Thank you

## Contact for China market



**Esa Wrang**, Head of Industry, Director

+ 358 400 243 076, [esa.wrang@businessfinland.fi](mailto:esa.wrang@businessfinland.fi)



**Cuilu Fan**, Senior Advisor

+358 50 5692591, [Cuilu.fan@businessfinland.fi](mailto:Cuilu.fan@businessfinland.fi)



**Jianing Lu**, Advisor

Based in Shanghai, China

+86 18801793699, [jianing.lu@businessfinland.fi](mailto:jianing.lu@businessfinland.fi)

More information:

[www.foodfromfinland.fi](http://www.foodfromfinland.fi)

## We are in Chinese social media!

Official Wechat account



Official Weibo account

