

Food Business Summit 2022 - WELCOME!

- **Date:** 23.-24.3.2022
- **Place:** Seinäjoki, Finland

The Food Business Summit 2022 will be organised in the city of Seinäjoki, South Ostrobothnia as a two-day event on the 23rd and 24th of March.

The first day of the summit is directed for the international partners and presents the current activities of Food Business Development in the region of South Ostrobothnia, Finland.

The second day of the summit is directed for Food SMEs concentrating on future food trends as well as promotion of SMEs' food products.

Both days offer good networking possibilities for both national and international Food SMEs and Food Business Developers.

The summit is organised in collaboration between few key organisations in the food sector, including. The partnering organisations are Into Seinäjoki Business Development, Seinäjoki University of Applied Sciences and Regional Council of South Ostrobothnia. The international day on the 23rd of March is organised as an interregional learning event of Interreg Europe FRIDGE project.

Registrations for international guests are open until 7th of March. Do your registration here: [Registration for Food Business Summit 2022](#).

We warmly welcome you to join us in March! See you at Frami!

Information about the event in English will be updated here: [Food Business Summit 2022](#).

Contact information

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DRAFT AGENDA

Wednesday 23.3.2022

Food Business Summit day 1 - Day for international partners



The FRIDGE project welcomes partners, stakeholders and other interested participants from all over Europe to come learn about Food Business Development in South Ostrobothnia.

Venue: Frami Conference Center, Kampusranta 9 C, 60101 Seinäjoki, Finland. About the venue: [Frami in Brief](#). Location on [Google Maps here](#).

Registrations and costs:

- **Morning seminar:** Participation in the seminar is free, but registration is needed.
- **Lunch and tour at SeAMK laboratories:** Number of participants is limited to 45 participants. Registration is needed. The lunch at Prikka costs á 12 € for participants outside FRIDGE project.
- **Site visit and dinner at Kyrö Distillery:** Number of participants is limited to 50 and registration is needed. The cost of the dinner is á 58 € + drinks. The participation in tasting or cocktail school is around 20 €. Shuttle bus is provided for participants from Seinäjoki to Kyrö Distillery and back.

Registrations for international guests are open until 7th of March here: [Registration for Food Business Summit 2022](#).

| TIME | DAY 1 for International partners |
|--------------|--|
| 8:30 - 9:00 | Arrival, registrations and morning coffee at Frami B Building, Entrance Hall. |
| 9:00 - 12:00 | SEMINAR: Food Business and Food Business Development in South Ostrobothnia Auditorium 1, Frami B Building. |
| 9:00 - 9:15 | Welcoming words <i>Heli Seppelvirta, Regional Mayor, Regional Council of South Ostrobothnia</i> |
| 9:15 - 9:40 | Introduction to Food Business in South Ostrobothnia <i>Presented by Terhi Välisalo, Development Coordinator, Rural Women's Advisory Organisation of South Ostrobothnia.</i> |
| 9:40 - 10:40 | Presentation of selected local activities and good practices / PART I <ul style="list-style-type: none">• Food Innovation Networks: Food Team & Food Forum <i>Presented by Elina Koivisto, Expert, Into Seinäjoki Business Development</i>• Accelerating Growth and Internationalisation of Food SMEs <i>Presented by Kåre Björkstrand, Senior Advisor, Viexpo Ltd.</i> |

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| 10:40 - 10:55 | Coffee break |
| 10:55- 12:00 | <p>Presentation of selected local activities and good practices / PART II</p> <ul style="list-style-type: none"> • The label of the Food Province of Finland <i>Presented by Kirsi Varila, CEO, Rural Women's Advisory Organisation of South Ostrobothnia</i> • Research: Food, innovation and entrepreneurship in South Ostrobothnia <i>Presented by Silvia Gaiani, Senior Researcher, Helsinki University - Ruralia Institute</i> • Frami Food Lab: Education and testing platform for food processing technologies. <i>Presented by Karri Kallio, RDI Expert, SeAMK</i> |
| 12:00 - 13:30 | Food Province lunch at Prikka Living Lab Kitchen |
| | <p>Prikka is a Living Lab Kitchen at Seinäjoki University of Applied Sciences. The catering students are preparing a lunch, utilising local ingredients from the Food Province. Prikka is located in Frami F. Websites: https://prikka.seamk.fi/en/</p> |
| 13:30 - 15:00 | A tour at SeAMK laboratories |
| | <p>The tour will showcase the educational laboratories at Seinäjoki University of Applied Sciences located at Frami.</p> <ul style="list-style-type: none"> • Case 1: #FromWaste2Taste at Frami Food Lab. Demo of brewing beer of waste bread. • Case 2: #Robohand on duty. Demo of robotic hand serving food in hospitals. • Case 3: #XR technology and Food. <p>Division into 3 groups.</p> |
| 17:00 - 23:00 | Site visit and dinner at Kyrö Distillery |
| | <p>Kyrö Distillery is an excellent example of an innovative Food SME who through successful marketing and high-quality products has paved its way to the international markets. The Distillery is located in Isokyrö where they also have a tourism center and restaurant.</p> <p>Shuttle bus to the distillery takes about an hour from Seinäjoki. The shuttle bus will leave from the Seinäjoki city center at 17:00 and arrive back to Seinäjoki around 23:00.</p> <p>At the site visit participants will get a tour around the distillery and dinner. There is also a possibility to take part in a tasting or cocktail school, but costs of these must be covered by each participant themselves.</p> <p>Read more about Kyrö Distillery here: https://kyrodistillery.com/distillery/story/</p> |

