

# CHINA AS A TARGET COUNTRY: EXPLORE THE BUSINESS OPPORTUNITIES IN THE BIGGEST FOOD MARKET OF THE WORLD FACT FINDING TRIP TO SHANGHAI 13. – 19.5.2018

10.1.2018

Tour leader: Jukka-Pekka Inkinen, Fennopromo Oy  
Expert (China Market Specialist and Export): T.B.D.  
Expert (Local guide, interpreter): Antti Saarilahti  
Expert (R&D): Eeva-Liisa Häkli, Foodwest Oy

## Objective:

The trip will provide the opportunity to get to know overall business view in food market in China, Shanghai. During the trip the market prospects and the current product offerings in China will be explored, as well as the niche-market opportunities for Finnish export products will be clarified. Product development ideas will be noted, new innovations and product concepts will be studied. Information (videos, pictures, product samples) will be collected from the trip for distribution to potential innovators and exporters in R&D-workshop in Helsinki, Finland held in 7.6.2018.

## Day 1 / Sunday, 13 May 2018

TIME	TRAVEL TO SHANGHAI
16:00	Meeting at the airport (at gate)
17:20	Departure from Helsinki-Vantaa airport BA 795

## Day 2 / Monday, 14 May 2018

TIME	OVERALL VIEW IN CHINESE FOOD MARKET
07:10	Arrival to Shanghai Pudong International Transfer by Maglev train / metro line 2 from the airport to the city
10:00	Arrival to the hotels, bag drop, check in & accommodation: <b>Green Court Serviced Apartment – People Square Shanghai, 55</b> Beijing XI Road, Huangpu District, Shanghai <a href="http://www.greencourtapartment.com/">http://www.greencourtapartment.com/</a>
10:00 – 14:00	Time to rest & orientation for the workshop

	Possibly lunch at hotel or nearby
14:00 – 18:00	<p><b>China mini-seminar at Hotel's premises:</b></p> <p>Ms Fan, Food from Finland / BusinessFinland, Shanghai: Overview of the food stuff market in China; players, chains, importers, common way of working with retail, buyers, pricing levels</p> <p>Coffee and snack break</p> <p>Ms. Fan: General market entry information for companies who consider market entry to China:</p> <ul style="list-style-type: none"> <li>- trade market registration,</li> <li>- export protocols</li> <li>- special agreements/certificates</li> <li>- import process</li> <li>- sales channels</li> <li>- Chinese consumer behavior / demographics</li> </ul> <p>What Food from Finland does in China</p> <p>PR agency working on FFF WeChat and Weibo accounts: Marketing insight in China, T.B.D.</p> <p>Mr. N.N.: Overview of the e-commerce in China, players, listing process, pricing level, logistics, lot sizes, customers, customers, fit for different products, T.B.D.</p> <p>Introduction of participants Q &amp; A</p>
18:00 - 20:00	Break
20:00	<p>Joint dinner in a restaurant T.B.D.</p> <p>Run through of experiences (the evening meal is at the participants' own expense)</p>

### Day 3 / Tuesday, 15 May 2018

TIME	RETAIL STORE TOUR
8:30	Meeting at the hotel lobby
8:45	Leaving for the guided retail store tour (by bus)
9.30 – 18:00	<p><b>GUIDED RETAIL STORE TOUR:</b></p> <p>Guidelines for the retail tour – Antti Saarilahti, Shan Luolin</p> <p>Store tour and a visit to view the current product offering and niche market</p>

	<p>opportunities at 3-5 retail stores and on-the-go -shops:</p> <ul style="list-style-type: none"> <li>• Specialist retailer: diverse organic supermarket chain</li> <li>• Upmarket retailer with good selection of premium brands</li> <li>• Food to go retailers</li> <li>• Higher priced high-end products delicatessen</li> </ul> <p>What does the supermarkets and the current offerings look like, what are the market prospects in China? What is the price level, who are the importers etc.? The task is also to see what products and brands there are that will compete with your own products now, if there are niche market opportunities for Finnish food export products</p>
12.00 – 13.00	Working lunch in a chosen restaurant (lunch at own expense)
18:00	Arrival to the hotel
20:00	<p>Joint dinner in a restaurant T.B.D.</p> <p>Run through of experiences (the evening meal is at the participants' own expense)</p>

