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Exporter Guide

Report Categories:

Beverages
Dried Fruit
Exporter Guide
Retail Foods
Snack Foods
Special Certification - Organic/Kosher/Halal
Wine

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Report Highlights:

This exporter guide provides practical tips for U.S. exporters on how to conduct business in Finland. Due to the severe winters and short growing season, Finland relies heavily on imports. While agriculture and food products are a small portion of Finnish imports there are export opportunities for U.S. exporters of alcoholic beverages, dried fruits, snack foods and organics.

Introduction

Picture 1. Map of Northwest Europe

Source: Google Maps

With 337 thousand square kilometers, Finland is the fifth largest country within the EU; it is also the country with the lowest population density. Finland's population is over 5.5 million and the vast majority lives in urban areas of which 1.5 million in the Greater Helsinki area. Finnish and Swedish are the official languages of Finland but only five percent of the population speaks Swedish. English is the best-known foreign language.

Due to the severe winters and short growing season, Finland relies heavily on imports. In 2016, imports of agricultural and food products totaled $6.5 billion and accounted for 11 percent of the Finnish total import value. Over a quarter came from trading nations the Netherlands and Germany. Neighboring countries Sweden and Russia together were responsible for another 20 percent of Finnish imports. The United States is the sixth largest non-EU supplier, representing only 0.7 percent of total Finnish agricultural imports.

In addition to an overview of the macroeconomic situation in Section I, this report also describes the food retail landscape in Finland. Section III provides detailed information on the best products prospects for alcoholic beverages, dried fruits, snack foods and organic products.



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I. Market Overview

Macroeconomic Situation

After three years of recession, Finland’s economy returned to modest growth in 2015 and the economy picked up steam through the first quarter of 2017. Nonetheless, Finland has a host of long-term challenges from an aging population and a rising welfare burden, to high unemployment and a labor market transitioning from an aging industrial base (most notably forestry and paper p2roducts) to a high tech, knowledge-driven economy. Despite these headwinds, Finland achieved 1.4 percent GDP growth in 2016, driven mostly by consumer spending and investment. In June, the Bank of Finland upgraded its forecast and predicted GDP would grow by 2.1 percent in

2017 and by 1.7 percent in 2018. Finland joined the European Union in 1995 and it is the only Nordic country that is part of the Eurozone.

Table 1. Key Economic Indicators

	2015	2016	2017*
GDP, billion €	210	214	220
Growth rate GDP	0.3 %	1.4 %	2.1 %
Inflation rate	–0.2 %	0.4 %	0.8 %
Unemployment rate	9.4 %	8.8 %	8.6 %

Source: Bank of Finland, *forecasts

Currently, the United States represents the third largest market for Finnish exports ($4.0 billion) and Finland's fourteenth largest source of imports ($1.3 billion). In 2016, Finland imported an estimated $45 million of agricultural, fish and forestry products, creating a trade surplus of $29 million with the United States. U.S. exports to Finland were dominated by wine, raisins, animal feed, food preparations, wood products and prunes.

Table 2. Advantages and Challenges U.S. Exporters of Agricultural Products Face in Finland

Advantages (product strengths and market opportunities)	Challenges (product weakness and competitive threats)
The Fins are proud of and prefer food products produced in Finland. They also like food products from the United States and packaged food products with graphics rich in stars and stripes (not necessarily produced in the United States).	Transatlantic transportation can be costly and takes time.
Especially in the urban areas, the Fins are rather affluent, well-educated and open-minded.	Fierce competition on quality, unique-ness and innovation.
Growing demand for products that contribute to a healthier lifestyle. The market for organic food products is growing.	Competition from suppliers from EU member states due to tariffs and non-tariff trade barriers and transportation costs.
Given its geographical location, Finland has a short growing season and heavily depends on imports for products such as wines and fruit and vegetable products.	Standard U.S. product labels do not comply with Finnish product labels.
Alcoholic beverages are expensive due to Alko's pricing system, the alcoholic beverage tax and the VAT.	The proposed new Alcohol Law in Finland could impact trade of craft beer containing an alcohol percentage between 4.7 and 5.5.
	Selected meat and meat products, products containing GMO derived ingredients that are not EU approved and shellfish cannot be exported to Finland.

