

**BUSINESS
FINLAND**

Sauna conference in Finland 2024

Business Finland

2024/05/28
Laura Kopilow



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 opportunity to do networking

Themes Finnish architecture, sauna building, interior design,

Language Japanese (about 4 people to interpret)

WHY SAUNA?

Sauna is booming in Japan and most companies and company owners are interested in it.

When promote our activities with sauna, we get all major companies to join and to listen about other knowhow too. They will remember what they learned even if the sauna boom ended.



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 concept 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 architecture 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

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INTERESTED? CONTACT US

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