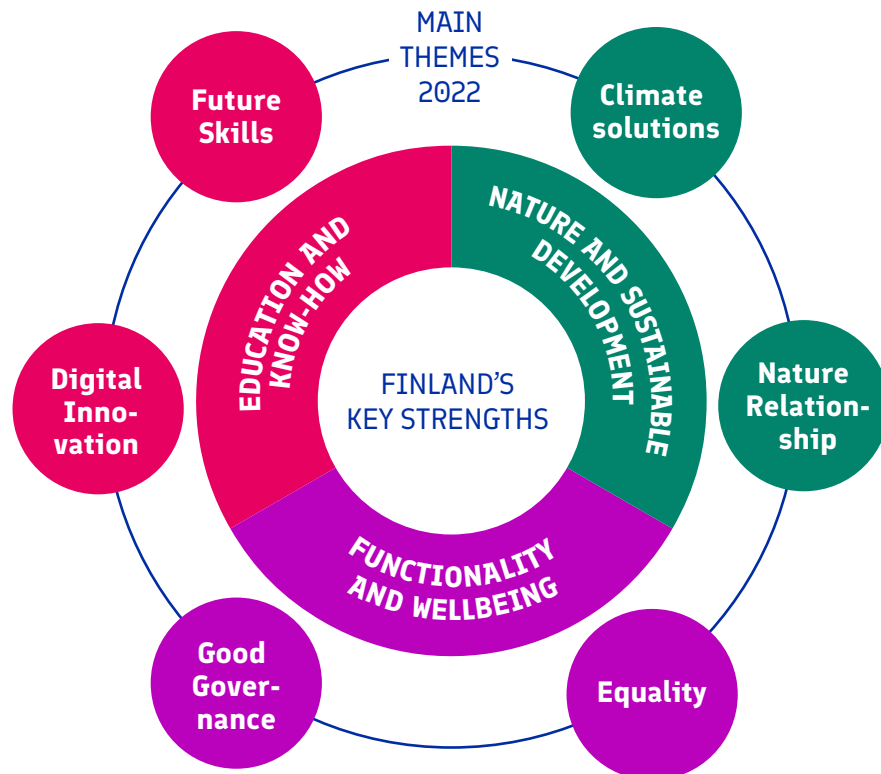


2022 FINLAND PROMOTION BOARD CALENDAR

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 take action. In Finland, everyday life is the best in the world. Finland is an open, caring, innovative and well-functioning society, where competitiveness is built on high proficiency, sustainable development, and collaboration. Finland engages in international dialogue and seeks solutions through cooperation.

Your tools



toolbox.finland.fi



this is
FINLAND

finland.fi

Highlights

Finland is a nation of problem solvers. From **digital innovation** to **future skills** in education, research and business, Finns are always looking for new ways to add to the quality of everyday life. Our **good governance** and strong emphasis on **equality** ensure that everyone is included in this pursuit.

The Finnish people's **resilience** and **happiness**, even in extraordinary times and difficult circumstances, is rooted in this tendency to **trust** each other and come together to find solutions that help everyone. Finland's response to COVID-19 is an example of this.

Now Finland has focused its resources and know-how to producing world-changing **climate solutions**. Our long-standing experience in sustainability stems from our strong nature relationship. We are eager to share our ideas and solutions with others to tackle common challenges. It's time to build a better future for everyone through scaling up innovation, and global co-creation.

Priority countries in country branding work of the Ministry for Foreign Affairs in 2022

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

Finland Promotion Board Calendar 2022

JANUARY

INTERNATIONAL

Davos Dialogues, The World Economic Forum

24. International Day of Education

FINLAND

28.-29. Educa Fair of Teaching and Education

31.1.-6.2. Helsinki Documentary Film Festival

 Game Industry Expats

FEBRUARY

INTERNATIONAL

4.-20. Winter Olympics, Beijing

6. Sámi National Day

11. International Day of Woman 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

4.-13. Paralympic Winter Games, Beijing

8. International Women's Day

20. International Day of Happiness

21. International Day of Forests

22. World Water Day

23. Nordic Day/Nordens Dag

FINLAND

9.-13. Tampere Film Festival (<https://www.tamperefilmfestival.fi/>)

19. Minna Canth Day, Day of Equality

16.-18. Gastro Helsinki

16.-17. PacTec, FoodTec, PlastExpo Nordic 2022

Music Festival, Oulu

 Baby Box

APRIL

INTERNATIONAL

7. World Health Day

22. Earth Day

FINLAND

6.-10. Tampere Biennale

9. Mikael Agricola Day, Finnish Language Day

 Environmental Education

MAY

INTERNATIONAL

3. World Press Freedom Day

9. Europe Day

15. International Day of Families

17. International Day Against Homophobia, Transphobia and Biphobia

10-12-14.5 The Eurovision Song Contest, Italy

FINLAND

1. Vappu, the Day of Finnish Labour

8. Mothers Day in Finland

13.-29. Ice Hockey World Championship, Tampere-Helsinki

18.-29. The 12th International Jean Sibelius Violin Competition

 Local Food

JUNE

INTERNATIONAL

5. World Environment Day

8. World Oceans Day

18. Sustainable Gastronomy Day

20. World Refugee Day

FINLAND

Finlayson Art Area

Midnight Sun Film Festival, Sodankylä

15.-21. Kuopio Dance Festival (<https://www.kuopiodancefestival.fi/esiintyjaksi>)

24. Midsummer Day, Day of the Finnish Flag

 Smart Cities

JULY

FINLAND

3.-9. Helsinki Cup Football Tournament

Bättre Folk Festival

Pori Jazz Festival

SuomiAreena Public Debate Forum

27.-30. Maritime Festival, Kotka

 Work-life balance

AUGUST

INTERNATIONAL

9. International Day of the World's Indigenous Peoples

12. International Youth Day

FINLAND

Tampere Theatre Festival

9. Tove Jansson and Finnish Art Day

Night of the Arts

Helsinki Festival

28. Finnish Nature Day

Espoo Ciné International Festival, Espoo

 Educating Educators

SEPTEMBER

INTERNATIONAL

8. International Literacy Day

World Circular Economy Forum

15. International Day of Democracy

13.-27. 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

Helsinki International Film Festival, Love & Anarchy

 Autumn Colors & Climate solutions

OCTOBER

INTERNATIONAL

5. World Teacher's Day

16. World Food Day

24. United Nations Day

FINLAND

Sibelius Festival, Lahti

VocalEspoo International Festival of Vocal Music

Helsinki Book Fair and Wine and Food Fair, Helsinki

Nordic Business Forum, Helsinki

 Sauna & Health

NOVEMBER

INTERNATIONAL

16. International Day for Tolerance

20. World Children's Day

21.11.-18.12. FIFA World Cup, Qatar

FINLAND

6. Finnish Swedish Heritage Day

Slush, Helsinki

Helsinki Education Week

 Digital Innovations

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

 Advent Calendar

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.