

Event basic info

When September 16-17 2024

Where Valo Hotel&Work Helsinki

Japanese target audience Japanese hotel, spa, sauna companies, developers

What Seminars and showrooms and an opporunity to do networking

Themes Finnish architecture, sauna building, interior design,

Language Japanese (about 4 people to interpret)



PROGRAM

DAY 1 Theme : Sauna ABC – From concept to architecture and building

9:00-11:00 Sauna experience with Finnish companies

11:30-13:00 Lunch: Finnish food

13:00-15:00 Experience oriented sauna design – from consept to implementation

Speakers: Studio Puisto, Avanto, JKMM, PES

15:00-15:20 Break

15:20-16:20 Sauna trends and history

16:20-16:40 Break

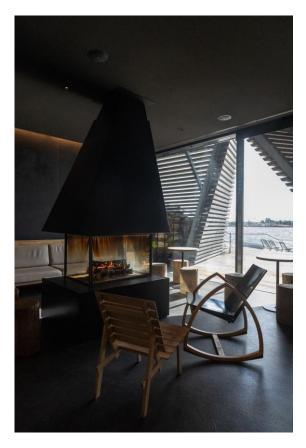
16:40-18:00 Sauna building ABC

Evening: Networking time in the hotel bar/restaurant (optional)



PROGRAM

Companies can propose and arrange optional activities before of after the conference.





DAY 2 Theme: How to design a holistic sauna experience and make it profitable business

2 programs in 2-3 groups

9:30-12:00 Showroom tour about Finnish design, interior, textile, sauna, and other brands

9:30-12:00 Valo hotel tour / Finnish achitecture and company 1on1 time

12:00-13:00 Lunch: Finnish food

13:00-14:30 Revitalizing the sauna (lounge, restaurant, etc. with tableware, textiles, etc.)

14:30-14:50 Break

14:50-16:30 Designing a sauna experience - into a profitable business

Evening: Löyly Helsinki sauna

