

2018/11/06
MILLENNIUM HILTON
SEOUL

NORDIC

FOOD & BEVERAGE
DAY 2018



NORDIC FOOD & BEVERAGE DAY 2018 - SEOUL

Nordic Food event co-organized by Business Finland, Business Sweden, and Innovation Norway in Seoul, South Korea

- Nov 5-6, 2018 @ Millennium Hilton Seoul
- Finnish participant companies:
 - Polar Nutrition
 - TwoDads
 - Finnish Cheese Company
 - Laitilan Brewery
 - Hunajainen SAM
- Other participant companies:
 - Cold Water Prawns of Norway (NO)
 - Arctic Group Maritime (NO)
 - Nordoy Sea (NO)
 - J.M. Langaas Drift (NO)
 - Orkla Foods (SWE)
 - Paulig Foods (SWE)
 - MRG Wines (SWE)
 - Kiviks Muster (SWE)

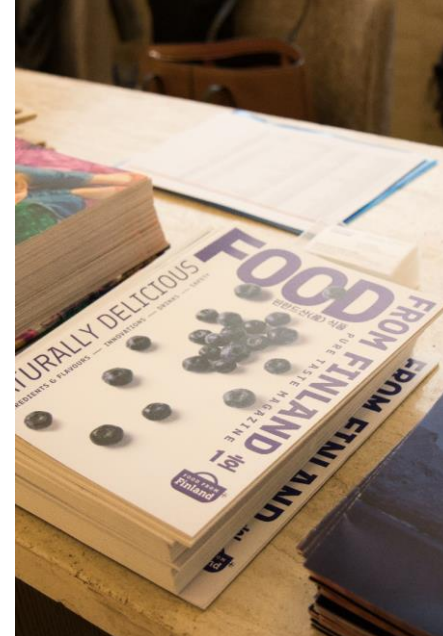
PROGRAM – Day 1 (Nov 5)

- **9:30 – 11:30 - Internal Seminar**
 - Program Briefing by Jani Toivanen, Business Finland
 - Korean Business Culture & Doing Business in Korea by Changan Choi, Innovation Norway
 - Korean Food Industry Consumer Trends and Marketing by Eugene Lee, Morning Dew F&B
 - IKEA Foods Success Case in Korea by Dimitri Hirsch, IKEA
- **13:00 – 15:30 – Visit to Emart Headquarters**
 - Emart and Shinsegae Group introduction
 - Nordic companies self-introduction
 - Emart buyer meetings (15 buyers of different categories)
 - Tour of Emart store
- **15:30 – 16:30 – Visit to SSG Premium Market**
 - Tour of SSG Premium Market
- **17:30 – 19:30 – Joint Dinner with Nordic participants**



PROGRAM – Day 2 (Nov 6)

- **9:15 – 11:00 – Study Visit to CJ CheilJedang**
 - CJ Group and products introduction by CJ CheilJedang
 - Tour of CJ Market and Franchise Restaurants
- **11:30 – 13:00 – Preparing tables for B2B Event**
- **13:00 – 19:00 – Nordic Food B2B Event**
 - Opening event
 - Opening speech by Elin Sagrabaten by Commercial Councilor of Innovation Norway
 - Introduction of Nordic Culinary Trends and Food Culture by Johan Chun, Business Sweden; Jani Toivanen, Business Finland; Elin Sagrabaten, Innovation Norway
 - B2B meetings
 - Nordic Cooking Show by chefs from Sweden, Norway, and Finland
 - Networking Dinner





COOKING SHOW

- **14:00 – 15:00 – SWEDEN COOKING SHOW**
- **15:00 – 16:00 – NORWAY COOKING SHOW**
- **16:00 – 17:000 – FINLAND COOKING SHOW**
 - By Chef Eemil Laitala
 - Menu:
 - Berry Quark using Finnish Blueberry & Lingonberry powders (Kaskein Marja) and Finnish Honey (Hunajainen SAM)
 - Rye crisps with coconut vegan cheese spread and salmon using Finnish rye crisps (Finncrisp) and coconut vegan cheese spread (Finnish Cheese Company)

RESULTS

- Over 100 buyers and media from over 40 different companies
- Over 50 buyer meetings for the 5 Finnish participant companies
- Highly positive feedback from both companies and visitors



BUSINESS FINLAND

