

PACKAGING DESIGN AND NICHE-MARKET OPPORTUNITIES FACT FINDING TRIP TO JAPAN, TOKYO 4.3 – 9.3.2017

3.3.2017

Tour leaders and specialists:

Jukka-Pekka Inkinen, trip director, Finnish Food Innovations -programme, Fennopromo Oy
 Janne Asikainen, packaging designer and design, Koepala Packaging Oy
 Riikka Salokannel, CoDesign- specialist, R.Salokannel Ky
 Eeva-Liisa Häkli, product development specialist, Foodwest Oy
 Ari Virtanen, local consultant + buyer meetings, Redwheel Ltd

Objective:

The trip will provide the opportunity to get to know the Japanese food market and product offerings, as well as clarify the niche-market opportunities for Finnish export products. Product development ideas will be noted and Japanese packaging design will be studied. Information (videos, pictures, product samples) will be collected from the trip for distribution to potential exporters Asia + packaging design-workshops in Lahti, Finland held in 23.2 INTRO workshop (before the trip), 16.3. IDEAFLOW workshop and 30.3.INNOVATIONS GO! workshop.

Day 1 / 4 March 2017

TIME	
	Meeting at the airport, TERMINAL 2 at gate
17:20	Departure FINNAIR Helsinki-Vantaa

Day 2 / 5 March 2017

TIME	THEME: EXPLORING THE NICHE-MARKET OPPORTUNITIES
10:00	Landing to Narita International Airport (Narita Express – Yurikamome)
13:00	Arrival to the Grand Nikko Tokyo Daiba Hotel (rooms may not be ready before 15:00)
12:00 – 13:00	Snacks or working lunch at the hotel or in a nearby restaurant (lunch at own expense). Introduction to the programme.
15:00	Leaving the hotel for a tour of three food stores (Yurikamome line)

15:00 – 19:00	<p>GUIDED RETAIL STORE TOUR: NICHE-MARKET OPPORTUNITIES</p> <p>Guidelines for the retail tour by Ari Virtanen, Redwheel Ltd A visit by foot or by metro from the hotel. Store tour and a visit to view the current product offering and niche market opportunities at three retail stores:</p> <p>Convenience store chain, Delicacy-luxury (shop in shops) Organic chain</p> <p>We will meet representatives of the stores and interview them on the prospects of demand and supply, market niches, product development ideas etc. The task is to see, if there are niche market opportunities for Finnish food export products.</p>
19:30	Arrival to the hotel
20:00	The opportunity to explore the town and shop OR transfer to joint dinner Run through of experiences (the evening meal is at the participants' own expense)
22:00	Return to the hotel

Day 3 / 6 March 2017

TIME	MATCHMAKING AND NETWORKING
8:30	Leaving the hotel
10:00 – 11:30	<p>VISIT TO A PACKAGING DESIGN OFFICE</p> <p>The subject of the visit: What should be taken note of when launching food products onto the Japanese market - packaging, marketing messages, advertising, presentation, etc. Possible attendance of a design office customer / customers, whose viewpoints may be heard concerning different distribution channels (convenience store, coffee shop, department store)</p>
12:30 – 13:30	Lunch on-the-go (lunch at own expense)
14:00	Preparation for the networking event Free time + opportunity to explore the town and shop
16:30 - 20:00	<p>NETWORKING EVENT: a chance to meet with Japanese buyers. The event is organized by Finpro Oy and Food from Finland export programme.</p> <p>Happo en, os. 1-1-1 Shiroganedai, Minato-ku, Tokyo 108-8631 (1 min walk from the station Shirogaedain Nanboku / route, Mita)</p>
22:00	Return to the hotel (by metro or taxi)

Day 4 / 7 March 2017

Time	VISITING FOOD EX –TRADE FAIR
9:00	Leaving the hotel (Rinkai line change in Shin-Kiba to Keiyo line)
10.00 -17.00	<p>VISITING FOOD EX TRADE FAIR http://www.jma.or.jp/foodex/en/ Makuhari Messe area</p> <p>10:30 Meeting with the local representative of Finpro Masahiro Kimura, Senior Adviser. He will give a Japanese market review.</p> <p>The objective of the day is to familiarize with the latest consumer trends and product innovations in Asia market, find new food and drink product launches, visit to interesting exhibitor stands to observe packaging, brands and the latest product concepts etc.</p> <ul style="list-style-type: none"> • Prearranged meetings at exhibitor stands (Asian buyers, distributors, importers) • Seminars, which one may participate in; we will have the opportunity to hear the latest Asian food industry market reports and the most interesting company cases, the newest trends, the latest research and R&D and industry insights • Finnish manufacturers have independent time to meet up with importers of their own choosing
17:00	Leaving the Exhibition area (Keiyo line – Rinkal line)
20:00	The opportunity to explore the town and shop OR transfer to joint dinner. Run through of experiences of the day and thoughts concerning the next day program (the evening meal is at the participants' own expense)
22:00	Return to the hotel (by metro or taxi)

Day 5 / 8 March 2017

Time	PACKAGING DESIGN, PR, BRANDING AND MARKETING CONCEPTS
9:00 – 11:00	Free time + opportunity to explore the town and shop Preparation for the packaging designers meetings
11:00	Leaving the hotel Transfer to the meeting by metro or taxi

12:00 – 14:00	<p>DESING AGENCY: Kanome Design Office</p> <ul style="list-style-type: none"> - Product samples + raw materials from Finland - Introduction of participants – product presentations - Designers will inspect and assess packaging - Assessments will be documented on video - Thank you speeches and the distribution of gifts - Q & A
12:00 – 13:00	Quick lunch on-the-go (lunch at own expense)
15:00 -16:00	<p>VISIT THE MUSEUM OF PACKAGE CULTURE http://www.gotokyo.org/en/kanko/shinagawa/education/132.html</p>
17:00 – 18:00	<p>PACKAGING DESIGNER –MEETING: SUNTORY LTD Analysis of Finnish products and packaging</p> <ul style="list-style-type: none"> - Product samples + raw materials from Finland - Introduction of participants – product presentations - Designers will inspect and assess packaging - Assessments will be documented on video - Thank you speeches and the distribution of gifts - Q & A
19:00	<p>Return to the hotel (by metro or taxi)</p> <p>Free time + opportunity to explore the town and shop</p>
21:00	Karaoke

Day 6 / 9 March 2017

Time	RETURN TO FINLAND
8:00	Check out - Luggage should be taken along Leaving the hotel
	Transfer by train from city to Narita International Airport Wrap up & main findings of the trip – Feedback
11:55	Return to Finland, Finnair
15:20	Arrival to Helsinki-Vantaa Airport