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.

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
### January
- **International**
  - 21–24 World Economic Forum, Davos, Switzerland
- **Finland**
  - 4–8 Lux Helsinki
  - 24–25 Educa Fair of Teaching and Education, Helsinki

### 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

### April
- **International**
  - 9 World Health Day
  - 7 World Press Freedom Day
  - 9 Europe Day
  - 15 International Day of Families
  - 15 International Day Against Homophobia, Transphobia and Biphobia
  - Future Skills

### May
- **International**
  - 3 World Press Freedom Day
  - 9 Europe Day
  - 15 International Day of Families
  - 17 International Day Against Homophobia, Transphobia and Biphobia

### June
- **International**
  - 5 World Environment Day
  - 8 World Oceans Day
  - 12–18 UEFA European Football Championships
  - 18 Sustainable Gastronomy Day
  - 20 World Refugee Day

### July
- **International**
  - 20 Summer Olympics Opening Ceremony, Tokyo, Japan

### August
- **International**
  - 9 International Day of the World’s Indigenous Peoples
  - 12 International Youth Day
  - 25 Summer Paralympics Opening Ceremony, Tokyo, Japan

### September
- **International**
  - 8 International Literacy Day
  - 15 International Day of Democracy
  - 15 UN General Assembly
  - 21 International Day of Peace

### October
- **International**
  - 3 World Teachers’ Day
  - 15 International Day of Tolerance
  - 20 Expo 2020 opens, Dubai, UAE
  - 24 United Nations Day

### November
- **International**
  - 3 International Day of Persons with Disabilities
  - 9 International Anti-Corruption Day
  - 10 Human Rights Day

### December
- **International**
  - 3 International Day of Persons with Disabilities
  - 9 International Anti-Corruption Day
  - 10 Human Rights Day

### Finland
- **International**
  - 2020 Summer Olympics Opening Ceremony, Tokyo, Japan
  - 2020 Summer Paralympics Opening Ceremony, Tokyo, Japan

- **Finland**
  - 3–9 Tampere Theatre Festival
  - 14–16 Flow Festival, Helsinki
  - 4–7 Helsinki Biennial 2020, Vallisaari
  - 3–7 Finlandia Hall 2020

### Main themes
- Nature and Sustainable Development
- Functionality and Wellbeing
- Education and Know-how
- ThisisFINLAND social media campaign and Twitter chat

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