

INVITATION



DANISH ROYAL VISIT TO FINLAND

13-14 SEPTEMBER 2018



Photo: Grisha/Colourbox.com

On the occasion of the planned visit by HRH The Crown Prince of Denmark to Finland, the organizing team is pleased to invite Danish companies to join the accompanying business delegation.

#dkfin100

www.danishroyalvisit.dk/finland2018

DANISH ROYAL VISIT TO FINLAND 2018

WHY FINLAND?

Finland is an important export market for Denmark – it is also one of the fastest growing economies in Europe.

BACKGROUND

The growth rate was around 3% in 2017 and it is estimated to continue at almost the same pace in 2018 and 2019. The Finnish market is the 11th biggest market for Danish exports. Additionally, the Finnish market is part of the Nordic/Baltic region, which constitutes approximately 25% of all Danish export.

RELATIONS BETWEEN DENMARK AND FINLAND

Denmark and Finland are celebrating 100 years of diplomatic relations this year. A relationship, which has been valued and nurtured throughout many generations. This close bond to Finland gives Danish companies good opportunities.

Similarly, the Danish reputation of creating high quality design and solutions is well known among the Finns, which entails an extraordinary interest in Danish products. This visit is therefore an excellent opportunity to cultivate important relations, support existing and new market opportunities, and bolster valuable networking.

PRICE

The participation fee is DKK 15,000

FINLAND IN NUMBERS

Population:

5.5 million

GDP:

\$252,787 million (2017)

GDP per capita:

\$45,934 (2017)

GDP growth rate:

3.1% (2017)

Unemployment rate:

8.8% (2017)

Inflation:

0.3% (2016)

Ranking on Competitiveness

index:

10th

FURTHER INFORMATION

Please visit the website

www.danishroyalvisit.dk/finland2018

for more information on the sector tracks and general information about Finland.

You are more than welcome to contact the organising team.

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TENTATIVE PROGRAMME

	URBAN SOLUTIONS	FOOD	MARITIME
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DAY 0 – WEDNESDAY 12 SEPTEMBER

	Arrival afternoon
18.00	Meeting for all participants
19.00	Informal buffet dinner in Ambassador's residence

DAY 1 – THURSDAY 13 SEPTEMBER

9.00	Urban Development in Finland – Meet Helsinki. Hosted by Rambøll	Visit to retail chain and promotion of Danish Food exporters Meetings with Finnish purchasers from retailers and wholesalers	Possible side event arranged by organising team (Finnish Marine Industries and visit to Arctech Helsinki Shipyard TBC)
12.00	Lunch		
14.00	Round table Stora Enso with potential Finnish business partners	New Nordic Food event in the Ambassador's residence with Finnish guest chef	
18.30	Arrival for official dinner		
19.30	Official dinner		
22.30	Official dinner end		

DAY 2 – FRIDAY 14 SEPTEMBER

10.00	Possible side event arranged by the organising team	Possible side event arranged by the organising team	Visit to Meyer Turku shipyard
13.00			Conference and network with subsuppliers to the Maritime industry
17.00	Wrap-up in Helsinki and Turku		

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SECTOR FOCUS

All activities and events during the visit will take place in regards to the three distinctive sector themes below.

NEW NORDIC CUISINE

The food & beverage industry is the fourth largest industry sector in Finland. There is an increased focus on Nordic food in restaurants and supermarkets, which opens an opportunity for Danish exporters. The recent economic growth is also boosting the food & beverage industry, as the Finnish economy is picking up, and Finnish companies have an increased interest in new products as more and more upscale food is sold in Finland. Furthermore, there is an increasing demand for organic food.

Moreover, the city of Helsinki is trying to take the lead in becoming the Nordic restaurant capital. Ambitions are high with inspiration from also the Danish Cuisine.

New rules from this year will make it possible to sell craft beers in supermarkets (has until now been restricted to state owned official liquor shops, Alko). Danish breweries with a focus on craft beer can use this opportunity to gain access to a new market opening up.

The ambassador will host an event for interested buyers where the embassy will invite a Finnish celebrity chef to combine Danish and Finnish food traditions.



Photo: Visit Finland

MARITIME INDUSTRY

Ship construction and maritime industry as a whole is an important part of the Finnish economy. A lot of efforts and investments are put into the industry in order to keep it profitable for the country. While the industry had a downturn in the past decade, the last years it has been growing fast. Currently, there are more orders at the key shipyards than in the previous years. The projects provide work for almost a decade from now, most likely even longer. This exceptional growth offers business for subcontractors and companies in other industries (from interior decoration specialists to technology manufacturers), as well.

