

# Tervist! Moi! 你好! Hej! Hallo! Sveiki! Hi!

If you are reading this line, it means we are close to launch.

## Exporting Nordic natural products to Asian markets

How to prove quality  
and trustworthiness  
of your products?

JUNE 10TH  
10:00-12:15  
ZOOM WEBINAR



## AGENDA

- Product development and SEA focused export opportunities for Nordic natural products producers via NovelBaltic project

**Vaido Mikheim, Tartu Science Park**

- “Food from Finland” to support Nordic food export to China and Hong Kong

**Fan Cuilu, Business Finland**

- Quality characterization of products to boost their export potential

**Leena Faven, Centria**

- Traceability and authentication of natural products – why it is important?

**Emmi Alakärppä, University of Oulu**

- “Health food and supplement market analysis in China”

**Monika Xing, Deputy Director of Health & Nutrition Dept., China Chamber of Commerce for Import and Export, Medicine & Health products**

- Authenticity identification of active ingredients of berries and related products in China

**Dr Zhang Bolin, Beijing Forestry University**

- Doing business in South-East Asia, experiences of Silv EXPO Ltd

**Ilona Vanaga, Silv EXPO Ltd**

- Q&A session



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DEVELOPMENT  
FUND

Kiitos – Aitäh – 謝謝 (Xièxiè)!

# Business was and is being done!

#	EU Member State	China Imports from EU 2020/2019	China Exports to EU 2020/2019
1	Germany	-11%	-20%
2	France	-24%	-16%
3	United Kingdom	-8%	-27%
4	Italy	-9%	-18%
5	Ireland	-4%	-12%
6	Netherlands	2%	-13%
7	Sweden	-1%	-31%
8	Spain	17%	-13%
9	Austria	-2%	-9%
10	Belgium	-3%	-14%
11	Denmark	41%	-13%
12	Czech Republic	-3%	-9%
13	Finland	3%	-21%
14	Slovakia	23%	-5%
15	Poland	9%	-6%
16	Hungary	3%	-11%
17	Portugal	-1%	-20%
18	Romania	-10%	-9%
19	Bulgaria	11%	-17%
20	Greece	33%	-20%
21	Slovenia	-11%	-11%
22	Malta	-11%	4%
23	Lithuania	54%	-12%
24	Luxembourg	-11%	-84%
25	Estonia	-8%	-30%
26	Latvia	-13%	-20%
27	Croatia	-28%	-20%
28	Cyprus	-64%	97%
	TOTAL	-7%	

## China-EU Trade

### Q1 2020



Source: China Customs  
Compiled by: Estonia-Asia Trade Agency / EASi Aasia keskus

# Why follow NovelBaltic?

Promotion & sales leads

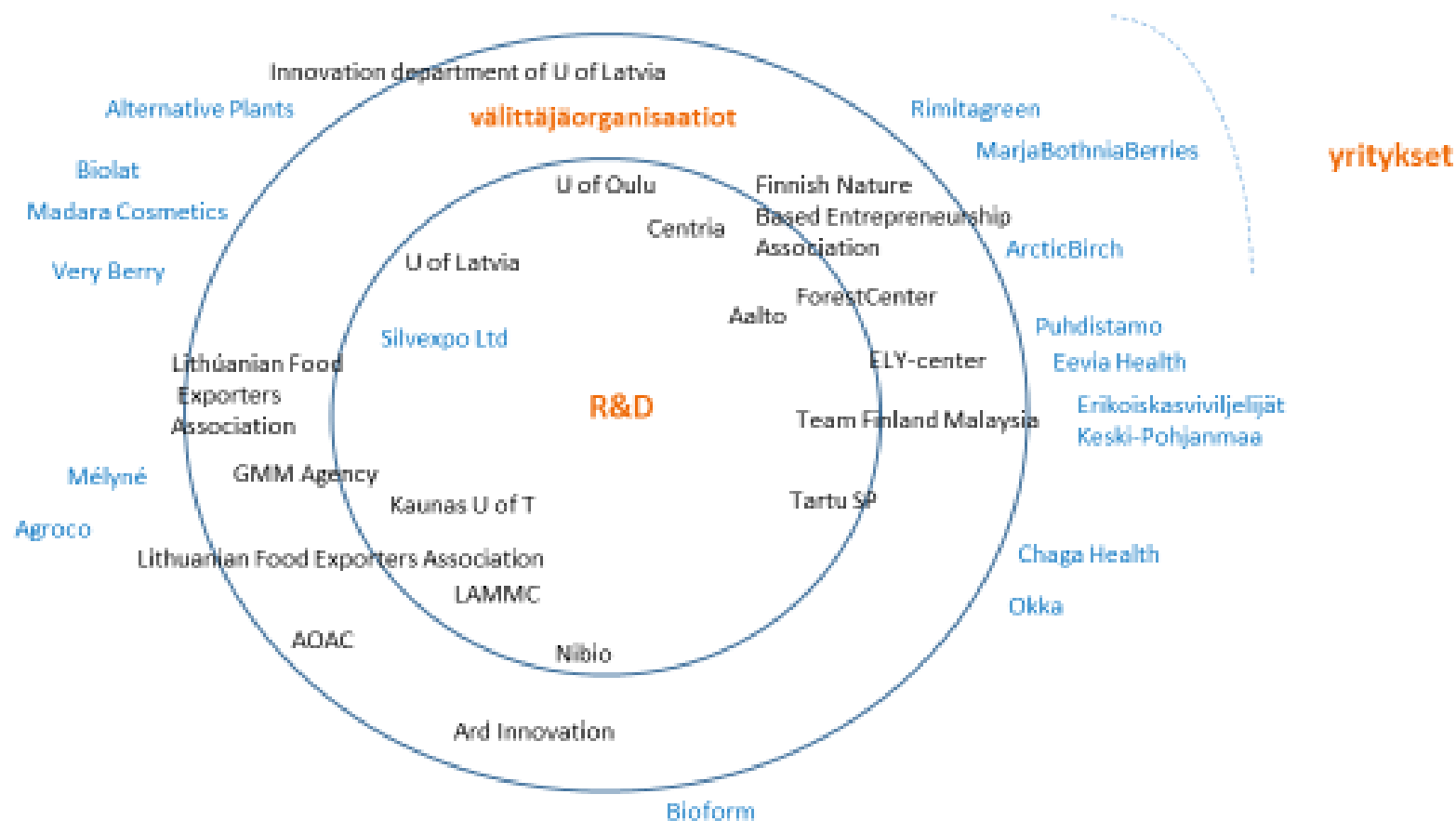
R&D know-how & capacity

*Focus on quality characterization and authenticity*

Networks & credible information sources

Two trade missions to China in 2020/21\*

*\*given that you know who won't interfere*



# Validating market demand

Utilizing partners in EU and China

*BJFU – FinChi – Business Finland*

Desktop research

*Tartu Science Park & Aalto University*

Trade missions & expos

*CIHIE, Vitafoods, Asia Update*

# Product – market fit

What is expected – wild, organic, origin of raw material?

Authenticity and quality validation?

Alignment of interests – does the market want what we think it wants?



ESTONIA

FINLAND

LATVIA

LITHUANIA

NORWAY

**NovelBaltic**

**Non-timber forest products  
from BALTIC REGION**

波罗的海地区的经济林产品





Kiitos – Aitäh – 謝謝 (Xièxiè)!

<https://tki.centria.fi/hanke/novelbaltic/1956>

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