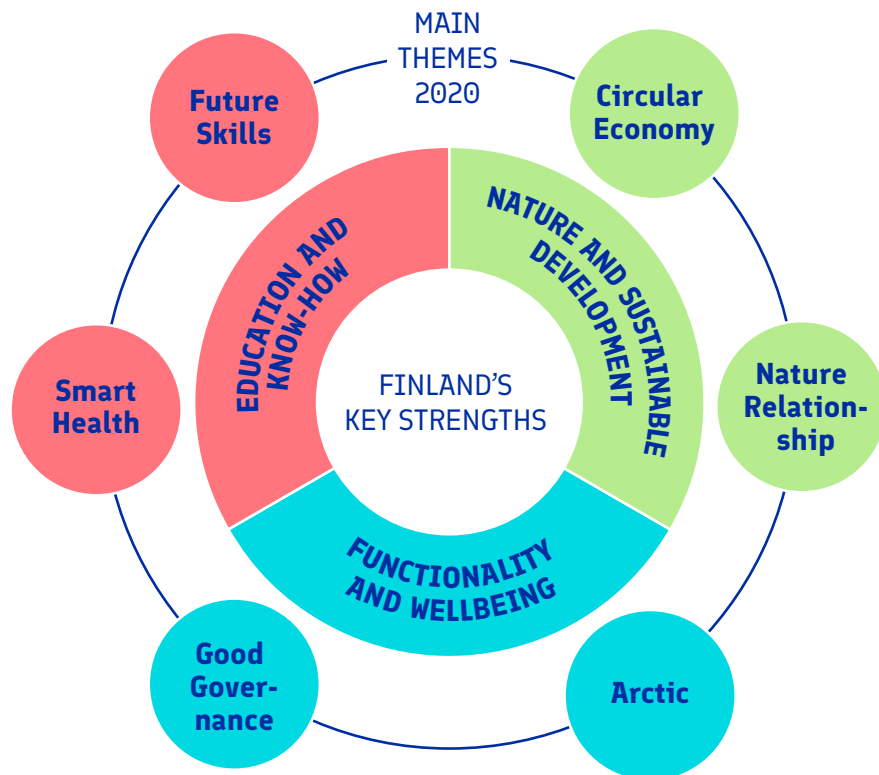


2020 FINLAND PROMOTION BOARD CALENDAR

Values and Identity

Reliable Quirky Problem-solving Equal Inclusive



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



this is **FINLAND**

finland.fi

Hän

Equality, transparency and trust build happiness, and are the foundations of an inclusive society. Finland believes that an open dialogue and working together are the ways to change things for the better.

These themes and other stories from the heart of Finnish society are presented through Hän, the inclusive Finnish personal pronoun that stands for equal opportunity. Hän was introduced to the world in 2019 and the story continues in 2020. finland.fi/hän



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

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

Finland Promotion Board Calendar 2020

JANUARY

INTERNATIONAL

21–24 World Economic Forum, Davos, Switzerland

FINLAND

4–8 Lux Helsinki

24–25 Educa Fair of Teaching and Education, Helsinki

 Finnish Innovations

FEBRUARY

INTERNATIONAL

11 International Day of Women and Girls in Science

21 International Mother Language 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

 Future Skills

APRIL

INTERNATIONAL

7 World Health Day

 Clean Water 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

FINLAND

4–7 Children First International Conference, Helsinki

8 Touko Laaksonen's (Tom of Finland) 100th birthday

26–28 HIMSS Europe 2020 & Health 2.0 Conference, Helsinki

 Arctic Culture

JUNE

INTERNATIONAL

5 World Environment Day

8 World Oceans Day

12– UEFA European Football Championships

18 Sustainable Gastronomy Day

20 World Refugee Day

FINLAND

12– Helsinki Biennial 2020, Vallisaari

26–28 Tuska Open Air Metal Festival, Helsinki

 Equal Health

JULY

INTERNATIONAL

24 2020 Summer Olympics Opening Ceremony, Tokyo, Japan

FINLAND

3– Savonlinna Opera Festival
Pori Jazz Festival

13–17 SuomiAreena public debate forum, Pori
Weekend Festival, Helsinki

 A Home in Finland

Main themes

 Nature and Sustainable Development

 Functionality and Wellbeing

 Education and Know-how

 ThisisFINLAND social media campaign and Twitter chat

AUGUST

INTERNATIONAL

9 International Day of the World's Indigenous Peoples

12 International Youth Day

25 2020 Summer Paralympics Opening Ceremony, Tokyo, Japan

FINLAND

3–9 Tampere Theatre Festival

14–16 Flow Festival, Helsinki
Helsinki Festival

 A Pupil's Perspective

SEPTEMBER

INTERNATIONAL

8 International Literacy Day

15 International Day of Democracy

15– UN General Assembly

21 International Day of Peace

FINLAND

4 National Finnish Food Day

7–9 International Jean Sibelius Conference, Hämeenlinna

3–13 Helsinki Design Week

9–11 World BioEconomy Forum, Ruka

 Seasonal Food

OCTOBER

INTERNATIONAL

5 World Teachers' Day

16 World Food Day

20 Expo 2020 opens, Dubai, UAE

24 United Nations Day

FINLAND

7–9 FinnBuild and Cyber Security Nordic Fairs, Helsinki

15–18 Sibelius Festival, Lahti

19–25 VocalEspoo, International Festival of Vocal Music, Espoo

Nordic Business Forum, Helsinki
Helsinki International Film Festival

 Circular Economy Q&A with Finland

NOVEMBER

INTERNATIONAL

16 International Day for Tolerance

20 Children's Day

20 Expo 2020 Finland's National Day

FINLAND

Slush, Helsinki

Helsinki Education Week

 Finnish Startups Saving the World

DECEMBER

INTERNATIONAL

3 International Day of Persons with Disabilities

9 International Anti-Corruption Day

10 Human Rights Day

FINLAND

20 Väinö Linna's (author of "The Unknown Soldier") 100th birthday

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

 Circular Economy Advent Calendar

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