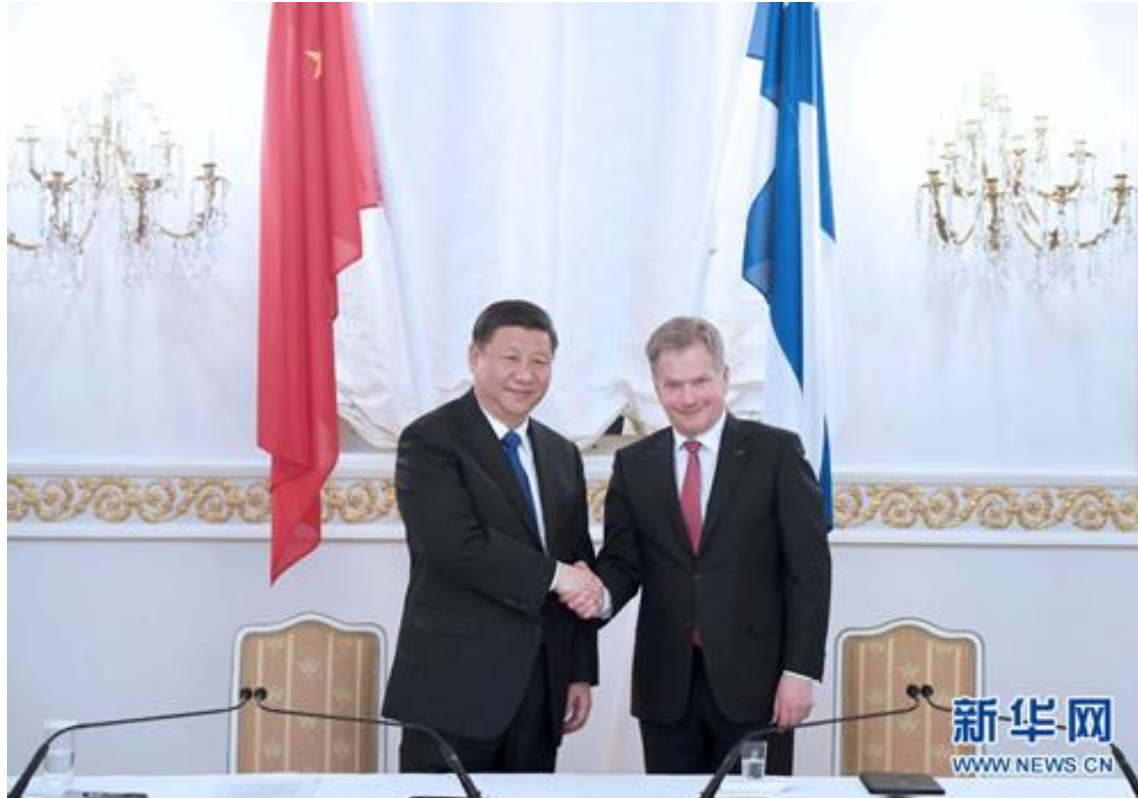




# Welcome Finpro Delegation



# Welcome, China Finland Deepens Co-operation



# Agenda



	Time	Topic	KN Presenter
01	10:00-10:15am	Welcome Address & Snapshots of Sino-Finland Trade	<b>William Yu</b> <i>SVP, Sales &amp; Marketing</i>
02	10:15-10:45am	China Import Process on Food Products (General Trade vs. Cross-border e-Commerce)	<b>Jessie Chu</b> <i>Key Account Manager, e-Commerce</i>
03	10:45-11:15am	Digital Omni Solutions	<b>Tony Liu</b> <i>Assistant to Regional President</i>
04	11:15-12:00pm	KN Solutions & Showcase – Freight i.e Airfreight FreshChain, Reefer , Customs/CIQ	<b>Selina Cheng</b> <i>Regional Product Development Manager, Perishables</i> <b>Bing Lu</b> <i>National Seafreight Manager</i> <b>Wendy Chen</b> <i>Seafreight Import Manager</i>
05	12:00-13:00pm	Q&As	All