Table 3. Top 10 U.S. agricultural, fish and forestry products export to Finland

HS Code	Products	2014	2015	2016	% growth in 2016
220429	Wine	6,533,521	7,548,039	5,328,404	-29%
080620	Dried Grapes	3,779,029	4,846,262	3,969,162	-18%
230990	Animal Feed	101,957	1,089,461	3,812,016	+250%
220421	Wine (2 Liters)	3,428,051	3,170,030	3,546,794	+12%
210690	Food Preparations	911,736	2,737,477	2,875,803	+5%
440791	Wood Products	2,454,520	1,982,650	2,352,552	+19%
081320	Dried Prunes	2,234,765	3,316,429	2,145,061	-35%
350790	Enzymes	8,558,513	4,151,166	1,840,872	-56%

080212	Almonds	3,592,017	2,334,834	1,629,358	-30%
382319	Monocarboxylic Fatty Acids	234	68	1,569,944	N.A.

Source: World Trade Atlas

II. Exporter Business Tips

Most business people in Finland speak English and have a high level of education (Masters or Bachelor's degree). They are punctual, straightforward, well-traveled and informal. The Finnish like to be well informed about the offered product, price and their business partner while valuing long-term partnerships.

Consumer Shopping Trends

The Fins shop about three times a week. On the weekend they buy most of their groceries while buying perishable and fresh items during the week. The number of small households (1 or 2 persons) continues to grow, especially in the urban areas. The latter is resulting in more shopping during the week. Online food sales are still small. An estimated 0.5 percent of total food retail sales are ordered online and can be picked up in a store or at a designated pick-up-point.

Finnish Food Retail Sector

According to the Finnish Grocery Trade Association (PTY), the turnover of food and beverage sales in 2016 was valued at $16.7 billion. The food retail industry is dominated by two large retail chains, the S group and the K group.

The largest chain, the S group (SOK Corporation), had in 2016 a market share of 47.2 percent (or $7.9 billion). It is a Finnish owned cooperative founded in 1904 with its head office in Helsinki. The S group has over one thousand stores and operates with various retail chains, including S-market, Prisma and Alepa.

The K group (Kesko Food), with a market share of 36.2 percent (or $6.1 billion), is the second largest food retailer in Finland. It is a public listed company and was founded in 1940 after four regional wholesalers merged. The K group operates with various retail chains, including K-supermarket, K-citymarket and K-market and has almost 1,500 outlets throughout Finland.

Picture 2. Leading Retail Chains in Finland

Source: FAS The Hague

Germany based discounter Lidl opened its first store in Finland 15 years ago and now has a market share of 9.3 percent. Some of the smaller food retailers include Tokmanni, Minimani, M-ketju, R-kiosk and Stockmann. The latter is a department store with a high-end supermarket; there are six Stockman supermarkets in Finland. Appendix I provides more detailed information about the buying groups in Finland. Tokmanni and Minimani are non-food retailers selling a limited assortment of food and beverages.

In most Finnish cities there is a close density of supermarkets. There are a few shops generally within walking distance anywhere in the city. There are roughly three thousand supermarkets in Finland although this number is slowly declining due to the dropping number of small (operating on 400 m^2 or less) and large (operating on 2,500 m^2 or more) supermarkets. The number of supermarkets that operate between 400 and 2,500 m^2 is slightly growing. Having more flexibility in the opening hours has benefitted this size supermarket.

In addition to well-known A-brands, most Finnish supermarkets have their own private labels often a low budget brand and a high end brand. The market share of private label products has grown to an estimated 25 percent last year. With three-quarter of its selection, Lidl has the most private label products. The K Group and S Group also have private label products, both a low budget and a high end brand; the latter directly competing with A-brands. Some of the private labels include *K-menu*, *Eldorado*, *Rainbow*, *Pirkka*, *Kotimaistaand* and *Euroshopper*.

