



# Japan Market Coaching Day

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# Food from Finland in Japan



- **One of the main target markets of Food from Finland**
- **The country where Finland is well known and the attitudes very positive**
- **Export growth of Finnish food to Japan + 9,4 % in 2019**
  
- **Foodex** – the leading BtoB trade fair in Asia. Finland Pavilion every year since 2015 – a very succesful event every time
  
- **Networking event at the Finnish Embassy in Tokyo** – Foodex pre-event for Japanese buyers and media, every year since 2015
  
- **Department store promotions of Finnish / Nordic food in Matsuya, Tokyo and Hankyo, Osaka**
  
- **Valentine´s Day chocolate promotions** in department stores in different cities since 5 years
  
- **Christmas Drinks promotions** in restaurants and department stores
  
- **Metsä Village – Moomin Park, Hanno** Shopping and restaurant complex related to the new Moomin Parks; 30-40 Finnish brands for sale + Roberts Coffee shop + Biokia smoothie-bar´
  
- Japanese buyers and importers regularly visiting Finland with Food from Finland



# Tokyo2020 - Metsä Pavilion House of Finland

- **Unique place to promote Finland and Finnish products at the courtyard of the Finnish Embassy in Tokyo**
- **Finnish Food Week 4.-7.11.2020**
  - Buyer meeting event, media event, Finnish buffet including your product
  - Introduction to the Japanese retailing market
  - Visit to the new Moomin Park and Metsä Village selling a wide number of Finnish brands
  - Consumer day on Saturday 7th at the Metsä Pavilion
- **Pop Up shop at the Pavilion**
  - Run by Mr Nishimura / Laavu, an importer who has his own shop at Metsä Village / Moomin Park
  - For the companies participating on the Food week + those already working with Mr Nishimura
- **Finnish menu options created in cooperation with chef Arto Rastas, realized by a Japanese catering company, offered for all the activities in Metsä Pavilion during around one year**
  - only for the Finnish companies already having an importer in Japan



# Networking event, Tokyo 2019



The Embassy of Finland in Tokyo, 4.3.2019  
130 Japanese guests (buyers and media)

