

TEAM FINLAND VISIT TO THE REPUBLIC OF KOREA AND JAPAN LED BY DR. OLLI REHN, MINISTER OF ECONOMIC AFFAIRS OF FINLAND IN MAY 2016

Dear Madam/Sir,

Dr. Olli Rehn, Minister of Economic Affairs of Finland will visit the Republic of Korea and Japan with a Team Finland Business Delegation on May 16 – 20, 2016. Finpro is inviting Finnish companies to join the Business Delegation in connection with this visit.

The invitation is extended to Finnish companies working on the following industry sectors:

South Korea	Japan
ICT: <ul style="list-style-type: none"> ➤ Connectivity from Finland ➤ Intelligent Vehicle & Traffic (MaaS) ➤ Capitalize Your Knowledge - CYK 	ICT: <ul style="list-style-type: none"> ➤ Connectivity from Finland ➤ Intelligent Vehicle & Traffic (MaaS) ➤ Capitalize Your Knowledge - CYK
Food from Finland: <ul style="list-style-type: none"> ➤ Functional Food 	Bioeconomy: <ul style="list-style-type: none"> ➤ Innovative bio-products ➤ Bioenergy ➤ Waste-to-energy
Lifestyle, Fashion: <ul style="list-style-type: none"> ➤ Lifestyle Brands ➤ Fashion Design 	Lifestyle, Fashion: <ul style="list-style-type: none"> ➤ Lifestyle Brands ➤ Fashion Design

Please read more on the Republic of Korea and Japan and the focus sectors (page 4): **WHY SOUTH KOREA & JAPAN**. The sectoral visit programs will be developed together with [Finpro's Growth Programs](#).

Finpro is responsible for the visit program of the business delegation. During the visit business delegates will have an opportunity to attend meetings and networking events, and to request sectoral meetings with local business leaders, organizations and authorities, which Finpro will organize in cooperation with the Embassies of Finland in Seoul and Tokyo and the other local partners.

Finpro provides the following services for participants in the Business Delegation:

- Arranging the program;
- Sector-specific group meetings with public authorities, business leaders and industry experts;
- Inclusion of your company in the business delegation brochures (one each country) which will be widely distributed during the visit;
- Block reservation for the hotels in Seoul and Tokyo;
- Group ground transportation in Seoul and Tokyo by bus according to the program; and
- Services of Finpro's Industry Experts and Project Manager.

To cover the expenses, Finpro will charge a maximum participation fee of:

1. Both countries: The Republic of Korea and Japan

- **Small businesses and SMEs:** EUR 1500 + 24% VAT per person
 - **Major companies:** EUR 2300 + 24% VAT per person
2. One country alone: The Republic of Korea or Japan
- **Small businesses and SMEs:** EUR 800 + 24% VAT per person
 - **Major companies:** EUR 1200 + 24% VAT per person.

Finpro will invoice the participation fee after the visit based on the actual costs of arranging the program and offered services. The invoiced fee does not exceed the amounts mentioned above.

The participation fee includes **arrangements in Seoul and Tokyo for May 16 – 20, 2016**. A 50 percent discount of the participation fee will be granted for each additional representative of your company. If the company will be represented by a person stationed in the Republic of Korea or Japan, a 25 percent discount will be granted. The discounts are not accumulative. The participation fee does not include flights or accommodation of the participant nor meals outside the business delegation program.

If you want to participate in this Team Finland visit, please register through this link by Tuesday, March 29, 2016: [https://www.lyyti.in/Team Finland visit to Korea and Japan 8910](https://www.lyyti.in/Team_Finland_visit_to_Korea_and_Japan_8910).

While filling in information via the registration link, please note that all fields are mandatory in order to successfully complete your registration form; this includes e.g. your photograph for the business delegation brochure, company logo and profile. The system will send you automatically a confirmation note after your registration has been completed successfully. The Finpro terms and conditions are included in the electronic registration form. The registration is binding.

Preliminary program framework:

Sunday, May 15 Helsinki – Seoul	Monday, May 16 Seoul	Tuesday, May 17 Seoul – Tokyo
Flight from Helsinki to Seoul in the evening	Arrival in Seoul Internal Briefing Sectoral Meetings Networking Reception – tbc	Finland Innovation Day - ICT group Food from Finland Event Lifestyle/Fashion Matchmaking/Networking Event Flight from Seoul to Tokyo
Wednesday, May 18 Tokyo	Thursday, May 19 Tokyo	Friday, May 20 Tokyo – Helsinki
Sectoral Meetings Official Meetings Bioeconomy Networking Seminar	Sectoral Meetings Meetings with Associations & Stakeholders Official Meetings MaaS Seminar/Workshop Lifestyle/Fashion Matchmaking/Networking Event	Flight from Tokyo to Helsinki

TEAM FINLAND-MATKA KOREAAN JA JAPANIIN toukokuun 16. – 20. 2016

Arvoisa vastaanottoja,

Elinkeinoministeri, tohtori Olli Rehn vieraillee Team Finland-yritysvaltuuskunnan kanssa Soulissa ja Tokiossa 16.–20.5.2016. Finpro kokoaa elinkeinoministerin mukaan lähtevän yritysvaltuuskunnan ja suunnittelee sen vierailuohjelman.