The average Finnish supermarket offers the following products from the United States: raisins, prunes, dates, organic products, sweet potatoes, barbecue sauces, dressings, seasonings, almonds, cookies and popcorn.

In addition to food retail companies, there are several wholesalers, mainly distributing food and beverages to the Finnish HRI industry. Every day, one in two Finns has a meal or a coffee in a HRI outlet. Hotels, cafes, restaurants and public institution are the largest group of foodservice companies. Exact turnover figures of the HRI industry are not available. The large wholesalers are also member of the Finnish Grocery Trade Association (PTY) and their contact details can be found in Appendix II.

Entry Strategy

The first step for U.S. companies that would like to start exporting to Finland is to determine whether there is a market for their product. In Section III, FAS The Hague has highlighted several product groups that have good sales prospects. It is important to gain a good understanding of the customers and end-users.

The buyer is in most cases a specialized importer or direct user of the product. Products from the United States in general have a good quality image; however, after import duties and taxes the product may not be price-competitive compared to other suppliers. Also shipping costs and time might be a disadvantage. It is highly recommended to study the Finnish import requirements. Ninety-eight percent of the import requirements within the European Union are harmonized. The EU Food and Agricultural Import Regulations and Standards (FAIRS GAIN Report: E16060) gives an overview of import regulation standards and required health certificates. It is also recommended that U.S. exporters verify the full set of import requirements with their Finnish buyer. The buyer and local freight forwarder are in the best position to research such matters with local authorities. The final approval of any product is subject to the Finnish rules and regulations as interpreted by Finnish Food Safety Authority's (Evira) border officials at the time of product entry.

There are several options on how to enter the Finnish market. Exporters may consider exhibiting at a specialized food (ingredient) & beverage trade show in the United States. Finnish buyers regularly travel around the world to see new products, make new contacts and buy great products. Exporters should also consider visiting or even exhibiting at one of Europe's trade shows. Appendix III contains a list of the most relevant European shows, of which some are USDA endorsed. Trade shows can serve as a springboard into the market, helping businesses to establish new trade contacts and gauge product interests. Finnish buyers visit these European shows every year.

U.S. exporters can also contact FAS The Hague, their respective U.S. State Regional Trade Group (SRTG), their commodity Cooperator Group and/or their State Department of Agriculture to obtain additional market entry support. Trade Missions, which are often organized around trade shows or other industry trade events, and Reverse Trade Missions have proven to be an excellent platform for U.S. suppliers of food products to meet with foreign buyers.

III. Best Products Prospects

Finland's imports of agricultural, fish and forestry products from the United States in 2016 totaled $45 million, dominated by wine, raisins, animal feed, food preparations, wood products and prunes. Albeit a small market, Finland is an interesting market for high-value products and offers export potential in particular for barbecue sauces, innovative snack foods, organic products, wine, craft beer, whiskeys, gin, sweet potatoes and dried fruits from the United States.

Table 3. Finland, The Best High-Value Products Prospects, $1,000

Product	Imports from U.S. in 2016	U.S. Market Share	Key Constraints over Market Development	Market Attractiveness for USA
wine	8,910	4%	Wines from New World (Chile, South Africa and Australia) and Old World countries are equally popular (Spain, Italy and France). The Finns are not too familiar with wines produced in other states than California.	Finland fully depends on wines and the Finns are among the most affluent consumers within the EU.
raisins	3,969	62%	Growing competition from other dried fruit (dates and bananas) and nut mixes and other supplying countries such as Turkey.	Affluent consumer market, favorable image of products from the United States and growing awareness for healthy products.
spirits	3,140	3%	Alcoholic drinks are very expensive in Finland and the Finns are turning to lower drinks with a lower alcohol percentage.	While at the same time there is a growing market for high-quality, new and innovative spirits like gins.
prunes	2,145	41%	Growing competition from other dried fruit (dates and bananas) and nut mixes and other supplying countries such as Turkey.	Affluent consumer market, favorable image of products from the United States and growing awareness for healthy products.
beer	940	2%	Competition from Finland, Germany and the UK. The Fins love Finnish beer.	Demand for specialty craft beers from microbreweries.
snack food	170	<1%	Competition from Finland, other EU countries. Snack food containing unapproved GMO ingredients cannot be exported.	Affluent consumer market and favorable image of products from the United States.

