

FACT FINDING AND BUYERS MEETING TRIP TO SWEDEN 16. – 18.11.2016

8.11.2016

PROGRAM

Tour leader: Jukka-Pekka Inkinen, Fennopromo Oy
 Expert (Market Entries and Export): Antti Vuori, Nordic Export Partners
 Expert (CoDesign): Riikka Salokannel, RiikkaSalokannel Ky
 Expert (R&D): Eeva-Liisa Lehto, Foodwest Oy
 Food from Finland –program: Jonna Wibelius and Mia Naakka, Finpro Oy

Accommodation: Scandic Triangeln, Triangeln 2, Norr, 20010 Malmö, Ruotsi
<https://www.scandichotels.com/hotels/sweden/malmo/scandic-triangeln>

Day 1 / 16 November 2016

TIME	THEME: MARKET POTENTIAL AND SALES CHANNELS IN SWEDEN
07:00	Meeting at the airport, TERMINAL 2 (at gate)
07:35	Departure from Helsinki-Vantaa airport Finnair AY 661
08:15	Arrival to Copenhagen Transfer by train from Copenhagen to Malmö
10.00	Minibus will await us at the railway-station in Malmö
	Arrival to the hotel, check in & accommodation Scandic Triangeln, Triangeln 2, Norr, 20010 Malmö
10.30 – 11.30	Snacks or lunch at the hotel or in a nearby restaurant (lunch at own expense)
11.30	<p>GUIDED RETAIL STORE TOUR Guidelines for the retail tour – <i>Antti Vuori and Riikka Salokannel</i></p> <p>A visit by foot or by minibus from the hotel</p> <p>Store tour and a visit to view the current product offering and niche market opportunities at three retail stores:</p> <ul style="list-style-type: none"> • Green Matmarknad (diverse organic supermarket chain) 12.00 • ICA Maxi Stormarknad 14.00 • Masterlivs (higher priced high-end products delicatessen) 15:30 <p>We will meet representatives of the stores and interview them on the prospects of demand, chain access opportunities and requirements, market prospects, business practices, listing procedures and tell about their category management principles</p>
16:00 – 17:00	Arrival to the hotel – Break

17:00 – 19:00	MARKET POTENTIAL AND SALES CHANNELS –INFO Topical overview of the Swedish market opportunities for Finnish food companies
In the hotel's congress premises	Coffee & snacks 17.00 – 18.00 Business environment and market potential in Sweden – <i>Antti Vuori, Nordic Export Partners</i> - retail and horeca market structure - overview of selected players and market formats - partner search process 18.00 – 19.00 Wrap up, Questions & Answers
19:30	An evening meal together and a run through of experiences (the evening meal is at the participants' own expense) – Restaurant Atmosfär, Fersens väg 4, guest speaker Cecilia Ryegård from Ecoweb
22:00	Return to the hotel by taxi or by foot

Day 2 / 17 November 2016

Time	VISITING NORDIC ORGANIC FOOD FAIR
9:00	Leaving for the exhibition by minibus
10.00 -16.00	<p>VISITING NORDIC ORGANIC FOOD FAIR http://www.nordicorganicexpo.com/ Malmömässan, Mässgatan 6, 215 32 Malmö</p> <p>Familiarization with the latest product launches, visits to interesting exhibitor stands to observe packaging, brands and the latest product concepts. NOTE! The fair will display both organic and conventional products.</p> <p>Participating in the seminars: The opportunity to hear the latest organic industry market reports and the most interesting company cases, the newest food and drink trends, the latest research and R&D and industry insights.</p> <p>10.30 Nordic Health and Wellness Market Overview 13:30 Organic Revolution – The impact of the organic production</p> <p>Meetings: 11:30 Meeting with Menigo (stand G40) Megino is one of the biggest in Sweden (HoReCa) 12:30 Meeting with Goodtrade (stand D04) 14:15 Meeting with Dagsmeja (stand F11)</p> <p>The possibility to organize one's own client meetings at the fair or in Malmö</p>
16:30	Coming back to the hotel by minibus - Break

18:30	Transfer to joint (organic) dinner and a run through of experiences and thoughts concerning the next day meetings (the evening meal is at the participants' own expense) in restaurant Ångavillen 25 min outside of the Malmö area
22:00	Return to the hotel by minibus

Day 3 / 18 November 2016

Time	PR, BRANDING AND MARKETING CONCEPTS
7:00 – 9:00 9:00	Check out - Luggage should be taken along to the minibus Transfer to the first meeting by minibus
10:00 - 12:00	VISITING PACKAGING DESIGN OFFICE Familiarization visit to a packaging design office, who will provide advice on what should be taken into account in product concepts, packaging, labelling and brand building directed towards the Swedish markets ID kommunikation AB, Skeppsbron 11 Malmö (klo 10.00) Introduction of participants Design office presentation Q & A
12:30	Leaving for the restaurant by minibus Quick tour in Malmö Saluhall Lunch in Skeppsbron2 restaurant Wrap up & main findings of the first meeting. Leaving for the second meeting by minibus
14:00	VISITING MARKETING AND ADVERTISING Familiarisation visit to an advertising and marketing communications company, from whom we will hear what kind of marketing effort is required to promote the sales of products in Sweden Blå Vision AB, Södra Promenaden 51 (klo 14.00) Introduction of participants Company presentations Mar&Com companys presentation, Q & A
16:00	Transfer to the railway-station by minibus Transfer by train from Malmö to Copenhagen
20:10	The flight to Helsinki, Finnair AY 668
22:50	Arrival to Helsinki-Vantaa airport