

2021 FINLAND PROMOTION BOARD CALENDAR

Key Elements from Finland's Country Branding Strategy

Finland is known for embracing demanding challenges; when the situation looks impossible, we are at our best. In Finland, everyday life is the best in the world. Finland is an open, inventive, caring and well-functioning society, where competitiveness is built on high proficiency, sustainable development, open-mindedness and collaboration. Finland engages in international dialogue and seeks solutions through cooperation.

Your tools


toolbox.finland.fi

finland.fi

Highlights

Covid-19 has affected people's lives around the globe and created a need for new **innovations in education and health tech**. Finland is a forerunner in **digitalisation** and strives to create solutions that work all over the world.

Finland seeks to find **climate solutions** through education, research and innovation in cooperation with various societal actors, both domestically and internationally.

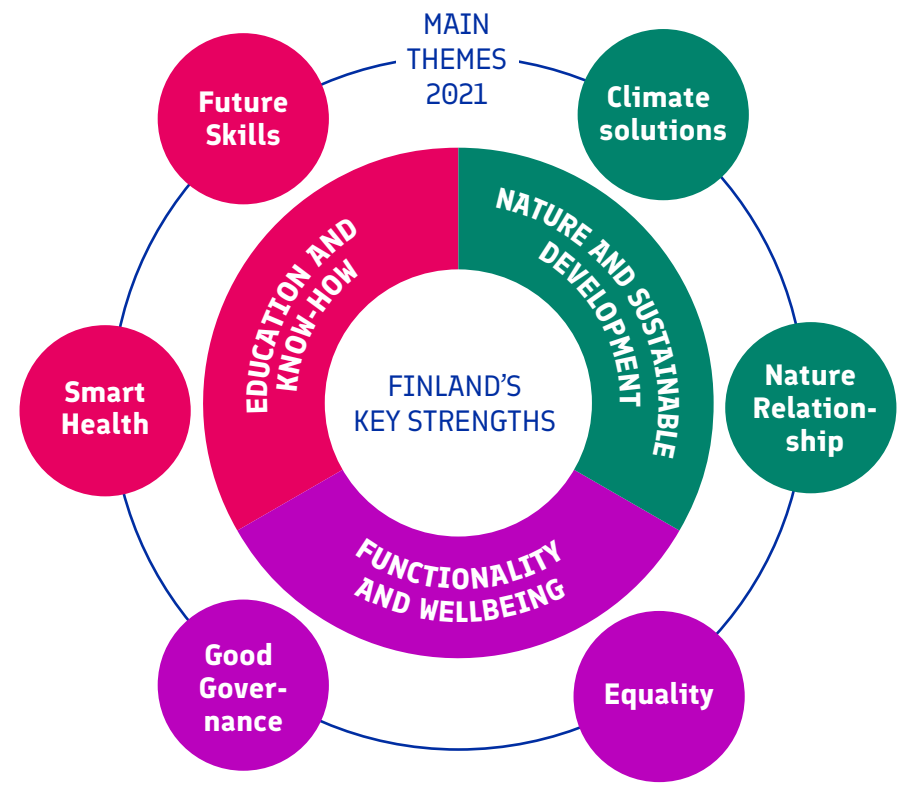
Good governance and equality form the basis of an inclusive society, generating wellbeing and happiness.

Priority countries in country branding work of the Finland Promotion Board in 2019–2021

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

Values and Identity

Reliable Quirky Problem-solving Equal Inclusive



Finland Promotion Board Calendar 2021

JANUARY

INTERNATIONAL

24. International Day of Education
25.-29. Davos Dialogues, The World Economic Forum, Online

FINLAND

Finnish Presidency of the Nordic Council of Ministers 2021

Finland as the Chair of the Freedom Online Coalition

Lahti, European Green Capital 2021

6.-10. Lux Helsinki

29.-30. Educa Fair of Teaching and Education, Helsinki

 Kid's innovations

FEBRUARY

INTERNATIONAL

6. Sámi National Day
11. International Day of Women and Girls in Science
11. European 112 Day
21. International Mother Language Day

