

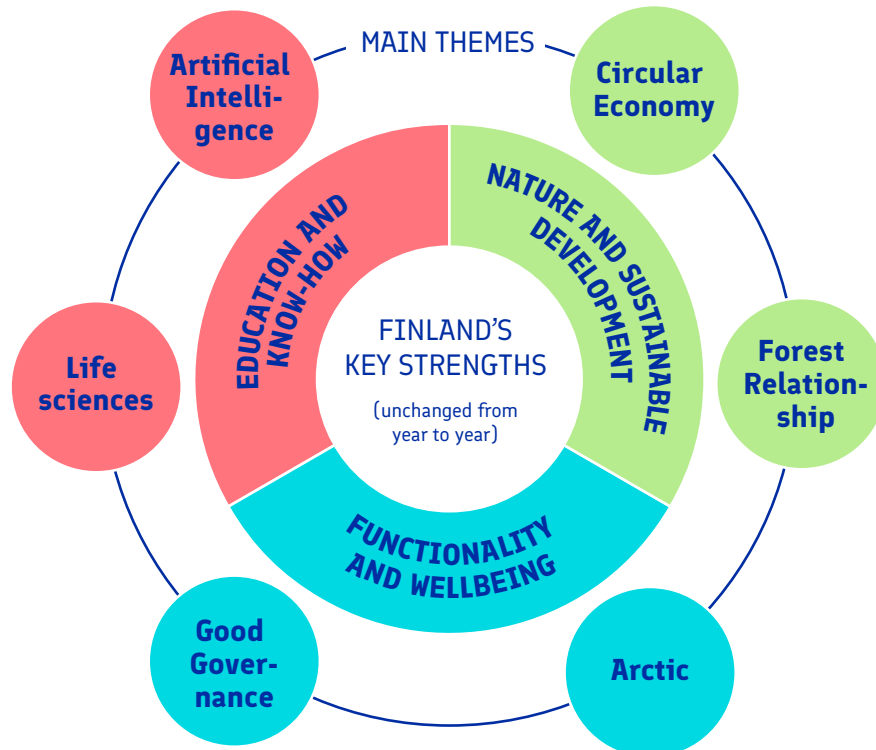
# 2019 FINLAND PROMOTION BOARD CALENDAR

## 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](https://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

### FINLAND

**14–15** International Summit on the Teaching Profession, Finland

**19** Minna Canth's 175th birthday

 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

**6–7** Arctic Council ministerial meeting, Rovaniemi

**16–17** 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)

**3–5** 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

**4–** Savonlinna Opera Festival

**12–20** Pori Jazz Festival

**15–19** SuomiAreena public debate forum, Pori

 The Young and the Active

## AUGUST

### INTERNATIONAL

**9** International Day of the World's Indigenous Peoples

### FINLAND

**9–11** Flow Festival, Helsinki

**16–17** Tubecon, Helsinki

**16–** Helsinki Festival

 Ordinary Family Life

## SEPTEMBER

### INTERNATIONAL

**8** International Literacy Day

**17–** UN General Assembly

**21** International Day of Peace

**28–** World Athletics Championships, Qatar

### FINLAND

**2–4** World Tourism China Federation Summit, Helsinki

**5–8** Sibelius Festival, Lahti

**5–15** Helsinki Design Week

**11–13** World BioEconomy Forum, Kuusamo

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

 Sustainability as a Lifestyle

## OCTOBER

### INTERNATIONAL

**5** World Teachers' Day

**16** World Food Day

### FINLAND

**3–4** Sauna Day

**9–10** Nordic Business Forum

**23–27** WOMEX, Tampere

Finnish Music Hall of Fame opens in Helsinki

 Zero Waste

## NOVEMBER

### INTERNATIONAL

**16** International Day for Tolerance

**20** Children's Day

### FINLAND

**21–22** 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

The up-to-date version of this calendar is available as a web page in Finland Toolbox.