



Food from Finland in China

Program Introduction

**BUSINESS
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, Evira 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



Food from Finland Program

Target Markets



Focus markets:

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

Other important operative markets:

- Other European markets, eg. France, Italy, Netherlands
- Saudi-Arabia, UAE
- South-Africa, Singapore
- USA
- Russia, pending for the time being.



The cornerstones of high quality Finnish food



- Good animal husbandry practices
- Animal disease burden extremely low – among top of the world
- One of the lowest use of antibiotics for food-producing animals
- Antibiotics are not used to promote growth
- No use of antibiotics in broiler production since 2009
- Food safety, at a very high level, is a top priority
- Control and transparency over the whole production chain.



The Finnish Offering to Focus Markets



- Natural products based on wild berries such as bilberry, lingonberry & cloudberry.
- Functional and health-enhancing food products
- Pure meat, dairy and fish products
- Finnish cereal products; high fiber oats and rye
- Special alcohol products
- A broad variety of foods for allergic, such as lactose-free and gluten-free products.
- Various organic products
- Industrial food ingredients with high added value
- Food safety know-how.

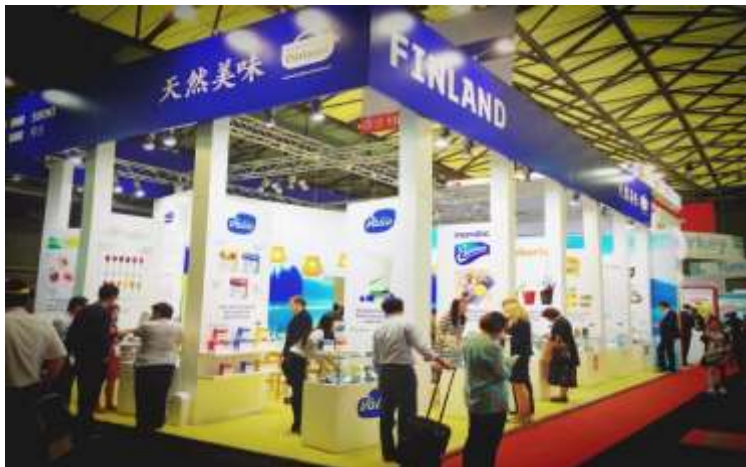
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Food from Finland in China & Hong Kong



- **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:** MOFCOM and AQSIQ
- **Participation in trade fairs:** SIAL Shanghai / Vinexpo, HOFEX and NOPA in Hong Kong
- **Activities 2018:** This year Food from Finland will participate to SIAL China trade fair 16 – 18th of May and NOPA trade fair in Hong Kong 29 – 31st of August 2018. Minister Leppä will visit us in Shanghai during SIAL China trade fair, and participate to Food from Finland Network Event in Fairmont Peace Hotel on the 15th of May in Shanghai.



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 Eibens
 - how to sell your products online in China with Alibaba, JD.Com etc
 - Access China –workshops on Chinese compliance with F-One
- **Hosting Chinese buyers/importers/distributors** and arranging meetings for them. Several business delegations and buyer groups have visited Finland during the last 4 years.
- **Workshops with Alibaba Group, JD.Com and other online players in China.**



Food from Finland B2C marketing in China



Kanavat:

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



Weibo homepage example



WeChat page example

Muu markkinointi:

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



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！往耳咖啡、速冻汤圆

京东价 ¥63.00 降价通知
促销 满29.90元另加29.90元即赠热销商品，赠完即止。
详情 >>

配送至 海外芬兰 无货，此商品暂时售完

1 加入购物车 到货通知

温馨提示：不支持7天无理由退货



熊猫精酿 (PANDA BREW) 坚强

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



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Valio: Tmall Flagship store (Alibaba Tmall)



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



源自芬兰的纯净享受
盛大开业

进店享三重好礼



首次下载天猫App
领388元大礼包

Case: Myllyn Paras instant oatmeal



- Finnish oat manufacturer Myllyn Paras joined us on a ministerial delegation trip to Beijing and Shanghai in 2015
- Through Food from Finland's B2B matchmaking event, they found a Chinese partner.
- The company quickly proceeded with China, and set up their Shanghai office.
- They decided to strike a license deal with Angry Birds for the packaging.
- Today you find Myllyn Paras instant oatmeal at the shelves of for instance Carrefour, Shanghai.



Food from Finland Further Cooperation in China



- By working with Food from Finland, you can have access to more than 140 high-quality Finnish food and beverages manufacturers
- Our mission is to promote products from the Arctic North without any compromises in safety and quality; we are focusing to value added healthy products.



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Thank You!

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