FINLAND

5. Runeberg Day

28. Kalevala Day, Finnish Culture Day

 Active Winter

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

19. Minna Canth Day, Day of Equality

 Future skills

APRIL

INTERNATIONAL

7. World Health Day
22. Earth Day

FINLAND

9. Mikael Agricola Day, Finnish Language Day

13.-15.4. FinnBuild and Cyber Security Nordic Fairs, Helsinki

18. Municipal Elections

 Nature for All

MAY

INTERNATIONAL

3. World Press Freedom Day
9. Europe Day
15. International Day of Families
17. International Day Against Homophobia, Transphobia and Biphobia
22. The Eurovision Song Contest, Rotterdam, the Netherlands

FINLAND

1. Vappu, the Day of Finnish Labour

9. Mothers Day in Finland
Espoo Cinè International Film Festival, Espoo

 Living the Arctic

JUNE

INTERNATIONAL

5. World Environment Day
8. World Oceans Day
11.6-11.7. UEFA EURO 2021
18. Sustainable Gastronomy Day
20. World Refugee Day

FINLAND

9. 100th anniversary of Åland's autonomy

12.6.-26.9. Helsinki Biennial 2021, Vallisaari

16.-20.6. Midnight Sun Film Festival, Sodankylä

16.-22.6. Kuopio Dance Festival

17.-19.6. Sideways Festival, Helsinki

26. Midsummer Day, Day of the Finnish Flag

 A Happy Hän

JULY

INTERNATIONAL

23.7-8.8. Tokyo 2020 Olympics, Japan

FINLAND

2.-4. Tuska Open Air Metal Festival, Helsinki

12.-17.7. Helsinki Cup

16.-17.7. Bättre Folk Festival, Hailuoto

2.-31.7. Savonlinna Opera Festival

9.-17.7. Pori Jazz Festival

12.-16.7. SuomiAreena Public Debate forum, Pori

Finlayson Art Area, Tampere

 A Home in Finland

Main themes

 Nature and Sustainable Development

 Functionality and Wellbeing

 Education and Know-how

AUGUST

INTERNATIONAL

9. International Day of the World's Indigenous Peoples
12. International Youth Day
23.8-6.9. Tokyo 2020 Paralympics, Japan

FINLAND

2.-8. Tampere Theatre Festival

6.-7. WKND Festival

9. Tove Jansson and Finnish Art Day

13-15. Flow Festival, Helsinki

19. Night of the Arts, Helsinki

19.8-5.9. Helsinki Fest

28. Finnish Nature Day

 The Finnish Code

SEPTEMBER

INTERNATIONAL

8. International Literacy Day
13.-15.9. World Circular Economy Forum, Toronto
15. International Day of Democracy
14.-30. UN General Assembly, New York
21. International Day of Peace
26. European Day of Languages

FINLAND

4. National Finnish Food Day
International Jean Sibelius Conference, Hämeenlinna

Helsinki Design Week

World BioEconomy Forum, Ruka

Helsinki International Film Festival, Love & Anarchy

 Urban food

OCTOBER

INTERNATIONAL

Election of the Human Rights Council for 2022-2024, Finland is a candidate.

1.10-31.3.2022 Expo 2020, Dubai, UAE

31. National Day of Finland, Expo 2020

5. World Teacher's Day

16. World Food Day

24. United Nations Day

FINLAND

Sibelius Festival, Lahti

VocalEspoo International Festival of Vocal Music

28.-31. Helsinki Book Fair and Wine and Food Fair

29.-30. Nordic Business Forum, Helsinki

 Circular economy

NOVEMBER

INTERNATIONAL

16. International Day for Tolerance
20. Children's Day

FINLAND

6. Finnish Swedish Heritage Day

Slush, Helsinki

Helsinki Education Week

 Startupup

DECEMBER

INTERNATIONAL

3. International Day of Persons with Disabilities
9. International Anti-Corruption Day
10. Human Rights Day

FINLAND

6. Independence Day of Finland

8. Jean Sibelius Day, Day of Finnish Music

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

 Climate Innovations

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