

MARKET INSIGHTS AND NEW NETWORKS TO BOOST EXPORT IN FOOD SECTOR



VEERA VIRTANEN

Food 2.0 Ecosystem lead, Valio

veera.virtanen@valio.fi

LILI LEHTOVUORI

Global opportunity leader, Business Finland

lili.lehtovuori@businessfinland.fi

FOOD2.0



BUSINESS
FINLAND

AGENDA

14:30

Welcome and introductions – Veera Virtanen, Valio

14:35

Market insights and Business Finland export support in selected countries

- Germany and Singapore – Lili Lehtovuori, BF
- France – Agathe Damour, BF
- USA – Elina Fahlgren, BF

15:20

Industry talks

- Learnings from the US market dynamics – Ann-Mari Hämäläinen, Valio USA
- Case example: Leipomo Rosten - Veera Meltovaara, Leipomo Rosten

15:40

Business Finland food & foodtech team services for start-up companies and foreign financing opportunities
- Jaana Rantanen, BF

Discussion

INTRODUCTIONS

- Aircohol
- Appetit
- Arctic Blue Beverages
- Arctic Natural Products
- Arctic Warriors
- Atria Finland
- Avoin Map
- Baltic Sea Action Group
- Biokasvu
- Biosafe
- Boreal Plant Breeding
- Brunberg
- Business Finland
- City of Espoo
- City of Vantaa
- Databites
- Deloitte
- Digia
- DigitaBlue
- DSE Dynamic Solutions Europe
- Elonen
- Embassy of Finland, Singapore
- Emblica
- Enifer
- EOD europe
- Estonian Business and Innovation Agency
- Fazer
- Ferm Foods
- Figen
- FinDe Business Consulting
- Finno Health
- Finnsnack
- FoodFarm
- Foodwest
- Good Guys
- Green Planet Astronauts
- GS1 Finland
- Halva
- HAMK
- Hankkija
- Happy Plant Protein
- Heino Group
- Helsinki Mills
- Herkkumaa Group
- HKFoods
- JK-Tuoretalo
- Jokilaakson Juusto
- Juustoportti Food Export
- Kalaneuvos
- Kesko
- Kiertoravinne
- Kinnusen Mylly
- Kivikylän kotipalvaamo
- Kuohu Artesian Waters
- LAB AMK
- Lagerblad Foods
- Laitilan Wirvoitusjuomatehdas
- LaKo Trade
- Lammin Sahti
- Laurea AMK
- Leader Foods
- Leipomo Primula
- Leipomo Rosten
- Linseed Protein Finland
- LUKE
- Maa- ja metsätalous ministeriö
- Maitokolmio
- Maitomaa
- Maustaja
- Measurlabs
- Medfiles
- Moilas
- Mysoda
- Nordiclif
- Oddlygood
- OpenCO2net
- Origin by Ocean
- Orkla Suomi
- Osuuskunta Maitokolmio
- Osuuskunta Maitomaa
- Pellervon Taloustutkimus PTT
- Pohjois-Savon ELY-keskus
- Pohjolan Peruna
- Pokka Reindeer Meat
- Polar Electro
- Porokylän Leipomo
- Potential Foods
- Powdea Technologies
- Probitat
- Puls Nutrition
- Raisio
- Ruokatieto
- Sarlin
- Savonia
- Second Thought
- Snellman
- Solveri
- Spices Chef
- St1 Nordic
- Suvi ry. / Fennopromo
- Sweco Finland
- SYKLI Environmental College
- Tampere University
- Three Mushketeers
- Tornion Sähköpojat
- University of Helsinki
- University of Oulu
- University of Turku
- Valio
- Verman Holding
- Viexpo
- Vöner
- VTT
- Weekend Snacks
- Woodgrow
- 4dBarn

ROADMAP

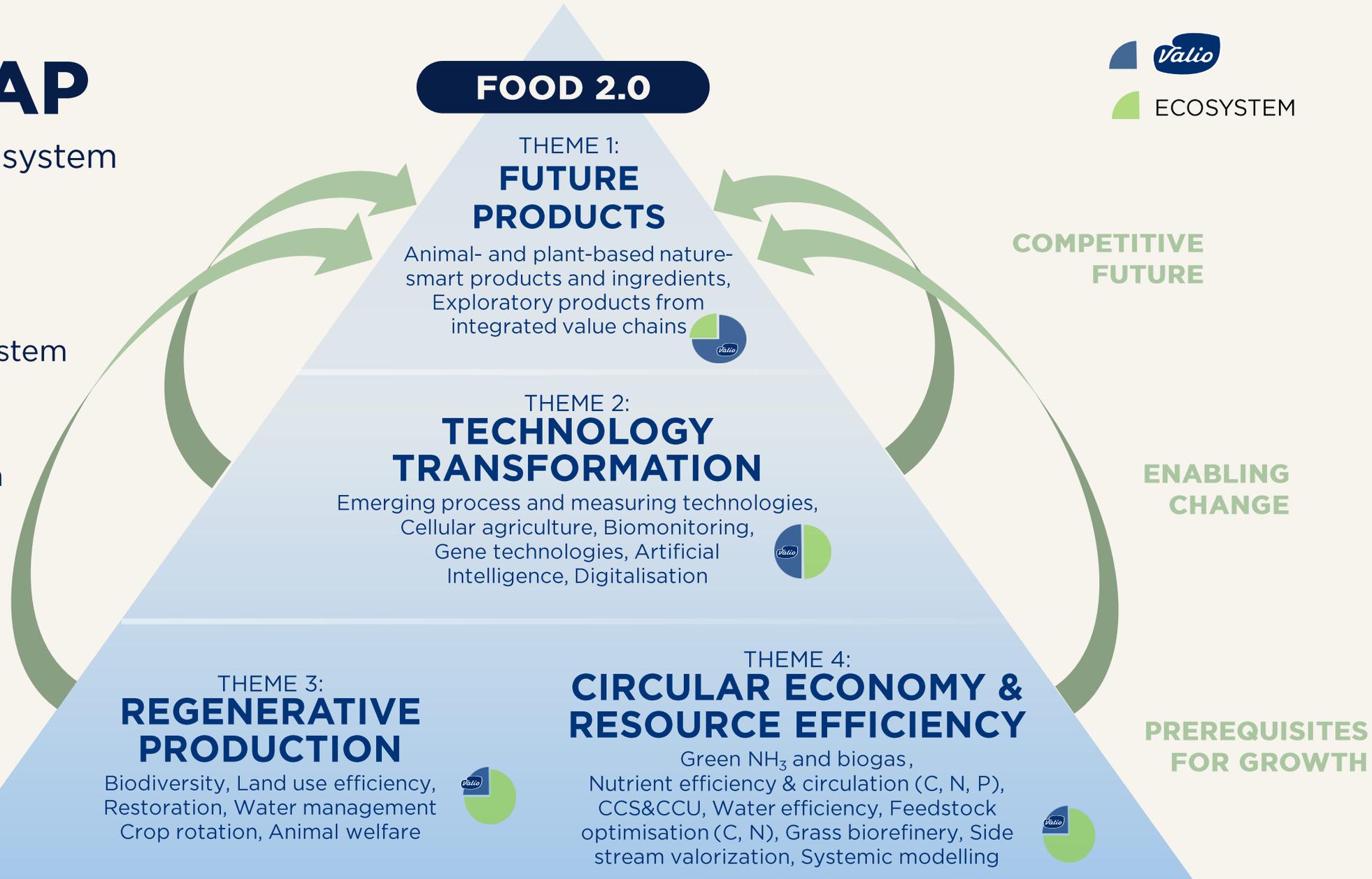
Nature-smart food system

TARGETS:

100 PARTNERS
involved in the ecosystem

EUR 100 MILLION
investments in RDI
across the ecosystem

**EUR 1 BILLION
GROWTH**
in food exports
by 2032



MARKET INSIGHTS AND BUSINESS FINLAND SUPPORT IN SELECTED COUNTRIES



LILI LEHTOVUORI, Business Finland
Germany and Singapore
lili.lehtovuori@businessfinland.fi

