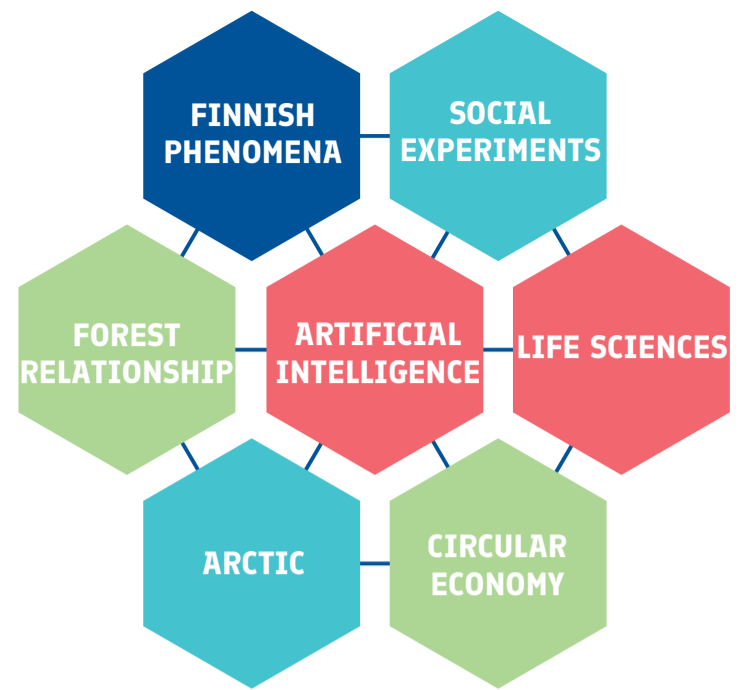


# 2018

## FINLAND PROMOTION BOARD CALENDAR



FINLAND'S KEY STRENGTHS (unchanged from year to year):

- Functionality and wellbeing
- Nature and sustainable development
- Education and know-how

### Talent Boost

Finland's everyday life, lifestyle, working life, higher education institutions and companies as an attractive option for the world's top experts.

#### JANUARY

■ BASIC INCOME PILOT AND OTHER EXPERIMENTS



- Arctic Frontiers Conference, Norway
- World Economic Forum, Switzerland



- Presidential election
- Reform of vocational education and training launched
- Lux Helsinki

#### MAY

■ ARTIFICIAL INTELLIGENCE AND EVERYDAY LIFE



- World Press Freedom Day
- Europe Day
- International Day of Families



- Millennium Technology Prize
- Restaurant Day
- Helsinki New Fashion Showcase

#### SEPTEMBER

■ BEST FINNISH CHILDREN'S BOOKS



- UN General Assembly
- International Day of Peace
- International Literacy Day



- Helsinki Design Week
- New Children's Hospital will open its doors in autumn

#### FEBRUARY

■ FINLAND AND WINTER OLYMPIC GAMES

- International Day of Women and Girls in Science
- International Mother Language Day
- Mobile World Congress, Spain
- Winter Olympic Games, South Korea

#### JUNE

■ FINLAND'S TOP LIFE SCIENCE TEAMS

- FIFA World Cup Russia
- World Environment Day
- World Refugee Day

#### OCTOBER

■ CIRCULAR ECONOMY: EVERYBODY WINS

- World Food Day
- World Teachers' Day
- World Circular Economy Forum 2018, Japan

- Nordic Business Forum
- Sauna Day

#### MARCH

■ FINNISH WEATHER

- International Women's Day
- World Water Day
- World Wildlife Day
- International Day of Forests
- International Day of Happiness

- Arctic Meteorological Summit, Levi, Finland

#### JULY

■ HOTTEST SUMMER CITIES

- FIFA World Cup Russia

- Savonlinna Opera Festival
- Pori Jazz (and SuomiAreena public debate forum)
- And much more

#### NOVEMBER

■ ARTIFICIAL INTELLIGENCE AND START-UPS

- Universal Children's Day
- International Day for Tolerance

- Slush start-up event

#### APRIL

■ A FINNISH PHENOMENA THAT MAKES YOU HAPPY

- World Health Day

#### AUGUST

■ EVERYDAY LIFE OF A YOUNG SáMI

- International Day of the World's Indigenous Peoples

- Helsinki Festival
- Flow Festival
- Tubecon

#### DECEMBER

■ LIBRARY CAVALCADE

- International Anti-Corruption Day
- Human Rights Day
- Santa leaves for Christmas

- Finland 101 years of independence
- Helsinki Central Library opens
- Basic income experiment ends

## Promised materials

- The Story of Finland, main messages and Finland's offerings for FBP's use.
- Social media mini-campaigns in English, Russian and Chinese (ThisisFINLAND).
- Articles on thisisfinland.fi in eight languages.
- Other tools of the main themes in Finland Toolbox.
- ThisisFINLAND Magazine in several languages, covering the main themes.
- and more.

## Visits for journalists and opinion leaders

Hundreds of foreign journalists and opinion leaders visit Finland annually on the invitation of the Government, regional actors or event organisers. A large number of them participate in programmes built around a certain theme. In central government, the majority of the visits are managed by the Ministry for Foreign Affairs (VIE-40, the Unit for Communications on Asia, Africa and the Americas, is responsible for the coordination) and, as a part of Finpro, Visit Finland and Finnfacts.

## Työkalut

- [toolbox.finland.fi](http://toolbox.finland.fi)  
(public)
- [intra.team.finland.fi](http://intra.team.finland.fi)  
(TF internal)

## Priority countries in country branding work of the Ministry for Foreign Affairs in 2016-18:

- |                 |                  |          |          |               |
|-----------------|------------------|----------|----------|---------------|
| • United States | • Germany        | • France | • Turkey | • Poland      |
| • Russia        | • United Kingdom | • Japan  | • Mexico | • South Korea |
| • China         |                  | • India  | • Egypt  |               |

