

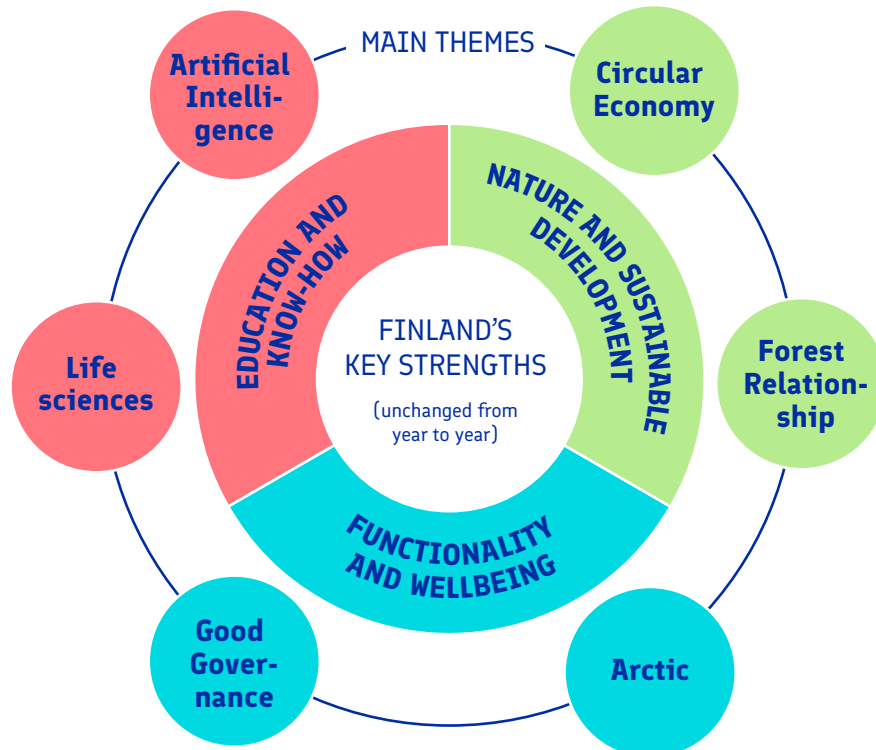
2019 FINLAND PROMOTION BOARD CALENDAR

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 in eight languages.
- Other tools of the main themes in Finland Toolbox.
- ThisisFINLAND Magazine in several languages, covering the main themes.

Equality

Finland believes in equality and knows the value of doing things together. Aiming at an equal start and equal opportunities for all is a proven recipe for success.



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). Finnfacts and Visit Finland manage visits under the auspices of Business Finland.

Tools



toolbox.finland.fi
(public)

Priority countries in country branding work of the Ministry for Foreign Affairs in 2019–2021



- United States
- Mexico
- Brazil
- Germany
- United Kingdom
- France
- Norway
- Sweden
- South Africa
- Russia
- India
- China
- South Korea
- Japan

Finland Promotion Board Calendar 2019

JANUARY

INTERNATIONAL

18–27 International Green Week Berlin (Finland is the partner country)

22–25 World Economic Forum, Davos

FINLAND

5–9 Lux Helsinki

5G commences in Finland

 Art and Design feat. AI

FEBRUARY

INTERNATIONAL

11 International Day of Women and Girls in Science

21 International Mother Language Day

25–28 Mobile World Congress, Spain

FINLAND

50th anniversary of Finland's OECD membership

 Smart City

MARCH

INTERNATIONAL

3 World Wildlife Day

8 International Women's Day

20 International Day of Happiness

21 International Day of Forests

22 World Water Day

29 Official date for UK leaving the EU

FINLAND

19 Minna Canth's 175th birthday
Arctic Council Summit

International Summit on the Teaching Profession, Finland

 Finnish Teacher

APRIL

INTERNATIONAL

7 World Health Day

FINLAND

4–14 Ice Hockey Women's World Championships, Espoo

12–13 World Synchronised Skating Championships, Helsinki

14 Finnish parliamentary election

 Biohackers go to Forest

MAY

INTERNATIONAL

3 World Press Freedom Day

9 Europe Day

15 International Day of Families

23–26 European Parliament election

Finnish presidency of the Council of Europe ends

Finland's term as chair of the Arctic Council ends

FINLAND

Arctic Council ministerial meeting, Rovaniemi

Restaurant Day

Helsinki New Fashion Showcase

 Everyday Life in the Arctic Region

JUNE

INTERNATIONAL

5 World Environment Day

20 World Refugee Day

FINLAND

1 Commemorating the Prohibition era (100th anniversary of the prohibition law of June 1, 1919)

3–4 World Circular Economy Forum, Helsinki

11–13 HIMSS Europe 2019 & Health 2.0 2019 Conference, Helsinki

28–30 Tuska Open Air Metal Festival, Helsinki

 Finnish Health Data

JULY

INTERNATIONAL

Finnish presidency of the European Union starts

FINLAND

18–20 Pori Jazz Festival

SuomiAreena public debate forum, Pori

Savonlinna Opera Festival

 The Young and the Active

AUGUST

INTERNATIONAL

9 International Day of the World's Indigenous Peoples

FINLAND

Helsinki Festival

Flow Festival, Helsinki

Tubecon, Helsinki

 Ordinary Family Life

SEPTEMBER

INTERNATIONAL

8 International Literacy Day

17– UN General Assembly

21 International Day of Peace

28– World Athletics Championships, Qatar

FINLAND

5–8 Sibelius Festival, Lahti

24–27 European Association for International Education's annual conference, Helsinki

Helsinki Design Week

World Tourism China Federation Summit, Helsinki

World BioEconomy Forum, Kuusamo

 Sustainability as a Lifestyle

OCTOBER

INTERNATIONAL

5 World Teachers' Day

16 World Food Day

FINLAND

Nordic Business Forum

Sauna Day

Finnish Music Hall of Fame opens in Helsinki

 Zero Waste

NOVEMBER

INTERNATIONAL

16 International Day for Tolerance

20 Children's Day

FINLAND

Slush, Helsinki

International Gender Equality Prize, Tampere

 Startups and Equality

DECEMBER

INTERNATIONAL

9 International Anti-Corruption Day

10 Human Rights Day




Finnish presidency of the European Union ends

FINLAND

24 Santa Claus embarks on his annual journey from his home in Finnish Lapland

 AI – Santa's Little Helper

Main themes

-  Nature and Sustainable Development
-  Functionality and Wellbeing
-  Education and Know-how