AGATHE DAMOUR, Business Finland
France
agathe.damour@businessfinland.fi

ELINA FAHLGREN, Business Finland
USA
elina.fahlgren@businessfinland.fi

FOOD2.0



**BUSINESS
FINLAND**



PURE FOOD FOR THE NEXT GENERATION

MARKET INSIGHTS AND BUSINESS FINLAND SUPPORT

VALIO FOOD 2.0 EXPORT WEBINAR 23.9.2024

LILI LEHTOVUORI – GERMANY AND SINGAPORE
AGATHE DAMOUR – FRANCE
ELINA FAHLGREN – US

BUSINESS
FINLAND

FOOD & FOODTECH TEAM 2024

FOOD & FOODTECH TEAM

EUROPE



**LILI
LEHTOVUORI**

lili.lehtovuori@businessfinland.fi
+43 664 254 5289

**Vienna, Austria
Germany
Global**



**VILMA
RISSANEN**

vilma.rissanen@businessfinland.fi
+46 730 28 14 31

Stockholm, Sweden



**PHILIP
BANK**

philip.bank@businessfinland.fi
+45 205 49892

Copenhagen, Denmark



**AGATHE
DAMOUR**

Agathe.damour@businessfinland.fi
+33 7 62 06 75 96

Paris, France



**PHILIPP
JORDI**

philipp.jordi@formin.fi
+41 79 954 62 45

Bern, Switzerland

ASIA

FOOD & FOODTECH TEAM



**LAURA
KOPILOW**

- FOOD

laura.kopilow@businessfinland.fi
+81 90 53 38 63 44

Tokyo, Japan



**INKA-LIISA
HÄKÄLÄ**

- FOODTECH

inka-liisa.hakala@businessfinland.fi
+81 90 22 28 9163

Tokyo, Japan



**KEI
SHIKAGI**

- INVEST IN

kei.shikagi@businessfinland.fi
+81 90 70 98 58 24

Tokyo, Japan



**GLORIA
CHOI**

gloria.choi@businessfinland.fi
+82 107 265 3164

Seoul, South Korea



**JIANING
LU**

jianing.lu@businessfinland.fi
+86 188 0179 3699

Shanghai, China



**SONALI
KAPUR**

sonali.kapur@businessfinland.fi
+91 98118 07348

Delhi, India



**DZUNG
BUI**

dzung.bui@businessfinland.fi
+84 901 852 550

Ho Chi Min, Vietnam



**HUONG
LE**

huong.le@gov.fi

Hanoi, Vietnam

FOOD & FOODTECH TEAM

AMERICAS



**ELINA
FAHLGREN**

elina.fahlgren@businessfinland.fi
+1 650 5079178

New York, USA

AFRICA



**MASEGO
POLO**

masego.polo@gov.fi
+27 76 437 1310

Pretoria, South Africa



**SUSAN
KAPARO**

susan.kaparo@businessfinland.fi
+254 701 572895

Nairobi, Kenya



**MESCHAK
WASIAR**

meschak.wasiar@businessfinland.fi
+254 712 722 169

Nairobi, Kenya

FOOD & FOODTECH TEAM

FINLAND



**ANNALEENA
SOULT**

annaleena.soult@businessfinland.fi
+358 40 343 3447



**SARI
PAAVILAINEN**

sari.paavilainen@businessfinland.fi
+358 50 395 5396



**EEVA
NUUTINEN**

eeva.nuutinen@businessfinland.fi
+358 40 343 3317



**ALEKSEJ
LEPPÄNEN**

aleksej.leppanen@businessfinland.fi
+358 40 343 3361

MARKETING



**MAIJA
HAKKARAINEN**

Maija.hakkarainen@businessfinland.fi
+358 50 577739

FINLAND - AGENCY

FOOD & FOODTECH TEAM



**KARI
VENÄLÄINEN**

kari.venalainen@businessfinland.fi
+358 40 722 1632



**PIRJO
HAKANPÄÄ**

pirjo.hakanpaa@businessfinland.fi
+358 44 712 4136



**ANNA
NIKKU**

anna.nikku@businessfinland.fi
+358 50 5344 895



JUHA HEINOLA

juha.Heinola@businessfinland.fi
+358 50 557 7895



**KATI
LAHTINEN**

Kati.lahtinen@businessfinland.fi
+358 50 557 7725



**LARI
RAJANTIE**

Lari.rajantie@businessfinland.fi
+358 373 8609



**ANN-CHARLOTTE
HALLGREN**

ann-charlotte.hallgren@businessfinland.fi
+358 50 55 77 017

**MARKET INSIGHTS AND
BUSINESS FINLAND
EXPORT SUPPORT
IN GERMANY**

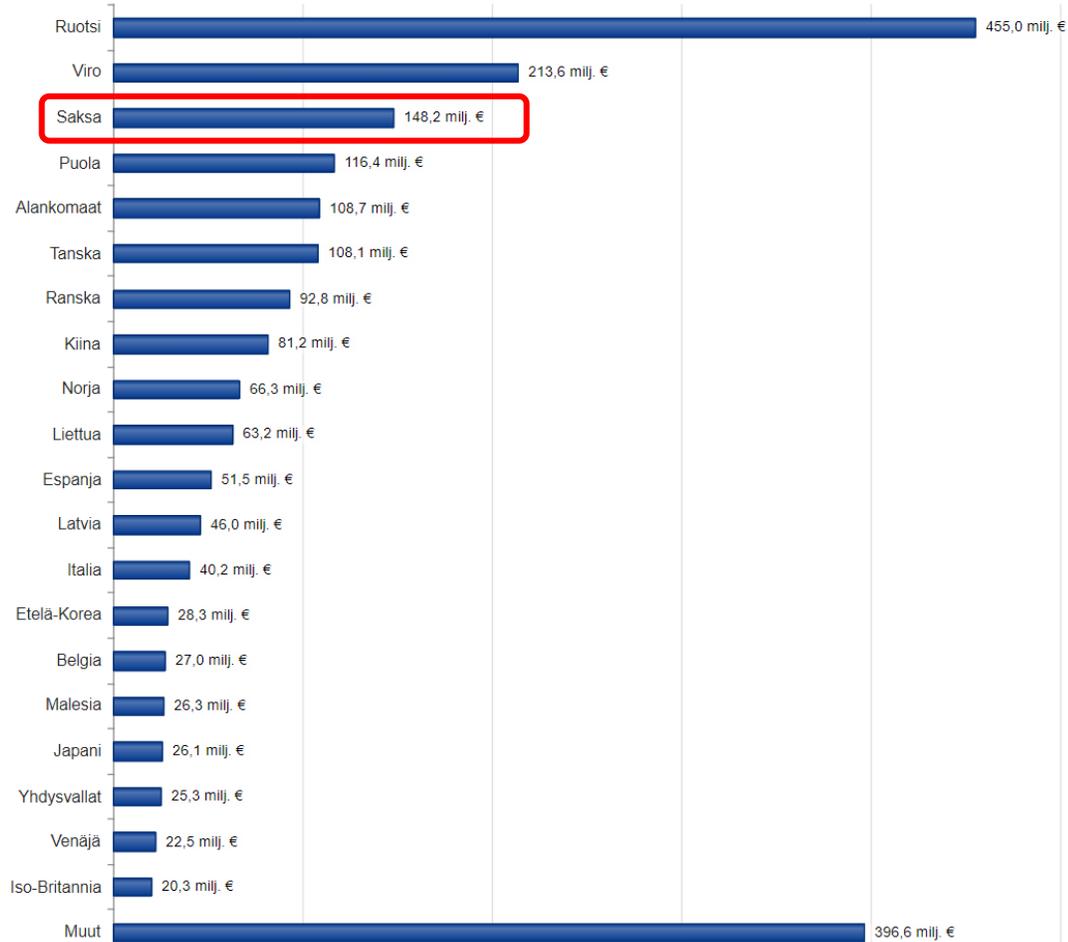


GERMANY IS THE #3 FINNISH FOOD EXPORT MARKET

Vienti- ja tuontitilatot > Vienti > Maittain

Vienti maittain — 2,2 mrd. €

7/23-6/24

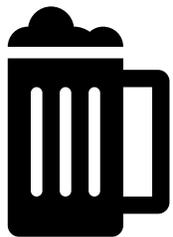


LARGEST CATEGORIES:

1. Grain
2. Bakery products
3. Fish
4. Alcoholic beverages
5. Sweets
6. Berry products

GERMANY AS A TARGET MARKET

**80+ mn
consumers**
= €€€€



- **North**
- **West**
- **Cities**
- **German accuracy**
- **Quality**
= competitive price



- **South**
- **East**
- **Countryside**
- **Finnish accuracy**
- **Quality**
= high price

GERMAN GROCERY RETAIL

"BIG 4"

~70 %



OTHER/LOCAL

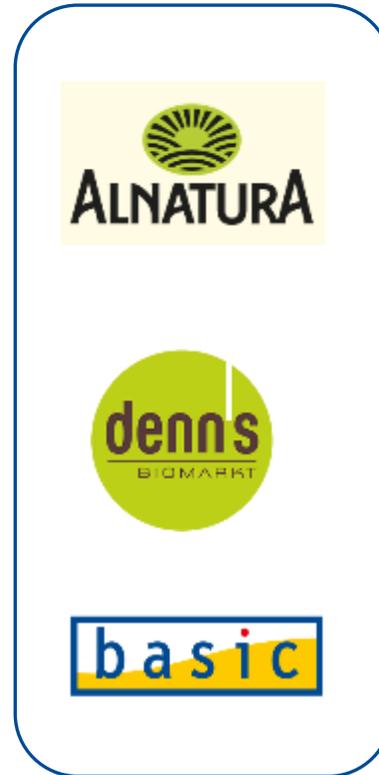


DRUGSTORE

6.3 %



ORGANIC



E-COMMERCE

3.7 %



GERMAN GROCERY RETAIL - CHARACTERISTICS



I can sell the same way to REWE and EDEKA as I sell to Kesko and S-group

- German rules
- German
- Importer/distributor
- Partnership
- Replies in 1-2 days
- German packaging
- Long BBDs
- Mixed pallets
- Multi-channel marketing



- Finnish rules
- Finnish, English
- Direct sales
- “one-night stand”
- Replies “when I have time”
- English packaging
- Short BBDs
- Full pallets
- No marketing

I can sell the surplus short BBD products to Germany

GERMAN FOOD SERVICE

**HOTELS &
CATERING**

~ 45 %

**FULL-SERVICE
RESTAURANTS**

~ 20%

**QUICK-SERVICE
RESTAURANTS**

~ 15%

**PUB, CLUB &
BAR**

~ 15%

**COFFEE &
TEA SHOP**

~ 5%

**PUBLIC SECTOR &
PRIVATIZED UNITS**



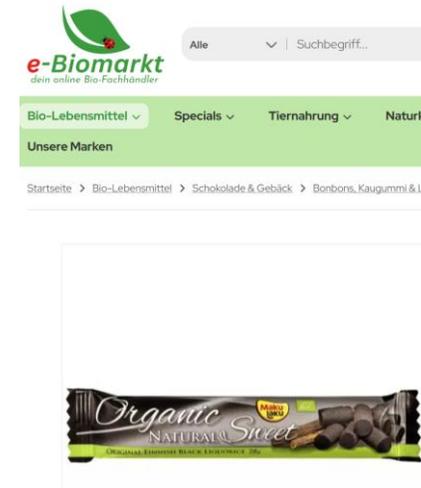
THERE IS NO ONE RECIPE FOR SUCCESS IN GERMANY



FOCUSED MULTI-CHANNEL



CO-BRANDING



ORGANIC



AMAZON.DE



GROCERY RETAIL



PRIVATE LABEL



COMMON FOR ALL SUCCESS

1. Strong export strategy for Germany and commitment to long-term work
2. Market based product development / localization
3. German language skills / presence in Germany
4. Focus on partnership development and marketing

INTERESTED IN MORE INFO ABOUT GERMANY?



GERMAN FOOD MARKET

An Overview of
grocery retail, food service,
bakery, gluten-free and organic market

Business Finland, Germany
2024



GERMAN FOOD MARKET

1. Grocery Market and Retail Structure incl. e-commerce
2. Food Service Market and Structure
3. Bakery Market
4. Gluten-free Market
5. Organic Market and Retail Structure
6. Your Contact



BUSINESS
FINLAND

The report can be ordered free of charge from: lili.lehtovuori@businessfinland.fi

ADVICE & NETWORKS



**LILI
LEHTOVUORI**

lili.lehtovuori@businessfinland.fi
+43 664 254 5289

**Vienna, Austria
Germany
Global**



FINLAND WEEK CAMPAIGNS - GERMANY

johanna.pfeiffer@finde-consulting.com



HERITAGE

AMAZON FBA LIGHT - GERMANY

mika.krieger@teamlue.de



Biokia - Blaubeerpulver 150g - 100% Heidelbeerpulver Bio Aus Finnischen Wilde Heidelbeeren - Blaubeerpulve...

Pulver

Optionen: 2 Geschmacksrichtungen

★★★★☆ ~ 80

100+ Mal im letzten Monat gekauft



Kukko Strong Pils Glutenfreies Bier Dosen 24 Partypaket - 24 Dosenbier 0,33 L Glutenfrei Bier, Reinweißem Schaum Bierdosen - Stark Gehopfte...

★★★★☆ ~ 175

100+ Mal im letzten Monat gekauft

**MARKET INSIGHTS AND
BUSINESS FINLAND
EXPORT SUPPORT
IN SINGAPORE**





Solar Foods
22,422 followers
6d • 🌐

+ Follow ...

The new Solein-powered delicacies by Japan's food powerhouse, the [Ajinomoto Co., Inc.](#), in Singapore have recently been spotlighted by [FoodBev Media](#).

Dive deeper into the story by reading the full article 📄 <https://lnkd.in/d79t6hzp>

#foodofthefuture #outofthinair #NextGenEU



WHY SINGAPORE?

- Singapore's **30-by-30 strategy**
- **Lim Chu Kang** agricultural area will be transferred to a high-tech agri-food zone with sustainable and efficient production based on circular economy.
- Singapore is a **hot spot of novel food products**, and it was the first country where cell-based meat product has got the novelty food approval.
- **Quicker novel food certification process** compared to the EU and US
- **A gateway to Southeast Asia**
- Singapore is now identifying **technologies and solutions for:**
 1. **Urban growing** technology providers
 2. **Alternative ingredient** / technology producers
 3. **Blue bio economy** solution providers
 4. Side stream and waste stream **circular economy companies**
 5. **Food traceability** solution providers



INVITATION

NORDIC AGRI-TECH NETWORKING VISIT TO SINGAPORE 18 TO 22 NOVEMBER 2024

Building on good momentum and interest from both Nordic and Singapore companies last year, Business Sweden and Business Finland will host the Nordic Agri-food Tech delegation to Singapore focusing on business opportunities and ecosystem partnerships within the agriculture and food technology sector in Southeast Asia.



Discovery Track

Innovation & R&D focused

Companies looking to discover Singapore and if it has a market fit



Showcase Track

Business Matching

Companies to demo their solutions and find leads in Singapore

Brought to you by:



**BUSINESS
FINLAND**

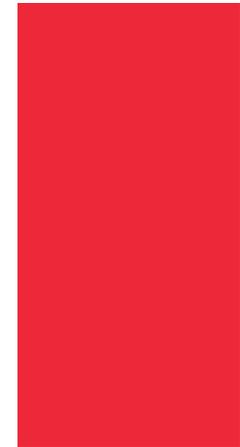
VINNOVA
Sweden's Innovation Agency

**DREAM BIG
START SMALL
MOST IMPORTANTLY, **START**
- SIMON SINEK**



lili.lehtovuori@businessfinland.fi
+43 664 25 45 289

**MARKET INSIGHTS AND
BUSINESS FINLAND
EXPORT SUPPORT
IN FRANCE**



**BUSINESS
FINLAND**

Food & FoodTech Opportunities in France

Agathe Damour, Senior Advisor

France

September 2024



**BUSINESS
FINLAND**

MARKET OVERVIEW

FOOD INDUSTRY IN FRANCE

3rd largest economy in Europe

\$127.6 billion estimated sales in the packaged food market

10 food innovation clusters

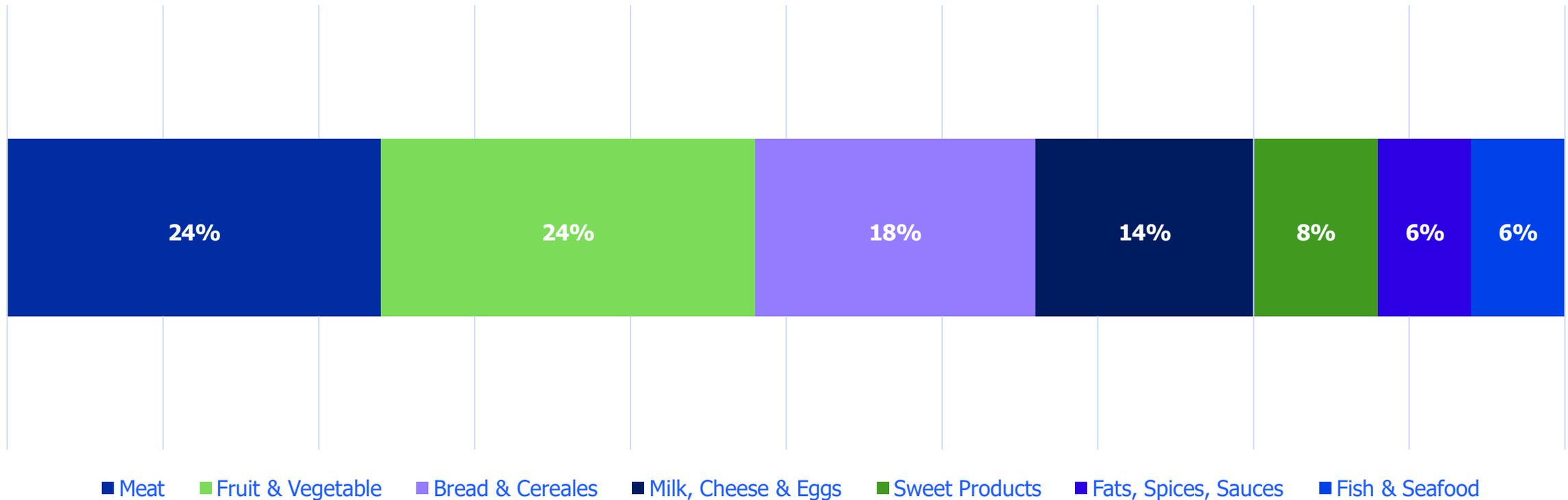
1200 varieties of cheese

21% Share of budget spent on food

WHY FRANCE ?

- Strategic location in Europe: link between Northern Europe and Mediterranean countries
- Largest FDI recipient in Europe
- More than 75% of the French population lives in urban areas, with a strong demand for international cuisine
- Most visited destination in the world: Strong tourism industry with high demand for HORECA

DISTRIBUTION OF HOUSEHOLD EXPENDITURE BY TYPE OF FOOD



Source : Agreste Gaph'agri 22.

**BUSINESS
FINLAND**

MARKET TRENDS

TOP 5 MARKET TRENDS IN FRANCE

- 1. PURCHASING POWER** Purchasing power and price sensitivity are back in the spotlight in a context of inflation. We are seeing a boom in hard discounters and private label products.
- 2. E-COMMERCE** The food delivery market in France is substantial, with an estimated revenue of around €5.8 billion in 2023. This is expected to continue growing by 7-9% annually. The rise in urbanization, busy lifestyles, and an increasing digital penetration have fueled this growth.
- 3. FOOD TRANSITION** Debates and changes in the way we produce and consume are emerging around more sustainable and environmentally friendly food: organic, fair, local, seasonal, vegetable, natural, healthy.
- 4. ECO-RESPONSIBILITY** Laws have been adopted in France with an emphasis on waste management and a gradual disappearance of plastic – 3R Decree / AGEC anti-waste law for a circular economy.
- 5. PLEASURE** France is the country of gastronomy, food is about the pleasure of a diverse diet of homemade cooking, sharing, conviviality, relaxation, memories but also comfort.

GROWTH OPPORTUNITIES FOR FINLAND



PLANT BASED



WELLBEING



READY-TO-EAT PRODUCTS



THE FUTURE OF FOOD



TRANSPARENT FOOD CHAIN



SUSTAINABILITY & ECO-FRIENDLY CHOICES

**BUSINESS
FINLAND**

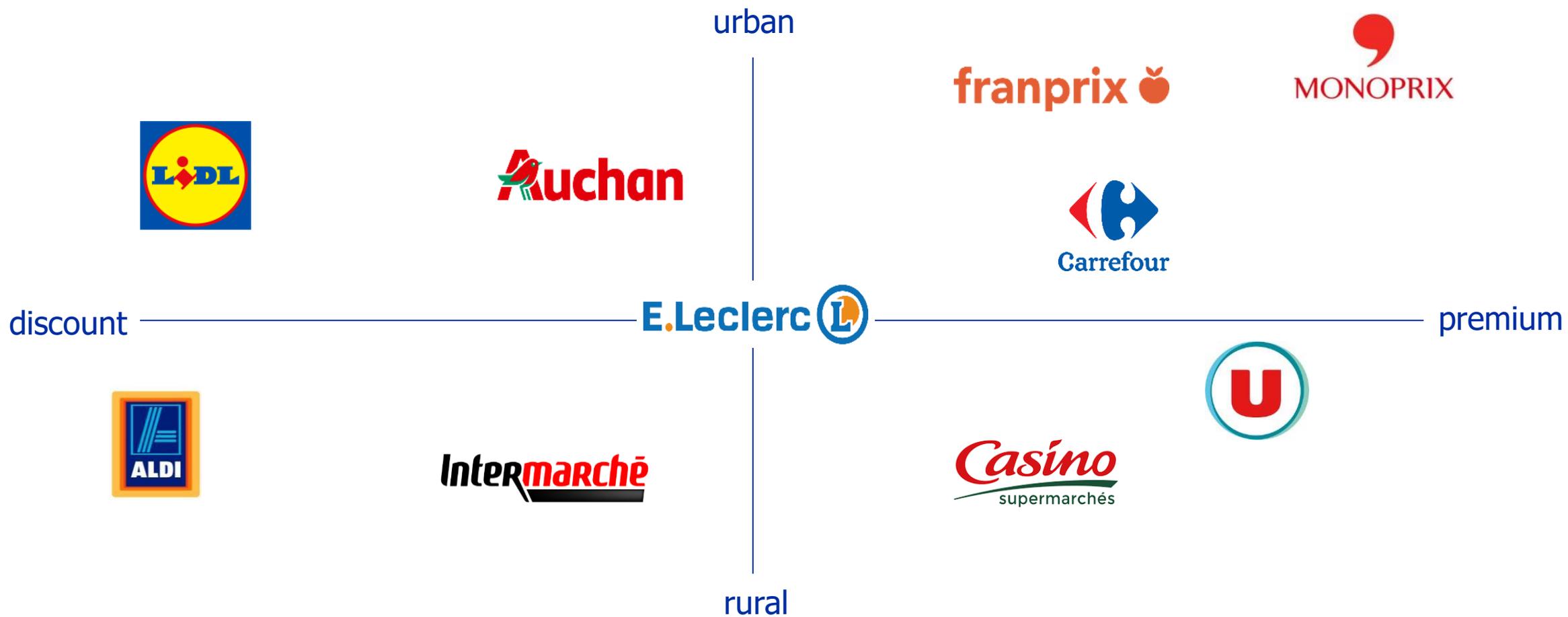
RETAIL

TYPES OF RETAILERS

French consumers are diversifying their purchases through several stores:

- **Hyper/supermarkets:** Located on the outskirts of cities. Many offer "click and drive" services that allow a consumer to order groceries online that will be ready for pick-up.
- **Cash & Carry:** Hypermarkets reserved for professionals.
- **Specialized stores:** Stores specialized in one family of products (e.g. organic, frozen). They offer an extensive choice of goods in a specific category at a competitive price and with an emphasis on customer service.
- **Convenience stores:** Located in city centers.
- **Department stores:** Located in the city centers.
- **Traditional outlets:** Specialized local shops: butchers, fishmongers, greengrocers, cheese shops, delicatessens, bakeries. People prefer them for the quality of their products, human contact and advice.

POSITIONING



E-COMMERCE

E-COMMERCE

- **Drive Click & Collect**

6 leading supermarket chains operate almost 5,600 drive outlets
Pedestrian click and collect in large cities

- **Home Delivery**

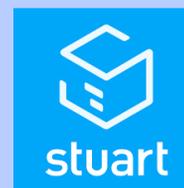
Delivery price is the main obstacle for 32% of regular shop customers and 60% of drive customers

- **Quick Commerce**

“Dark store concepts” (mini-warehouses) allowing to deliver small to medium-sized assortments and in short delivery times.
176 dark stores in France (Paris et Marseille)

DELIVERY PLATFORMS

- **Key Players**



- **Virtual Restaurants**



PURE PLAYER MARKETPLACE



ORGANIC

IN STORE



ONLINE



GOURMET AND FINE FOODS

LA GRANDE
EPICERIE **PARIS**



MARCHÉ & DÉGUSTATION
PRINTEMPS DU GOÛT

64 BOULEVARD HAUSSMANN
75009 PARIS



**MAISON
PLISSON**



*Galerias
Lafayette*
LE GOURMET



**BUSINESS
FINLAND**

MARKET ENTRY

MARKET ENTRY OPTIONS

DIRECT EXPORT

- Export and direct sales
- Sales representative
- Market presence (branch/subsidiary)

INDIRECT EXPORT

- Distributor
- Importer
- Agent
- Partner companies
- Online marketplace

FRENCH MARKET ENTRY TIPS

- **Brand image:** Product, packaging and communication adaptation
- **Detailed oriented:** Receptive to logical presentations supported by trends and statistics (show that you understand the French market and expectations) that thoroughly explain the added value of a product (priority will be given to local manufacturer when possible).
- **Hierarchical structures with slow decision-making processes:** patience is appreciated, pressure will be taken negatively
- **Long term business relationships** based on professionalism and mutual trust – to be maintained through regular face to face visits
- **Local partner:** Many French speak and understand English but generally prefer not to communicate with it. Out of courtesy, check ahead of time if the executives speak English, provide as much written material translated to French and attempt to learn a few key phrases.

EVENTS

18/10



PARIS 18.10.2024

FRENCH MARKET PRESENTATION & NETWORKING COCKTAIL IN PARIS

Date: 18 October 2024 at 9:00-14:00 CET

Venue: Finnish Embassy in Paris, 1 Place de Finlande, 75 007 Paris

[REGISTER BY 13 SEPTEMBER](#)

FURTHER INFORMATION

Agathe Damour

Senior Advisor, Business Finland
agathe.damour (at) businessfinland.fi



Business Finland is happy to organize an event for Finnish food and beverage companies to present the French market and meet with potential stakeholders in the French food and beverage market in Paris on **18 October**.

Companies joining the event will learn about the French market and meet with a few key French players at a half-day event at the Finnish Embassy in Paris. The event is targeted at Finnish food and beverage companies planning to start their exports to France or companies planning to increase their sales in France with the help of new contacts and partners.

The participating Finnish companies will get a chance to introduce themselves to French business contacts.

All the participating companies need to have a profile at [Business Finland's Food and Beverages website](#). We will use information from the company profiles when inviting French guests to the event. If your company does not have an existing profile, please contact **Agathe Damour**.



For more information: <https://www.businessfinland.fi/en/whats-new/events/business-delegations/2024/-networking-paris#stored>

**BUSINESS
FINLAND**

THANK YOU

Agathe Damour

Senior Advisor

Mobile: +33 7 62 06 75 96

agathe.damour@businessfinland.fi

Ambassade de Finlande | 1 Place de Finlande, 75007 Paris, France

www.businessfinland.fi

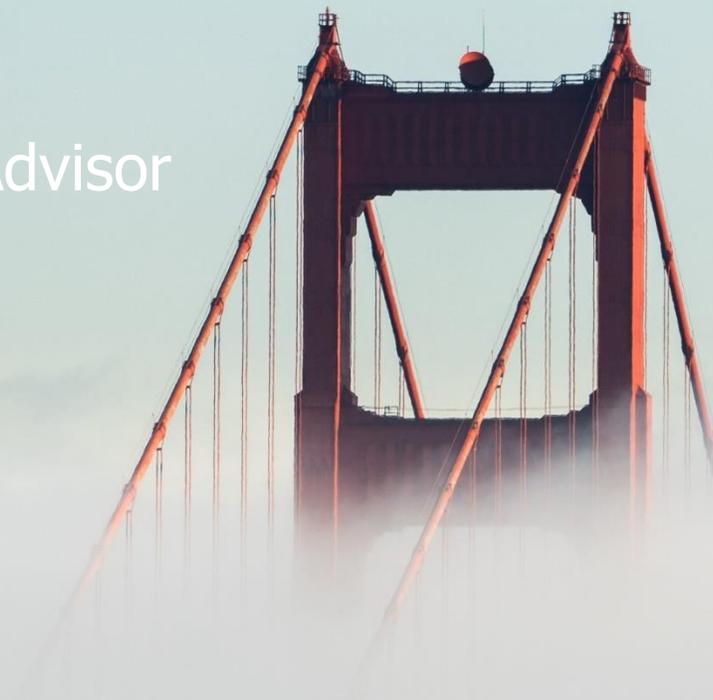
BUSINESS
FINLAND

Food & FoodTech Opportunities in the US

Elina Fahlgren, Senior Advisor

New York

September 2024



Business Finland North America

- We coach and advice Finnish companies with their US and Canadian market expansion
- Team of 14
- Locations: New York, Washington DC, Silicon Valley (colleagues also in Chicago IL and Los Angeles CA), Toronto Canada
- Part of Team Finland network (consulates, embassy)
- My area of focus: food, foodtech and agritech, circular economy, sustainable packaging, retail



Topics that We Help With



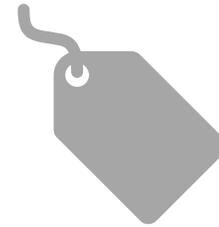
Legislation
& taxation



market



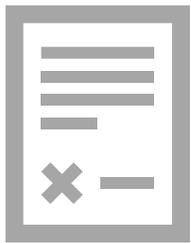
investors



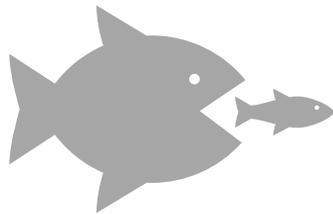
pricing



customers



Trademarks,
patents



competitors



employees



restrictions



business
behavior

FDA registration // GRAS notification

- All food products need to be registered with FDA prior to selling in the US
 - Registering manufacturing facility and all warehouses
 - Need FDA agent otherwise straightforward process
 - Label & ingredient review
-
- GRAS (Generally recognized as safe) notification
 - For novel ingredients that are not listed by FDA yet
 - Requires demonstrable consensus among qualified experts that the ingredient is safe

Local Contacts and Network

- Universities
- Local organizations
- Potential End Customers
- Industry experts
- Service providers
- Nordic partner organizations



Industry Events & Collaborations



BUSINESS
FINLAND



TRY
SWEDISH!



Market Opportunities & Delegations

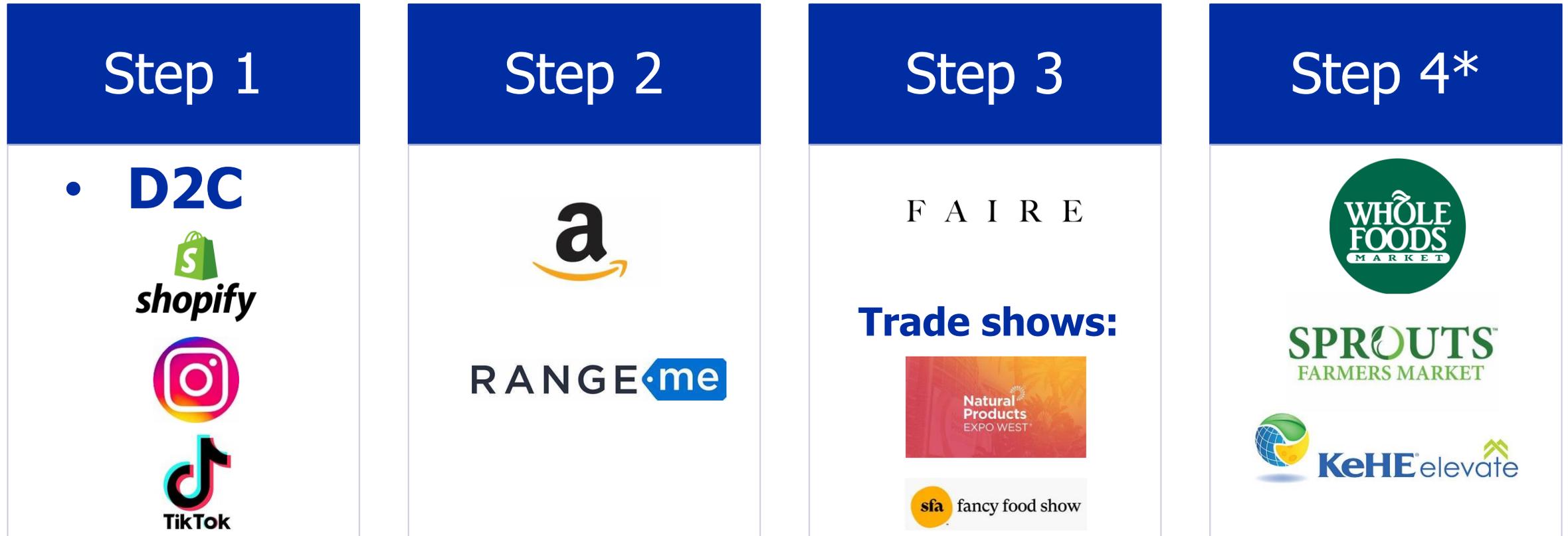
- www.marketopportunities.fi

What is the US interested in at the moment:

- Biomanufacturing: proteins, enzymes, food additives
- Circular economy (upcycling, side stream valorization)
- Regenerative materials & sustainable packaging
- Better-for-you foods & beverages



CPG Path to Market



*examples

Other market entry strategies

- Private label
- Food service
- Ingredients
- Mentorship programs, accelerators
- Thought leadership

US Etiquette

- Be concise in your messaging
- Emails are short but polite (who you are, why are you contacting and what you want)
- Know how to pitch yourself, your idea, your company, your solution
- Pay it forward (share your network, introduce people, do favors)
- Don't be late, don't go overtime in meetings
- If raising funding don't start with an ask, learn to network and get feedback from investors, ask for 15-30min calls with investors to share your passion

**BUSINESS
FINLAND**

Thank you!

Elina Fahlgren

elina.fahlgren@businessfinland.fi

CASE EXAMPLE: LEIPOMO ROSTEN



VEERA MELTOVAARA
Marketing and Export Director,
Leipomo Rosten
veera.meltovaara@leipomorosten.fi

FOOD2.0



**BUSINESS
FINLAND**



TAKE AWAYS FROM THE ROAD TO GLOBAL SUCCESS

ROSTEN IN SHORT

Good taste since 1939.

We mix artisanal baking traditions with modern twists and deliver up-to-date culinary innovations that seduce taste buds around the world.

- 1939 Established in Turku by family Rosten
- 1953 Bought by Meltovaara family
- 2007 Pekan Leipä becomes part of Rosten Group (organic export since 2000's)
- 2019 Seed Crispies export starts
- 2022 Porin Leipä becomes part of Rosten Group
- 2024 Rosten Inc. is established solely for the US market





OUR HISTORY IN EXPORT

We've been abroad for a while.

- We are one of the first bakeries in Finland who exports
- Organic export since 2000 – biggest exporter
- Seed Crispbread since 2019
- Exporting to 9 countries (Asia, Middle East, Europe)
- US market since 2024

SUCCESSSES

Give what it takes, there are no shortcuts.
Shine through hardships.

- Entry to Market strategy
- Brand positioning & target customer
- Product (market fit) / competitor analysis
- CX (Customer experience) & Distribution
- Operational excellence
- Team abroad
- KPI's – key performance indicators
- 3 to 5 year plan





CHALLENGES

It's all about knowing the market & the people you're working with.

- Co-operation partners
- Quality
- Competition
- Food regulations
- Timing
- Logistics
- Change management
- Rewarding
- Learning by doing – big time!
- Be willing to give up
- Resilience, endurance, be brave, ambition
- Accept failure
- Take risks
- Constant product development
- Re-create / innovate / think big!
- Export is a marathon race – no fast wins!



TAKE AWAYS

At least do these.

- Travel, do fairs, meet people / network, be curious / active
- Believe in your product & yourself
- Export basics = language skills / social skills
- Have a great product with a unique story
- Sharpen your sales pitch
- Have some kind of a entry to market plan
- Target & research
- Are you impressive on all aspects & touch points?
- Do what your clients and consumers require.
- Create interest & demand / be proactive
- Listen to your potential customer and tailor make
- Think out of the box
- Know your competitors and be open to share
- Work together with others!
- Celebrate succesful milestones
- Do the Aftermath
- Protect your brand
- Sustainability is self-evident
- Fail it till you make it, period.
It's an ultra marathon.
- Stay positive 😊



THANK YOU!

Veera Meltovaara

Marketing & Export Director

veera.meltovaara@leipomorosten.fi

BUSINESS FINLAND FOOD & FOODTECH TEAM SERVICES FOR START-UP COMPANIES AND FOREIGN FINANCING OPPORTUNITIES



JAANA RANTANEN
Business Finland

jaana.rantanen@businessfinland.fi

FOOD2.0



**BUSINESS
FINLAND**

BUSINESS
FINLAND

Business Finland food & foodtech team services
for startup companies and foreign financing
opportunities



We are searching for

INNOVATIVE STARTUPS

1. Competitive advantage
2. Impact on Finland
3. Versatile competence and team
4. Investing in R&D
5. Ability to raise private funding
6. Committed to international growth

DEEPTECHS

1. Business idea based on the latest scientific or industrial research
2. Strong IP based on research
3. Team with a balance of scientific and business talent
4. High technological and market entry risk, but breakthrough in sight