#### Day 4 / Wednesday 16 May 2018

TIME	VISITING SIAL CHINA –TRADE FAIR: OBSERVING THE UP-TO-DATE OFFERINGS, MEGATRENDS AND FINDING THE WEAK SIGNALS
8:30	Meeting at the hotel lobby
8:45	Leaving for the exhibition (by metro / line 2)
10.00 -17.00	<p><b>VISITING THE LARGEST ASIAN TRADE FAIR IN FOOD SECTOR SIAL CHINA</b></p> <p>Asia is the fastest growing market area in the world. We will observe the Asian food business megatrends and find the weak signals at the fair. A good place to start the round is from SIAL innovation area &amp; the world tour area.</p> <p><b>The objective of the day is to familiarize with the latest consumer trends and R&amp;D -innovations, find new food and drink product launches, visit interesting exhibitor stands to observe packaging, brands and the latest product concepts etc.</b></p> <p>Independent time to meet up with importers of their own choosing.</p> <p><i>In day 1 participants can seek &amp; mark down the stand numbers of interesting exhibitors. In day 2 there is interpreter available for visiting those stands again.</i></p>

	<p>Also meetings with pre-selected exhibitors with good branding, excellent marketing strategy and innovative products, e.g.: T.B.D.</p> <p>Participating in the seminars: 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&amp;D and industry insights.</p> <p>Recommended seminars: T.B.D.</p>
18:00	Arriving to the hotel (by metro / line 2)
18:00	Free evening program

## Day 5 / Thursday 18 May 2018

TIME	VISITING SIAL CHINA –TRADE FAIR: OBSERVING THE UP-TO-DATE OFFERINGS, MEGATRENDS AND FINDING THE WEAK SIGNALS
8:30	Meeting at the hotel lobby
8:45	Leaving for the exhibition (by metro)
10.00 -17.00	<p><b>VISITING THE LARGEST ASIAN TRADE FAIR IN FOOD SECTOR SIAL CHINA</b></p> <p>The objective of the day is to familiarize with the latest consumer trends and R&amp;D -innovations, find new food and drink product launches, visit to interesting exhibitor stands to observe packaging, brands and the latest product concepts etc.</p> <p><b><i>Independent time to meet up with exhibitors of your own choosing.</i></b> <i>In day 2 there is interpreter available for visiting those stands.</i></p> <p><b>Participating in the seminars:</b> 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&amp;D and industry insights.</p> <p>Recommended seminars: T.B.D.</p>
18:00	Arriving to the hotel (by metro / line 2)
18:00	Free evening program

### Day 6 / Friday 18 March 2017

TIME	IMPORT TO CHINA – BEST PRACTICES – CONSUMER TRENDES
8:30	Meeting at the hotel lobby
8:45	Leaving for the meeting (by bus)
10.00 - 12.00	<b>Meeting with importer, logistics etc. company, T.B.D.</b> Introduction of participants Q & A
12.00 – 13.00	Working lunch in a chosen restaurant (lunch at own expense) Transfer by tube or bus to the next meeting
14:00 – 16:00	<b>Meeting with market research or consumer trend house: how consumer testing is done in China OR meeting with PR-offices or similar, T.B.D.</b> Introduction of participants Q & A
16:00 – 20:00	The opportunity to explore the town and shop,
20:00 – 22:00	Joint dinner, sharing the experiences, feedback etc. (at own expense)

### Day 7 / Saturday 19 March 2017

TIME	FLIGHT TO HELSINKI
06:00	Meeting at the lobby and check out Transfer to the airport by taxi or by metro line 2 / Maglev train
09:20	The flight to Helsinki BA 798
14:20	Arrival to Helsinki-Vantaa airport