



Information sharing webinar: Exporting food products to China

Time: Tuesday, September 21st, 2021 at 10.00-11.30 (Finnish time)

What kind of possibilities do Chinese markets offer for small and medium sized European food companies? What is Beijing Food Basket and what does it offer to the companies? How LEADER-groups can help build relations to Chinese actors.

Welcome to our webinar!

Programme: (The webinar is organized on Zoom-platform)

9.30 Lines open

10.00 **Welcome**, *Juha-Matti Markkola,*
Network Expert, Finnish Rural Network Support Unit

10.05 **Export of Food products from Finland to China**, *Katja Pethman, Senior Officer,*
Finnish Food Authority

10.15 Introduction of the Beijing Food Basket

(Meat and Fish products; Pork, Beef, Poultry (Chicken), Fish)

Presentation is delivered by the group of the key organizations behind the project, such as

1. 北京菜篮子集团有限公司
Beijing Food Basket Group Co., Ltd.
2. 央企食品保障协会
China State-owned Enterprise Food Security Association
3. 央联易信科技有限公司
State-owned Enterprise Central-Union Yi Xin Technology Co., Ltd
4. 海禾央联 (北京) 科贸有限公司
Hai He State-owned Enterprise Central-Union (Beijing) Technology and Trade Co., Ltd.





10.50 USF-Platform helps Chinese and EU companies in creating partnerships.

Heikki Perko, Business Development Coordinator, Prizztech Oy

11.00 Working with Finns and Europeans. Why establish a subsidiary to Finland (EU)

Uniquette Solutions Oy, CEO Yamin Chen,

11.10 Is it possible for a small company to sell product to China? Nordic Herbs Oy.

Chief Commercial Officer Keir Cornelius

11.20 How Leader can help in building these relationships?

Petri Rinne, Manager, Leader Joutsenten reitti

Q&A

Closing words

Registrations:

Please, register on the 17th of September at latest by using this link:

<https://e.eventos.fi/forms/maaseutu/2a324637-0ed5-11ec-a21a-ee6a04371b85>

After registration participation link to the webinar will be sent on 20th of September.

The webinar is organized by:

Finnish Rural Network support unit,
Prizztech Ltd.
Leader Joutsenten reitti

For further information, please contact:

Finnish Rural Network Support Unit, juha-matti.markkola@maaseutu.fi,
tel. +358 40 5599 412