Source: World Trade Atlas

Alcoholic Beverages
Monopoly Alko:
Except for Denmark, the sales of alcoholic drinks in all Nordic countries are government regulated. Consumers can buy their beer, wine and spirits at the non-profit Monopoly Alko, which was established in 1932. The purpose of Finland's alcohol policy is to reduce the harmful effects of drinking too much alcohol.

Alko's turnover in 2016 was $1.4 billion[1], selling mainly alcoholic beverages. Alko sells annually almost 94 million liters of alcohol. Over half of that quantity is wine, while spirits and beer represent respectively 25 percent and 15 percent.

There are 354 Alko stores, of which most can be found in the cities. Another 60 pick-up points are mainly located in less population and remote areas in Finland. There are three types of stores: the smallest one is called *convenience store* and offers around 1,500 products, mainly beer and liquor. Another type of stores is called a *special store* which is bigger than the *convenience store*. *Special stores* offer a broader assortment of beer, liquor and even some wines. The third and largest type of store is the *high-end store* which offers in addition a wide assortment of quality wines. *High-end stores* typically offer 3,000 products and are frequently found in cities.

Alko recently started an online store which offers at the moment over 6,400 products. The products that sell well online can be added to the assortment in the stores. Of the 6,400 products, 277 are from the United States (143 wines, 90 beer and 44 distilled spirits).

Alko's assortment tree can be split up in wine, beer and distilled spirits. There are 19 subcategories and they are again divided in 222 segments based on price, special certification, grapes, packaging, styles, alcohol percentage, etc. Alko will use these segments when putting out tenders for suppliers plan every six months. Both producers (including foreign producers) and Finnish importers can present their products to Alko. More information about tenders can be found here, https://www.alko.fi/en/alko-inc/for-suppliers/tenders. On Alko's website there is a price calculator (https://www.alko.fi/en/alko-inc/for-suppliers/prices/price-calculator) which automatically calculates a retail price when uploading the purchase price. This can be helpful for U.S. exporters that want to export to Finland. Generally speaking, Alko does not import alcoholic drinks from countries outside the EU directly but rather works with specialized, established and licensed importers.

Wine:

Finland does not produce wine and therefore fully depends on imports. Wines from New World countries and Old World countries are equally popular. Wines from Chile are in particular popular followed closely by Spain and Italy, together representing more than half of total wine imports. Other supplying countries include South Africa, France, Australia and Germany. Although red wines are more popular than white wines in Finland, U.S. exports of red wines to Finland in 2016 are estimated at 185,000 liter (or two percent market share). The United States' market share of white wines was estimated at five percent (390,000 liter). Most wines are from California and to a lesser extent Washington State, partly because the average Finnish consumer is not too familiar with wines from other States. There are ample opportunities for conventional and organic wines from states such as California, Idaho, New York State, Oregon, Virginia and Washington.

Alko's wines are all arranged by country of origin. A high-end store offers around 20 different white wines from the United States ranging from $11.55 up to $34.64 per bottle. The number of red wines from the United States totals on average up to 15. They are slightly more expensive and range from $15 to $40.42 per bottle. Retail prices for rosé wines are on average $13.86 per bottle.

Picture 3. Wines are Presented by Country

[1] $1 = €0.866

Source: FAS The Hague

Beer:
High-end stores offer a good selection special ales, wheat beer, porter stouts and craft beers; especially small Finnish breweries sell well at Alko. Alko focusses on selling beer with a higher alcoholic percentage (>4.7 percent). Alko stores don't want to compete with supermarkets which are allowed to sell beer containing an alcohol percentage up to 4.7 percent. This however might change in the near future. The new and more liberal Alcohol Law proposes to raise this alcohol percentage from 4.7 percent to 5.5 percent. Almost a dozen craft beers from the United States can be found at Alko and prices range from $3.35 up to $5.43 per bottle. Since per capita consumption of beer is declining, Alko is increasingly offering alcoholic-free beer.

Picture 4. A Selection of Craft Beer from the United States

Source: FAS The Hague

Whiskeys:
Whiskeys are also arranged by country of origin. A *high-end store* can offer up to 17 different whiskeys from the United States from with retail prices ranged between $36.95 up to $152.42 per bottle.

Picture 5. Whiskeys are Presented by Country

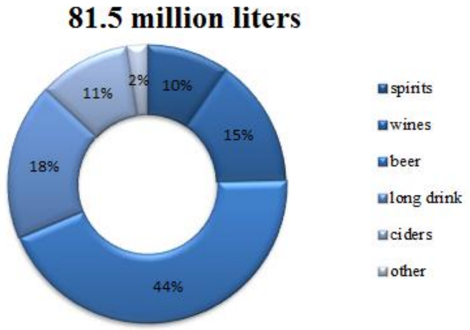
The per capita consumption of alcoholic drinks continues to decline due to changing drinking habits. Driven by growing awareness of the negative effects of heavy drinking and concerns about calories intake, consumers, and especially the millennials, are moving towards alcoholic drinks with a lower or even non-alcohol drinks. Consumers are also interested in better quality, new tastes and different types of alcoholic drinks. Price has become less relevant. Consumers these days seem to go for mild and fresh and not so much for hard liquor. Gin, and especially the Finnish Gin Long Drink, is very popular as a party drink or cocktail. There is also a growing interest in pairing food with alcoholic drinks. The latter development has helped especially small Finnish micro-breweries.

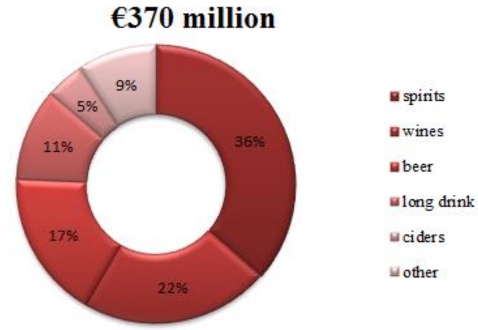
It is not allowed to do any promotion in Finland of drinks with an alcohol percentage of 20 percent or higher. This rule will not affect U.S. wines and beer but will have an impact on U.S. distilled spirits. There is a growing market in Finland for sparkling wines, whiskeys, gin (+11 percent growth in 2016), ciders, organic beverages (+16 percent), non-alcohol beer (+27 percent) and special beer (+4 percent).

Source: FAS The Hague

Cross Border Trade:
Due to Alko's pricing system (pricing coefficient of about 50 percent), the alcoholic beverage tax ($2.78 per liter) and the VAT (24 percent), alcoholic beverages are expensive in Finland. As a result consumers buy alcohol when abroad and bring it back to Finland. This volume represents an estimated 20 percent of the total recorded alcohol consumption. Last year, Finns bought a record high volume of alcoholic beverages abroad, 81.5 million liters with an estimated value of $427 million (see picture 6). Almost half of this volume was brought in by only five percent of the cross border travelers according to the Association of Finnish Alcoholic Beverage Suppliers (SAJK). Prices of alcoholic drinks for instance are cheap in Estonia compared to Finland and the travel time between Helsinki and Tallinn is two hours by ferry. On average, cider, long drink and beer prices in Estonia are one-third of prices in Finland. Wines and spirits are about two-thirds of retail prices in Alko.

Picture 6. Cross Border Trade in 2016, by Volume and Value





Source: the Association of Finnish Alcoholic Beverage Suppliers (SAJK)

In Finland, supermarkets (only beer with an alcoholic percentage of less than 4.7) and Alko sell the vast majority of alcoholic beverages. Industry sources expect that about ten percent of alcoholic beverages are consumed at bars, clubs, restaurants and hotels. The HRI industry buys alcoholic beverages via specialized importers, often member of SAJK. Their contact details can be found on the following website, http://www.sajk.fi/en.php?k=114152. Some larger hotel and restaurant chains buy alcoholic drinks directly from suppliers.