Thursday 24.3.2022

Food Business Summit Day 2 - Day for Food SMEs

Food Business Summit Seminar with focus on Future Food Trends (from 9:00 to 14:00)

The seminar is directed to Finnish Food SMEs and most speeches are held in Finnish. Simultaneous interpretation is provided for international guests in English.

- Venue: Auditorium 2 at Frami B.
- Organiser: Into Seinäjoki Business Development

Local Food Fair (from 14:40 to 16:30)

Local producers are presenting their food products at the Local Food Fair set up in the entrance hall of Frami B.

Match-making (from 14:00 to 17:00)

Based on the participants a match-making event will be organized at the meeting rooms of Frami B.

Food Business Challenge Final - pitching of finalist business ideas (from 12:00 to 16:00)

Food Business Challenge is a national food business competition for students organized yearly by Seinäjoki University of Applied Sciences. More information about the competition here: [Food Business Challenge 2022](#).

The event consists of final pitches, voting for finalists and announce of the winner business idea.

- Venue: Frami F, yellow auditorium.
- Pre-registrations are needed.
- For international guests some parts of the event might be provided in English.

Registration and attendance fees:

Attendance fee for the seminar is 79 € (including lunch and coffee break caterings).

Finnish guests can register in the event on the FBS Event sites:

<https://tapahtumat.intoseinajoki.fi/fbs2022>

English guests: registrations together with Day 1 registration.

| TIME | DAY 2 for FOOD SMEs |
|---------------|--|
| 9:00 - 14:00 | Food Business Summit Seminar |
| | <p>Keynote 1: Consumer and technology trends and their affects for food. Elina Hiltunen, Futurist, DSc. (business administration), MSc. (chemical engineering). One of the 50 leading female futurists in the world (Forbes). https://www.whatsnext.fi/</p> |
| | <p>Hotspot 1: Changing international business. Esa Wrang, Head of Food Program, Food From Finland, Business Finland. LinkedIn.</p> |
| | Hotspot 2: TBA |
| | Coffee break & networking |
| 10:40 | <p>Keynote 2: From trends to new business - how is done? Piia Maaranen, CEO at Plantui Ltd, Member of the Board at Anton&Anton. LinkedIn.</p> |
| | Hotspot 3: TBA |
| | <p>Hotspot 4: Getting results from influencer marketing. Mirja Palola, CEO at somessa.com & co-founder of Taiga Chocolate. LinkedIn.</p> |
| 11:30 | Lunch break |
| 13:00 | Keynote 3: TBA |
| | <p>Hotspot 5: Taiga Chocolate going global. Tanja Davidov. CEO, sales director and Co-Founder at Taiga Chocolate.</p> |
| 13:50 - 14:00 | Closing words |

Partnering organisations and projects

Into Seinäjoki Business Development

- Organisation of the Food Business Summit Seminar and Local Food Fair
- Projects involved
 - FoodHub project
- Websites: <https://intoseinajoki.fi/en/>

Seinäjoki University of Applied Sciences

- Site visits at SeAMK laboratories and Prikka Living Lab
- Organisation of Food Business Challenge competition and Local Food Fair
- Projects involved
 - FoodHub project (European Regional Development Fund)
 - Food Province 2030 Strategy project (European Agricultural Fund for Rural Development)

Regional Council of South Ostrobothnia

- Organisation of the Day 1 for international partners
- Projects involved
 - [FRIDGE project \(Interreg Europe\)](#)



European Union

European Regional
Development Fund



The European Agricultural Fund for Rural Development

Europe investing in rural areas



European Union
European Regional
Development Fund



ETELÄ-POHJANMAAN LIITTO
Regional Council of South Ostrobothnia



SeAMK
SEINÄJOEN AMMATTIKORKEAKOULU
SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES