

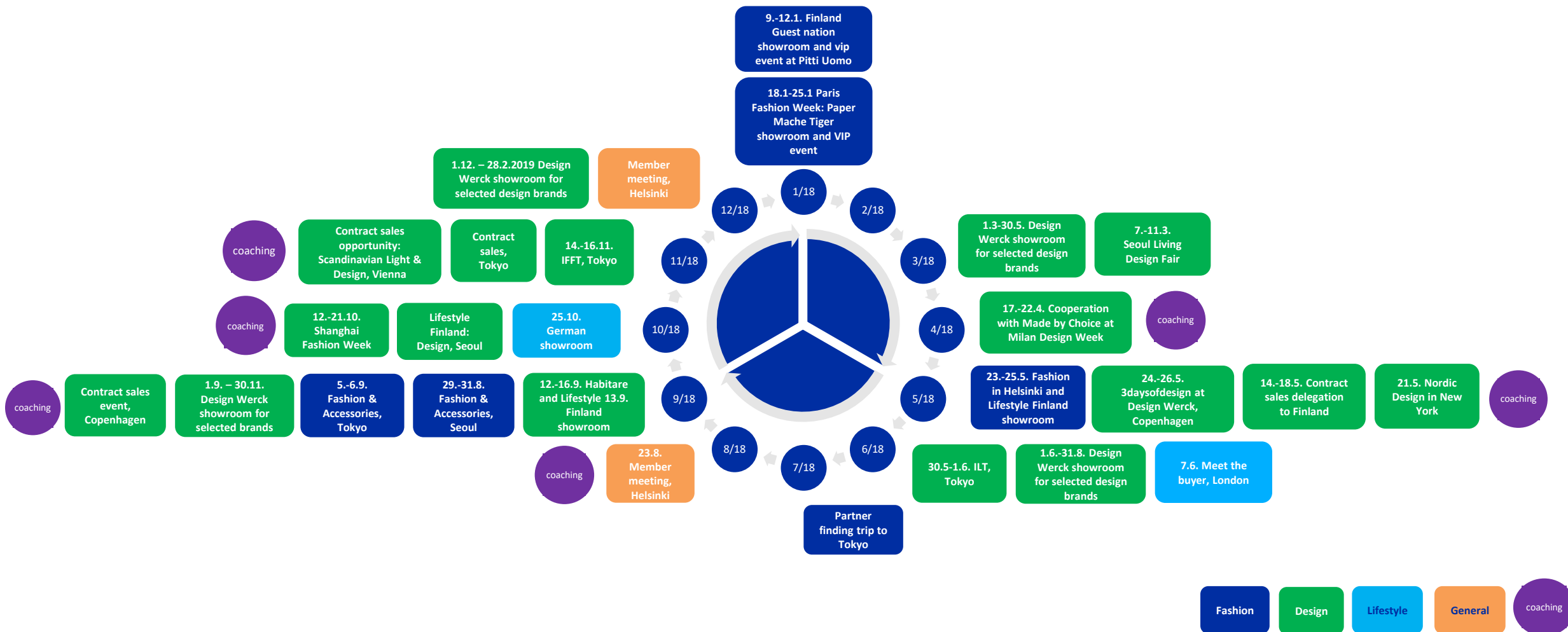
**BUSINESS  
FINLAND**



**LIFESTYLE  
FINLAND**

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# Activity calendar 2018



# Fashion

ACTIVITY	DATE	EXPLANATION
Finland Guest nation showroom and VIP event at Pitti Uomo	9.-12.1.2018	Most important platform for men´s fashion and accessory collections in the world.
Paris Fashion Week: Showroom in collaboration with Paper Mache Tiger and VIP event	18.-25.1.2018	Lifestyle Finland has a showroom in collaboration with Paper Mache Tiger in Paris.
Fashion in Helsinki and Lifestyle Finland showroom, Helsinki	23.-25.5.2018	Fashion in Helsinki and Lifestyle Finland showroom for international guests
Partner finding trip to Tokyo	July 2018	Targeted two day-matchmaking trip for brands in fashion looking for importers in Japan
Fashion & Accessories, Seoul	29.-31.8.2018	First leg of the Asian trip, two day market event for fashion & accessories brands in Korean market
Fashion & Accessories, Tokyo	5.-6.9.2018	Second leg of the Asian trip, two day market event for fashion & accessories brands in Japanese market.
Shanghai Fashion Week, Shanghai	12.-21.10.2018 / 3 day program)	Showroom collaboration with DFO International during Shanghai Fashion Week. Exact dates to be confirmed.

# Design

ACTIVITY	DATE	EXPLANATION
Cooperation with Design Werck showroom for selected brands	1.3.– 30.5., 1.6.-31.8. 1.9.-30.11., 1.12.- 28.2.2019	Lifestyle Finland is cooperating with Design Werck showroom in Copenhagen to showcase Finnish interior products to B2B and B2C contacts. There will be approx. Six Finnish brands for each quarter chosen by the showroom
Seoul Living Design Fair	7.-11.3.2018	Finland Pavilion at Seoul Living Design Fair. Biggest international design fair in Seoul with expected 250.000 visitors in the course five days.
Cooperation with Made by Choice showroom, Milan	17.-22.4.2018	The point of reference for the furnishing and a global trend showcase. Lifestyle Finland cooperation with Made by Choice will organize a showroom including media and buyer networking event
Japanese contract sales delegation to Finland	14.-18.5. 2018	Group of contract market professionals visiting Helsinki and local companies for two days
Nordic Design in New York	21.5.2018	At the matchmaking event you will meet American designers, architects, retailers and distributors reaching out to both the contract market as well as the private market.
3daysofdesign at Design Werck, Copenhagen	24.-26.5.2018	3daysofdesign Copenhagen unveil new concepts in lifestyle, lightning and interior design. Lifestyle Finland will organize events to meet architects, designers, buyers and media.
ILT, Tokyo	30.5.-1.6.2018	Interior Lifestyle Tokyo fair at Tokyo Big Sight with Nordic Area
Lifestyle Finland showroom during Habitare, Helsinki	12.-16.9.2018, showroom 13.9.2018	Lifestyle Finland showroom during Habitare for international buyers & guests
Contract sales event, Copenhagen	November 2018	Contract sales event at Design Werck for Finnish design companies to meet Danish architects, interior architects and designers.
Lifestyle Finland: Design, Seoul	October 2018	Two day market event for design brands in Korean market.
IFFT, Tokyo	14.-16.11.2018	The sister fair of ILT, ideal for furniture and other interior items with a Finland Pavilion
Contract Sales Days, Tokyo	November 2018	Two day program right after IFFT, additional meetings for Finnish companies in the contract sales market.

# Lifestyle

ACTIVITY	DATE	EXPLANATION
Meet the buyer, London	7.6.2018	One afternoon showroom for online buyers at the Finnish Cultural Institute in London.
German showroom	25.10.2018	Showing Finnish lifestyle products in Berlin for German buyers, influencers and media.

# Coaching 2018

April  
2018

**Branding**  
**Wed-Fri**  
**11.-13.4.**

May  
2018

**Sales pitch**  
**Thu-Fri 3.-4.5.**  
**Mon-Wed**  
**14.-16.5.**

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June  
2018

August  
2018

**Funding**  
**Thu 16.8.**  
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**Sales management**  
**Tue 15.8**  
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**Advisory &**  
**leadership**  
**Wed 22.8.**  
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**Sales pitch**  
**Follow up (week**  
**35 tbc)**

September  
2018

**Branding**  
**Follow up**  
**(week 37 tbc)**

**Digital presence**  
**Wed 19.9.**

**IPR**  
**Wed 26.9.**