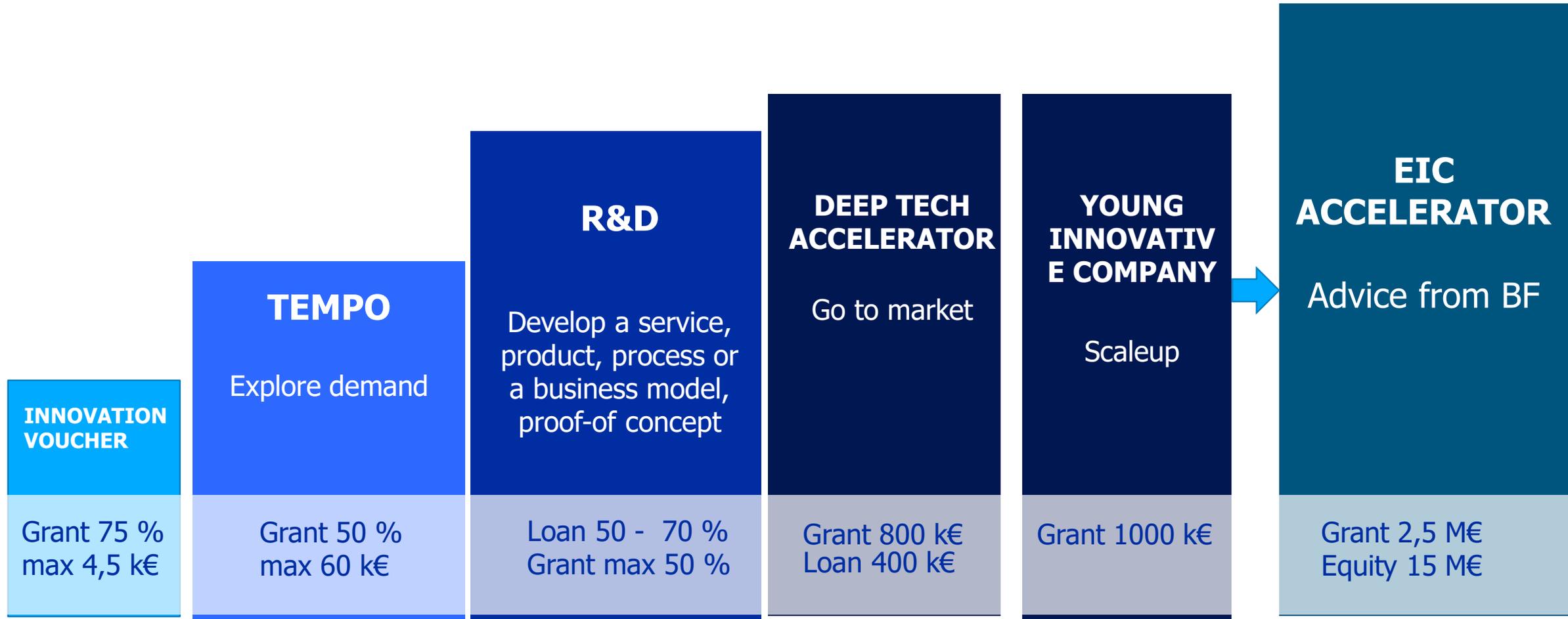
BF STARTUP FUNDING IN GENERAL

- Only for companies registered in Finland
- Grants and loans
- Never 100% funding -> company always needs own funding also
- Non-dilutive, no equity stake
- We are not active participants (unlike VC)
- Some funding services only for startup under 5 years old



BF FUNDING JOURNEY FOR STARTUPS

example



INNOVATION VOUCHER

The Innovation voucher is intended for small companies under 5 years old

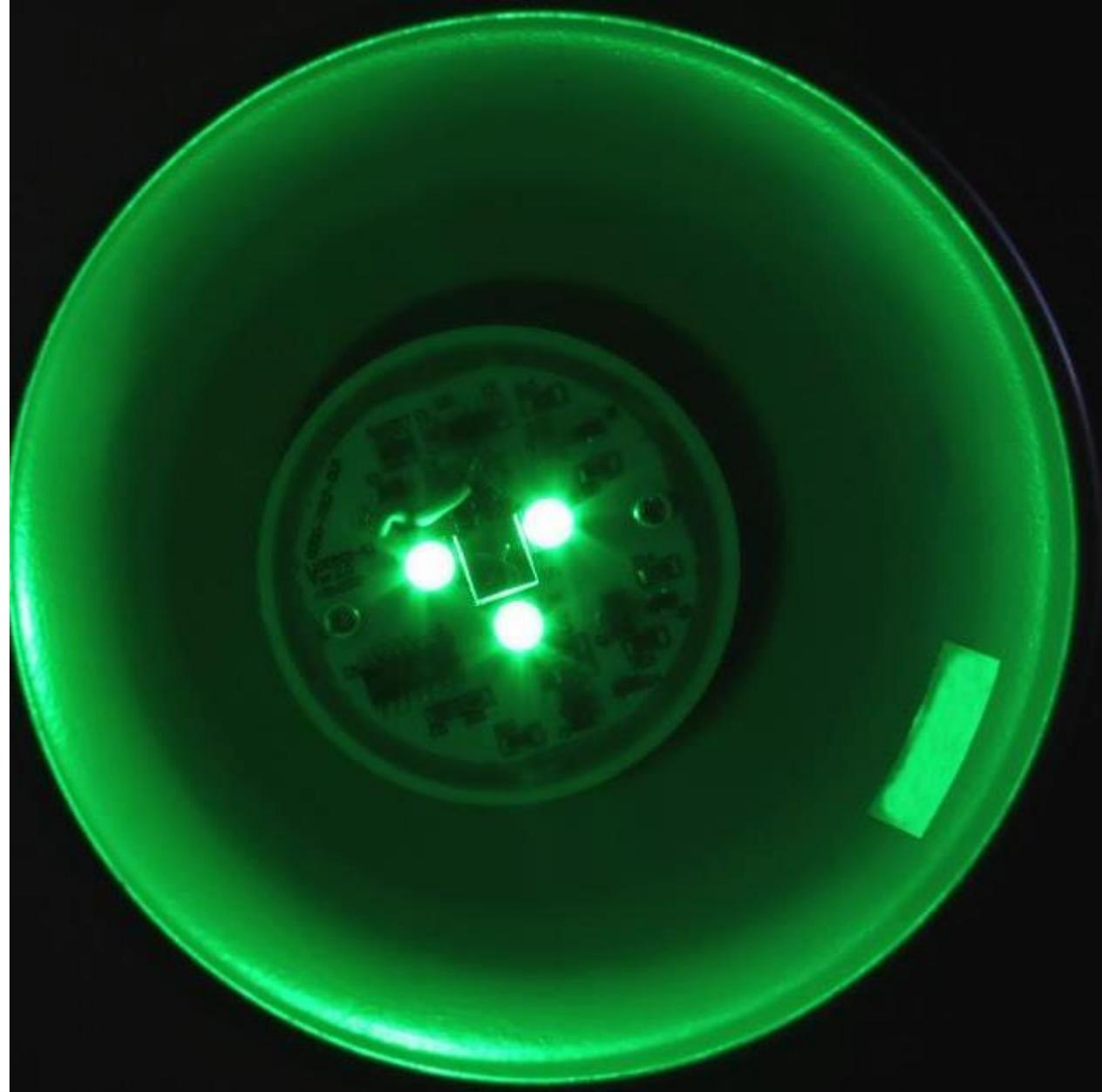
Uses of the Innovation voucher are:

- development of product or service prototypes
- examinations of the protectability of industrial rights (patents, utility models, design protections, trademarks) and the application process for these first applications
- measurement and testing services related to innovation activities

Grant 4.500€
75% of
purchased
services

1.500€
self-financing

BF grant does
not cover VAT
included in the
purchased
service



TEMPO

For startups that have a new innovative product or service idea.

- Test your business concept
- Get feedback from potential customers
- Explore demand in a new market
- Learn about the customer need
- Develop management, ways of working and organization

BUSINESS FINLAND FUNDING

75 % of the project's overall costs

BF funding is max. 60 000 €

Grant (de minimis)



RESEARCH, DEVELOPMENT, PILOTING

- For research, and development of products, services, production methods or business models
- Typical project duration 1-1,5 years
- Possible to have several projects per company, usually one after the other
- Grant for research and creation of new knowledge
- Loan for development and piloting

50-70 % of the
overall costs of
the project

From 100kEUR
to several
millions

Grant or loan



YOUNG INNOVATIVE COMPANY FUNDING

Scale up your business into fast global growth

For startups under 5 years with:

- A scalable business model and the opportunity for fast growth in international markets
- Evidence of promising business activities and paying customers

- Develop international business comprehensively
- Marketing, sales, team, management
- Acquiring external funding

Please contact Business Finland before applying.

Grant max
1.000.000 €

3 phases

75% of project
costs



DEEP TECH ACCELERATOR FUNDING

Research based startups faster to commercial phase

For startups under 5 years old:

- Startup founded to commercialize business idea stemming from latest scientific research and has substantial background IPR
- Founder team has strong scientific background and ability to develop growing business
- Risk level for technical solution and market entry is high

Funding can be used for:

- Business development, customer contacts, sales and marketing activities
- Validation of solution and business model with customers
- Team and management resourcing and development
- Planning and acquiring external funding

Please contact Business Finland before applying.

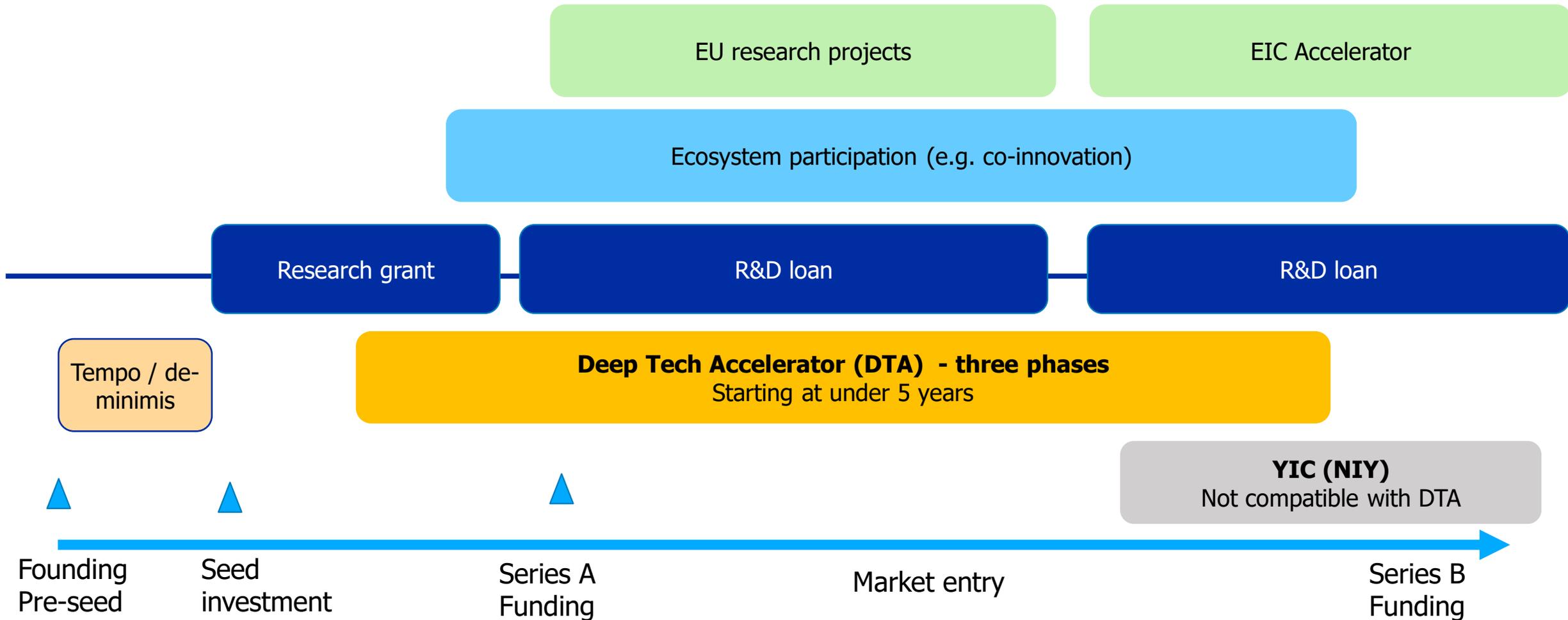
Grant max
800 000
Loan max
400 000

3 phases

75% of project
costs

Call is open 1.6.-8.9.2024

Timing of funding instruments - example



OTHER USEFUL SERVICES

Global business opportunities identified and verified by Team Finland network.

Advice for global growth to crystallize your growth plan and to choose the right actions to.

Access to business contacts for your market needs.

Advice for target market to plan entry or grow sales.



**BUSINESS
FINLAND**

IT'S TIME TO THINK **BIG**

Jaana Rantanen

Startup & Network Manager

STAY IN TOUCH

Subscribe to our [newsletter](#)

EXPLORE OPPORTUNITIES

Read [more](#) about relevant themes in your sector

CONTACT US

Contact us through [our website](#)



BUSINESS
FINLAND



DISCUSSION

Together we make life **BETTER**



FOOD 2.0 ECOSYSTEM - SEPTEMBER 2024

AND LINKS TO THE OTHER VETURI COMPANIES

ENERGY AND TRANSPORT

KEMPOWER
HETE

ABB
Green Electrification 2035

STI

NESTE
Novel sustainable & scalable solutions for transportation and chemicals

WARTSILA
ZERO EMISSION MARINE 2030

XYLO GAS

SUOMEN LANTAKAASU

Kuljetustiike Järvimäki Oy

MATERIALS

Valmet
Beyond Circularity

NORDIC BIOPRODUCTS GROUP

WOODGROW

BOREALIS

MIRKA
Shape

fortum Metsä
EXPANDIFIBRE

CONSULTANCY

ULTRA LEAN BUSINESS

medfiles

SWECO

Deloitte

CLANED

INVENIRE

ideascout
CO - DESIGN - EXECUTE

gaia
PART OF SCAPO

Ihan parasta!

OPEN CO2 NET

FOOD AND FEED, PROCESS TECHNOLOGY

YARA

MAANVAALIJA

BERNER

Kinnarin Tila
1667

mäsi

ROSTEN

KIERTORAVINNE
PART OF BIOLAN GROUP

Kekkila BVB

FILTSON

DAVA Foods

Vöner
Plant based food

Banne
ARCTIC HAPPY JUICERY

BIO KASVU

NESTELÄNNOITE OY

Hankkija

SuperGround

HKFOODS

BOR

Fazer

Porokylän

Appetit

Sinebrychhoff
Part of the Sinebrychhoff Group

VIKING MALT

SENSON
More by Nature

ODDLY GOOD

ORIGIN OCEAN

I Volare

foodwest

Probitat

biomush

AIRCOHOL
IN GOOD SPIRITS

Bionto

enifer

KeinoX

FrostDry

ELOMATIC

DSE

HIILIPÖRSSI

BSAG
Baltic Sea Action Group

ETT

viexpo

BUSINESS VANTAA

DIGITAL, DATA, AI

YIELD SYSTEMS

Semantum

ORION
A Digital Beast for the Pharmaceutical R&D

SIEMENS

AIR

CENSE ANALYTICS

digia

MONAD

emblica

POLAR

Mtech

Biomensio

SECOND THOUGHT

Amazon

DIGISALIX

GS1 Finland

Data Space Europe

4BARN

datasense
smart environment solutions

avoin

RESEARCH AND EDUCATION

UNIVERSITY OF EASTERN FINLAND

Luke

VTT

TURUN YLIOPISTO

SYKLI

OULUN YLIOPISTO

ILMATIETEEN LAITOS

SeAMK

YSAO

LAUREA

Metropolia

SAVONIA

HAMK-Hämeen ammattikorkeakoulu

PTT

kpedu

FINANCIERS AND ENABLERS

BUSINESS FINLAND

SITRA

MTK

SLC

Maa- ja metsätalousministeriö

FOOD 2.0 CONTACTS

BF CONTACTS



Ecosystem lead

VEERA VIRTANEN

veera.virtanen@valio.fi
+358-40-7438411

Head of research

RIITTA PARTANEN

riitta.partanen@valio.fi
+358-50-3982299

Theme 1

MIKKO IMMONEN

mikko.immonen@valio.fi
+358-50-3980288

Theme 2

NIINA VALKONEN

niina.valkonen@valio.fi
+358-50-4901188

Theme 3

VIRPI KLING

virpi.kling@valio.fi
+358-50-3841072

Theme 4

ROBERT HARMOINEN

Robert.harmonen@valio.fi
+358-40-9007073

LILI LEHTOVUORI

Germany and Singapore

lili.lehtovuori@businessfinland.fi

AGATHE DAMOUR

France

Agathe.Damour@businessfinland.fi

ELINA FAHLGREN

USA

Elina.fahlgren@businessfinland.fi

JAANA RANTANEN

Start-up collaboration

jaana.rantanen@businessfinland.fi

THANK YOU!

Have a great autumn!