

## Symposium, The Finnish-Chinese cooperation in clean food product industry

**The content:** Discussion and examples of the clean, high quality food industry in Finland and its possibilities in Chinese market.

**The audience:** High level Finnish-Chinese seminar gathering the Ambassador of P.R. China in Finland, Commercial Counsellor of P.R. China, County Governor of South Savo, Representatives of city of Mikkeli, authorities, suppliers, companies, universities and educational sector, stakeholders and media from Finland and China

**time:** 26.6.2017 at 10 AM to 12 AM

**place:** Ikioma Areena (Mikkelin Jäähalli), 2<sup>nd</sup> floor, Raviradantie 24 A, MIKKELI

Moderator of the event: Mr. Markku Kakriainen, Provincial Counsellor, CEO Chamber of Commerce of South Savo

The working languages of the symposium: Finnish and Chinese (translation is provided)

### The program

- Opening words – City of Mikkeli
- Greetings from the Ambassador of P.R. China in Finland Mr. CHEN Li
- South Savo - ideal place for the clean food production, County Governor Mr. Pentti Mäkinen
- Needs and desires of the Chinese consumer for food and drink products – the Commercial Counsellor of P.R. China in Finland Mr. Sun Liwei (tbc)
- The safety of the Finnish food products, and the possibilities for the international success –Organic Institute, director Ms. Sari Iivonen
- Case studies:
  - Shenzhen Bilberry Industrial Co. Ltd. and Pohjolan Mustikka Oy, importing of Finnish clean food and drink products to China. president, Mr. Jia Fu
  - Aten Marja-Aitta, exporting cold pressed whole juices from natural berries to China, CEO Mr. Atte Valkiainen
  - Polar Spring, exporting spring water to China and the marketing strategy, CEO Mr. Niilo Pellonmaa
  - DB Schenker, Logistics from Finland to China (sea, rail, air), CEO Göran Åberg
- Announcing of the cooperation and signing of the contract between the Finnish charity association Lastenklirikoiden Kummit ry Ms. Anne Knaster and Pohjolan Mustikka Oy Mr. Jia Fu
- Closing words of the event – CEO Mikkeli development Miksei Ltd, Juha Kauppinen

The symposium is open for the audience, but preliminary registration is required:

<https://response.questback.com/isa/qbv.dll/ShowQuest?QuestID=4980522&sid=HrcYi7qMjR>

contact: Karoliina Tanskanen, Mikkeli Development Miksei Ltd

Email: [karoliina.tanskanen@mikseimikkeli.fi](mailto:karoliina.tanskanen@mikseimikkeli.fi), tel: +358 44 7678482