The maritime industry turn over in Finland was 13 billion EUR in 2016 of which most is export related. High-end innovative ships are being constructed and operated all over the world.

Finland has long traditions in building some of the world's largest cruise ships, special vessels and icebreakers. The maritime sector is remarkably big as the newest two ship orders from Turku shipyard were worth around 2.5 billion EUR. The value of Danish suppliers at Meyer Turku shipyard has gone down from appr. 12% a decade ago to now less than 1%. The Finns are eager to get more Danish products since we are better at meeting tight deadlines and delivering high quality (both more important than price).

During the visit the Danish suppliers will visit the Turku region where there are about 80 firms supplying the Finnish maritime sector. Suppliers to the industry are mainly located in the Turku area of Finland appr. 2 hours' drive from Helsinki on the west coast.



Photo: Visit Finland

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SECTOR FOCUS

URBAN SOLUTIONS

Urbanization is a focus area in Finland, as the bigger cities are growing at a rapid pace. There is increased focus on building smarter cities, digitalization, and to think energy, construction, waste and water into an overall plan. There are also plans to phase out coal fired power plants in Helsinki and replace these with nuclear power and plants using biomass. Helsinki has several new city areas under way and more planned.

The construction industry in Finland has grown fast since 2015 and it surpassed its previous peak from the year 2010 with 4% growth in 2017. There are at the moment 14 growth areas and by 2040, 760,000 new apartments will be built in the whole of Finland to accommodate the changes of urbanization.

Green building will play an important role in the future: as 40% of the greenhouse gas emission comes from buildings, the new buildings need to be energy-efficient and utilize green solutions so making it possible for Finland to reach its goal of reducing 80-95 percent of the greenhouse gas emission by 2050.

Rapid growth of the cities, new schools and hospitals (also renovation of old), digitalization, and integration of energy, construction, waste and water in an overall plan are some of the many opportunities Danish companies can exploit. There are opportunities within architecture, advising engineers, smart building materials, solutions within energy efficiency, digitalization and much more.

There will be focus on both the private and public sector during the visit.



Photo: Eero Ahanen/Visit Finland

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WHAT'S INCLUDED?

The fee for participation is DKK 15,000 per company, which includes two representatives. The fee is based on 40 participating companies and an expected subsidy from the Trade Council.

The basic package includes:

- Pre-meeting in Copenhagen on 16 August. You can participate in person or online (webinar)
- Company presentation in the official app for the event
- Event app with program and contact details
- Targeted invitations to Finnish partners to participate in the relevant events
- Outreach to Danish and Finnish media
- Welcome briefing by the Ambassador and the organising team
- Grand dinner with HRH Crown Prince Frederik as Guest of Honour. 4 seats per company (own participants and/or guests)
- Buffet dinner after welcome briefing
- Business luncheon either day 1 or day 2
- Participation in sector specific business seminars/workshops with key stakeholders
- Participation in sector site visit
- Local transportation (excl. flights) between events that are part of the standard program
- Debriefing

WHAT CAN YOU ADD TO THE STANDARD PARTICIPATION?

Extra company representative in the business delegation

Two company representatives are included. The fee for an extra representative is DKK 1,500.

Extra seats for the business lunch and Grand dinner

The cost of four participants is included in the basic package. Companies can invite additional guests at the cost of DKK 750 for the Grand dinner per person.

Individual company events

The Embassy stands ready to assist participating companies in organizing e.g. individual B2B-meetings, site visits, and stakeholder meetings before the event or the following week. These additional activities are chargeable. Please consult with the Embassy for more information.

HOW TO SIGN UP?

Please complete the online registration form no later than **31 May 2018**.

www.danishroyalvisit.dk/finland2018/sign-up/

Upon registration, you will receive a confirmation of your participation and newsletters with relevant information. The organisers will contact you to clarify wishes and expectations and invite you for the Premeeting on 16 August.

All relevant information regarding the visit will be updated on the website.

Hotel and travel information

Upon registration, you will receive a travel proposal from BCD Travel, who will assist you further. Please contact BCD Travel by e-mail:

delegation@bcdme.com



SMEdenmark