# Finland at a Glance



Capital: Helsinki

5.5  
million  
(2016)



Population



338,424 km<sup>2</sup>  
(130,666 mi<sup>2</sup>)



252.5  
billion USD

GDP/capita  
figure  
45,884 USD

GDP  
(2017)



Total Imports  
\$70.1 billion (2017);  
From China  
\$2.3 billion

Total Exports  
\$67.9 billion (2017);  
To China  
\$3.7 billion

Languages

Swedish  
(5.3%)

Finnish  
(88%)

Currency:  
Euro € (EUR)



Finland



Europe

Main International  
Passenger Gateway:  
Helsinki Airport



Largest Container  
Port: Vuosaari Harbor

Well-known  
Food  
Products

Sports nutrition

Oat meal products

Alcoholic drinks

Milk products

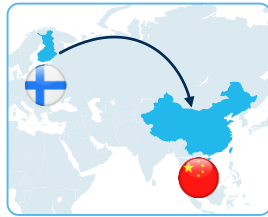
Berry products



Source: UN, World Bank, Wiki

# Finland's Food/Perishable Export to China

China has been **#6** of Finland's top trading partners in terms of exports, in 2017 the total export reached **\$3.7 billion**

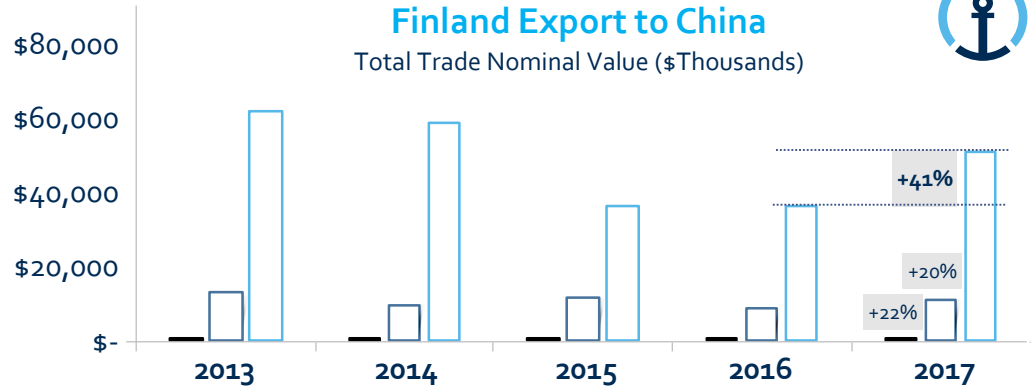


**Beverage and Oil**

**Vegetable Products**

**Animal Products**

**Finland Export to China**  
Total Trade Nominal Value (\$Thousands)



2013

2014

2015

2016

2017

\$349

\$277

\$197

\$226

\$275

\$12,684

\$9,674

\$11,326

\$8,868

\$10,684

\$61,535

\$59,228

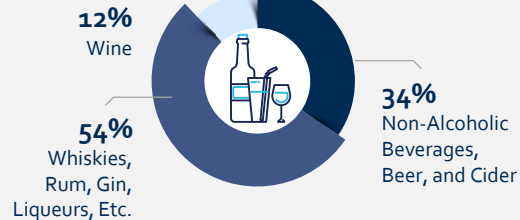
\$36,495

\$36,304

\$51,157

YoY Growth - +22% | +20% | +41%

**Beverage & Oil**

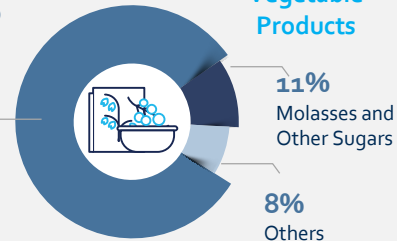


Source: IHS DataInsight

FinPro Delegation 2018

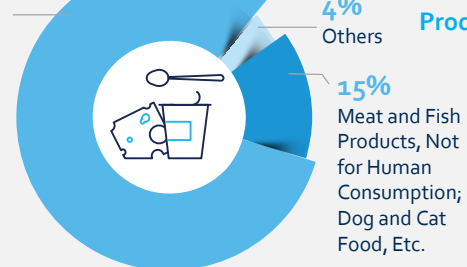
81%  
Fruits and Vegetables, Frozen

**Vegetable Products**

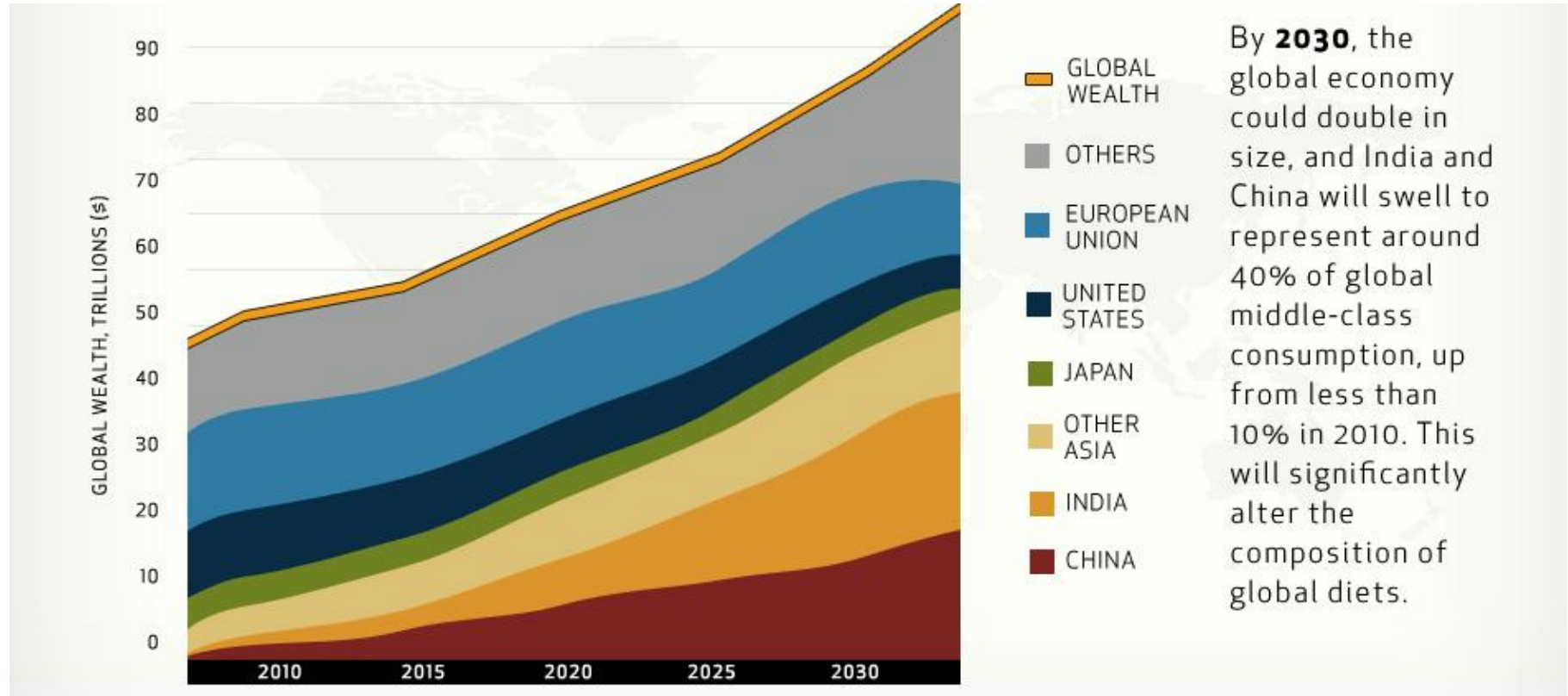


81%  
Milk, Concentrated; Whey; Eggs, Dried

**Animal Products**



# Rising Middle Class of China=Market Potential







# Kiitos!