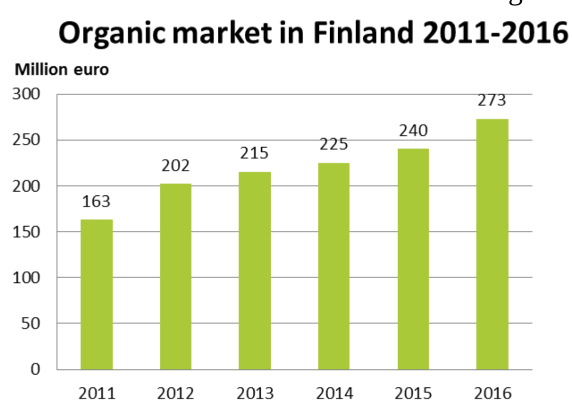
Finnish importers of alcoholic drinks regularly visit ProWein in Germany and VinExpo in France. In addition there are Foods and Drinks events in Finland that could be interesting for U.S. exporters to visit (Appendix IV).

Organic Products

Approximately 10 percent of all the fields in Finland are organically cultivated. The government aims this number to go up to 20 percent in 2020. There are in addition 13 million hectares of certified organic wild food collecting area. There the most important organic products are bilberry, lingonberry, wild herbs and mushrooms. Finland's long light season during the summer creates good growing conditions. Its cold winters create hard conditions for pests and weeds. Pesticides are therefore not needed as much as elsewhere in Europe.

According to the Finnish organic industry organization Proluomo, the organic consumer market in Finland was valued at $315 million in 2016, an increase by 14 percent compared to the previous year. Although growing, per capita spending ($58 per year) is still much lower compared to the other Nordic countries Denmark ($221) and Sweden ($204). The market share of organic products is two percent (Denmark ten percent, Sweden seven percent). Industry sources have reported that the organic market in Finland is expected to grow to $462 million in 2020.

Picture 7. The Market and Market Share for Organic Products in Finland



Market share of organics in certain product groups (2016)	
Product group	**Organic**
Eggs	15,4%
Fruits and vegetables	3,9%
Non-alcoholic drinks (coffee etc)	3,3%
Milk	4,1%
Other dairy	1,9%
Cheese	1,5%
Bakery	1,0%
Meat	1,1%

Source: proluomu.fi

By value, the most popular organic product group is fruit and vegetables. Organic milk comes second and eggs third. Within the product groups, organic eggs hold the biggest market share, accounting for over 15 percent of Finland's total egg sales (picture 7).

According to Proluomo, more and more Finns buy organic products regularly. The most frequent users are found in the cities. The most important reasons for Finns to buy organic are purity of the products, good taste, health, wholesomeness and because products are more ecological. Families with children but also couples without children are for different reasons active consumers of organic products. Half of the Finnish consumers say to buy organic products weekly or monthly. Especially for organic products, there is a strong preference for Finnish products.

Half of the consumers also expect that their consumption of organic products will increase in the near future. Having a wider selection of products and lower prices would help increase consumption. Growth also encourages food companies to develop new organic product, which again creates growth in the organic market. Last year showed strong growth in sales in nearly all product groups.

Finnish people buy organic products most commonly from grocery stores. Consumers, who buy the most organic products, also buy them from specialty shops like *Ruohonjuuri* or directly from the farms. Due to the equivalency arrangement on organics between the United States and the EU it has become easier and cheaper for U.S. companies to export organic products to Finland. More information can be found in the following report, http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Plenty%20of%20opportunities%20for%20U.S.%20organics%20in%20the%20EU%20market_The%20Hague_EU-28_2-10-2015.pdf.

Specialty Products
Supermarkets in Finland in general offer a good selection of specialty foods from the United States which enjoys a positive image among the Finns.

Picture 8. Pick & Mix is Popular in Finland

Source: FAS The Hague

Although the summer season is short, the Fins like to use their barbecue a lot, and owning a Weber barbecue has almost become a status symbol. Barbecue sauces are very popular and an average supermarket offers a diverse range of excellent barbecue sauces, including several from the United States (picture 9). Barbecue sauces are increasingly used throughout the year on pizzas, salads or sauce-based dishes and barbecue sauces can therefore be found year-round on the supermarket shelves.

Picture 9. Wide Range of U.S. Barbecue Sauces

Source: FAS The Hague

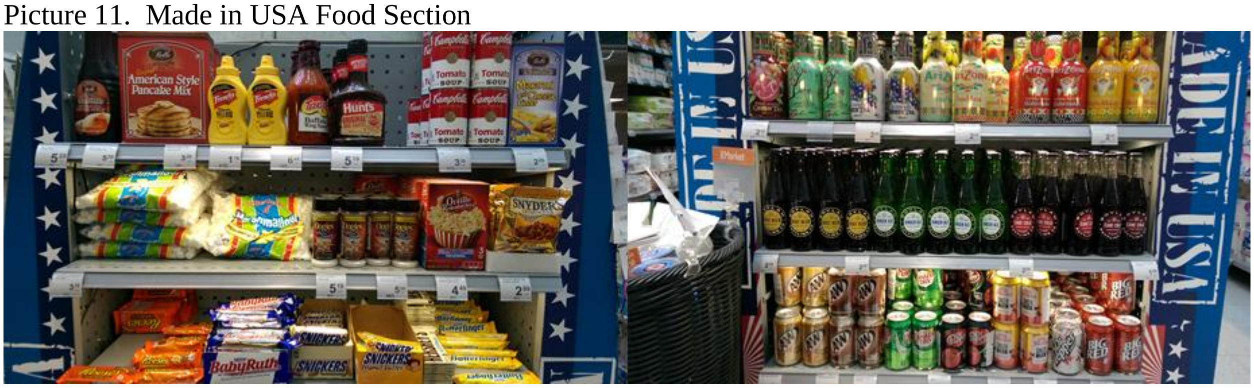
Dried fruits from the United States are well-known and popular among the Finns (picture 10). An average supermarket offers a nice selection of dried fruits. Dried fruits are also increasingly being used by snack companies who mix them with other dried fruits or nuts. Dried fruits-based healthy snack bars and trail mixes are popular in Finland.

Picture 10. Dates, Plums, Cranberries and Raisins from the United States are Popular

Source: FAS The Hague

Some supermarkets offer a special "U.S. Foods Section" (picture 11) while in other stores U.S. specialty foods have moved into the category shelves. Specialty foods are imported by a handful of specialized Nordic importers that also distribute to other countries in the region. The OAA in The Hague maintains a list of buyers of specialty food products.

Picture 11. Made in USA Food Section



Source: FAS The Hague

IV. Key Contacts and Further Information

FAS The Hague
Marcel H. Pinckaers
Lange Voorhout 102
2514 EJ The Hague, The Netherlands
Tel: +31 70 310 2305
Email: marcel.pinckaers@fas.usda.gov

Appendix I. Leading Buying Groups in Finland

Purchase Group:	Market Share, percentage:	Retail chains:
S group **(SOK Corporation)** **Fleminginkatu 34, FIN-00510, Helsinki, Finland** **Phone: +358 (0)10 76 8011** **www.s-kanava.fi**	47.2%	S-market – full service supermarket (22.9%) Prisma – hypermarket (16.0%) Alepa – convenience store (7.6%) Other (0.7%)
K group **(Kesko Food)** **Mannerheimintie 117, FIN-00280, Helsinki, Finland** **Phone: +358 (0)10 53030** **www.kesko.fi**	36.2%	K-supermarket– full service supermarket (12.2%) K-citymarket – hypermarket (11.8%) K-market – convenience store (9.4%) Other (2.8%)
Lidl **Niittymantie 7, FIN-02200, Espoo, Finland** **Phone: +358 (0)9 234 561** **www.lidl.fi**	9.3%	Lidl– full service discount supermarket (9.3%)
Tokmanni group **Isolammintie 1, FIN-04600, Mantsala, Finland** **Phone: +358 (0)20 778 2000** **www.tokmanni-konserni.fi**	1.7%	Tokmanni– non-food supermarket (1.7%)
Stockmann group **Takomotie 1-3, FIN-00380, Helsinki, Finland** **Phone: +358 (0)9 1211** **www.stockmann.com**	1.0%	Stockmann– full service high-end supermarket (1.0%)
Minimani **Yrittajantie 12, FIN-60100, Seinajoki, Finland** **Phone: +358 (0)29 080 1580** **www.minimani.fi**	0.6%	Minimani – non-food hypermarket (0.6%)

Source: the Finnish Grocery Trade Association (PTY),

Appendix II. Leading Wholesalers in Finland

Meira Nova **(S group)** **Phone: +358 (0)10 76 86500** viestinta@sok.fi https://www.meiranova.fi/en/meira-nova-in-english
Kespro **(K group)** **Phone: +358 (0)10 53 24300** www.kespro.com
Heinon Tukko **Vanha talvitie 2, FIN-00580, Helsinki, Finland** **Phone: +358 (0)20 717 000** www.heinontukku.fi
Patu **(Suomen Palvelutukkurit Oy)** **Ayritie 8E, FIN-01510, Vantaa, Finland** www.palvelutukkurit.fi
Wihuri **Wihurinaukio 2, FIN-00570, Helsinki, Finland** **Phone: +358 (0)20 510 10** info@wihuri.fi www.wihuri.fi

Source: company websites

Appendix III. Trade Shows in Europe

Show	When	Show Details
ANUGA**, Cologne, Germany** **Europe's largest food & beverages show in 2017** ***USDA Endorsed*** **Contact: Hanna Khan** **+49 3083 05 1152** hanna.khan@fas.usda.gov	October 07 – 11, 2017 Bi-Annual	anuga.com
Food Ingredients Europe**, Frankfurt, Germany** **European food ingredients show** ***USDA Endorsed*** **Contact: Hanna Khan** **+49 3083 05 1152** hanna.khan@fas.usda.gov	November 28 – 30, 2017 Bi-Annual	foodingredientsglobal.com
International Confectionary Fair (ISM), **Cologne,**	January 28 – 31, 2018	ism-cologne.com

Germany **European confectionary show** **Contact: Hanna Khan** **+49 3083 05 1152** hanna.khan@fas.usda.gov		
Fruit logistica**, Berlin, Germany** **European fruit, vegetable and nuts show** ***USDA Endorsed*** **Contact: Hanna Khan** **+49 3083 05 1152** hanna.khan@fas.usda.gov	February 7 – 9, 2018	fruitlogistica.com
BioFach**, Nuremberg, Germany** **European organic show** ***USDA Endorsed*** **Contact: Hanna Khan** **+49 3083 05 1152** hanna.khan@fas.usda.gov	February 14 – 17, 2018	biofach.de
ProWein**, Dusseldorf, Germany** **Europe's largest wine trade show in 2017** **Contact: Hanna Khan** **+49 3083 05 1152** hanna.khan@fas.usda.gov	March 18 – 20, 2018 Annually	prowein.com
PLMA**, Amsterdam, The Netherlands** **World's largest private label show** **Contact: Marcel Pinckaers** **+31 70 3102 305** marcel.pinckaers@fas.usda.gov	May 28 – 30, 2018	plmainternational.com

Appendix IV. Trade Shows and HRI Fairs in Finland

Gastro**, Helsinki, Finland** **High-end HRI show** **Contact: Marcel Pinckaers** **+31 70 3102 305** marcel.pinckaers@fas.usda.gov	March 2018 Biannually	gastro.messukeskus.com
Fast food & Café & Ravintola, **Helsinki, Finland** **High-end HRI show** **Contact: Marcel Pinckaers** **+31 70 3102 305** marcel.pinckaers@fas.usda.gov	March 2019 Biannually	easyfairs.com
Viini ja Ruoka, **Helsinki, Finland** **Wine and food culinary fair** **Contact: Marcel Pinckaers** **+31 70 3102 305** marcel.pinckaers@fas.usda.gov	May 28 – 30, 2018 Annual	emessukeskus.com