Finpro kutsuu mukaan vierailulle yritysvaltuuskunnan, joka edustaa seuraavia toimialoja:

Etelä-Korea: ICT, Food from Finland/terveysvaikutteiset elintarvikkeet, Lifestyle ja muoti

Japani: Biotalous, ICT, Lifestyle ja muoti.

Jokaiselle toimialaryhmälle järjestetään omaa ohjelmaa kohdekaupungeissa. Ohjelma sisältää mm. koreantason tapaamisia ministeriöiden edustajien kanssa ja toimialakohtaisia verkottumistilaisuuksia, jossa suomalaiset pääsevät esittelemään omaa tarjontaansa. Lue lisää kohdemaista ja toimialoista sivulta 4: **WHY SOUTH KOREA & JAPAN.**

Vierailulle ilmoittaudutaan tämän sähköisen linkin kautta tiistaihin, maaliskuun 29, 2016 mennessä: [https://www.lyyti.in/Team Finland visit to Korea and Japan 8910](https://www.lyyti.in/Team_Finland_visit_to_Korea_and_Japan_8910). Ilmoittautuminen on sitova.

Huomioikaa rekisteröintitietoja täyttäessänne, että kaikki pakolliset kentät on täytettävä, jotta ilmoittautuminen onnistuu. Systeemi antaa sähköisen vahvistuksen kun ilmoittautumisenne on onnistuneesti kirjattu ja kaikki pakolliset kentät täytetty.

Lisätietoa vierailusta antavat:

Kirsti Tarvainen, Manager, Finpro, +358 40 34 33 434

Food from Finland: Anna-Leena Soult, Program Manager, Food from Finland, +358 40 343 3447

ICT: Mikko Koskue, Senior Advisor, +358 50 3556 656

Biotalous: Helena Sarén, Program Director, +358 40 34 33 324

Maria Westerholm, Head of Business Delegations, +358 40 34 33 431

Email: firstname.lastname@finpro.fi

Kehittämisyavustusta ELY-keskuksesta

Suomessa toimivilla yrityksillä on mahdollisuus hakea kehittämisyavustusta vienti- ja kansainvälistymishankkeisiin ELY-keskuksesta. Jos yrityksellä on käynnissä ELY-keskuksen rahoittama yrityksen kehittämisyavustus/kansainvälistymishanke tai jos yritys suunnittelee sellaisen hakemista, nämä matkakulut voidaan soveltuvin osin sisällyttää avustuksen/uuden hakemuksen piiriin mikäli yritys on sisällyttänyt ko. alueen hakemuksensa kohdemaaksi. Avustushakemus on kuitenkin jätettävä ennen osallistumisvahvistusta. ELY-keskuksen myöntämää tukea voidaan myöntää pääsääntöisesti enintään 50 % avustuksen piiriin hyväksyttävistä kuluista. Lisätietoa avustushakemuksesta saatte alueenne ELY-keskuksesta: <http://palvelut.team.finland.fi/rahoitus>.

Kirsti Tarvainen

Manager

Finpro

Mobile: +358 403 433 434

Porkkalankatu 1 - FI-00180 Helsinki - Finland - Internet: <http://www.finpro.fi>

Tel: +358 294 6951 - Lync: +358 294 695 434

E-mail: Kirsti.Tarvainen@finpro.fi

Why Japan?

Lifestyle brands, Fashion design

Asian lifestyle and entertainment markets are growing and developing fast compared to more mature European or US markets. Huge consumer markets offer opportunities to variety of sales points from mass products to luxury but especially interesting to Finnish consumer brands is the growing demand for authentic niche brands. Finland and Finnish brands already have gained recognition in Japan where as in South Korea Finnish products benefit from the huge interest in Scandinavian lifestyle in general. In China, Western brands are valued for being safe, ecological and authentic. In addition to fashion and interior (lifestyle) brands, growing Asian markets offer opportunities for brand licensing, coproduction and design services. Finpro is launching a three year Lifestyle Asia - Growth Program to support Finnish companies take advantage of these opportunities.

Why South Korea?

Lifestyle brands, Fashion design

Asian lifestyle and fashion markets are growing and developing fast compared to the more mature European or US markets. Huge consumer markets offer opportunities to variety of sales points from mass products to luxury authentic niche brands. Finland and Finnish brands already have gained recognition in Japan whereas in South Korea, Finnish products benefit from the huge interest in Scandinavian lifestyle in general. In China, Western brands are valued for being safe, ecological and authentic. In addition to fashion and interior (lifestyle) brands, growing Asian markets offer opportunities for brand licensing, co-production and design services. Finpro is launching a three year Finnish Lifestyle Asia-growth program to support Finnish companies to take advantage of these opportunities.

To enter South Korean market requires local presence; Koreans want to do business with people with whom they have formed a personal connection. In business relations, it is important to demonstrate that you have a long-term commitment to the market and to the relationship. Your willingness to participate is often interpreted as a measure of your sincerity and commitment. The minister-led business delegation is an excellent opportunity to initiate or strengthen your South Korean market presence.

Source: Finpro, Bloomberg, Forbes

