



MARKETS RESEARCH

Wild Forest Products in France



ARCTIC FLAVOURS ASC

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INTRODUCTION

The Arctic Flavours Association is a nationwide association for wild forest products specialising in wild berries, mushrooms, herbs and special forest products. The aims of the association are to promote the gathering, processing and use of wild forest products as well as to improve their quality.

Arctic Flavours Association was founded in 1993. The function of this association include the compiling and disseminating information regarding natural products and preparing and distributing educational material related to the field.

The association carries out nation-wide campaigns to promote gathering and consumption of wild forest products, organizes and develops educational opportunities relating to the field. It improves the quality of the products and other raw materials involved.

Arctic Flavours is in charge of monitoring domestic and international developments, supporting research efforts in the field and communicating the findings to companies in the industry.

It organizes and executes projects relating to the field to promote natural products. It make also pursuing initiatives aimed at improving operating conditions for the industry.

Arctic flavours help his members's companies to find partners in abroad and build their networks.

The Arctic Flavours Association is guided by the following values in its work such as health, concern for the environment, genuineness and safety.

The business concept and vision behind Arctic Flavours is to produce services that support the development of the wild forest products industry for the benefit of companies, stakeholders in the industry and citizens

The others services are to make wild forest products and the foods made from them a recognised part of a healthy diet in Finland and abroad.

Nowadays, France market could give real market opportunities for wild berries and wild berry products.

The aim of this report is to present the french wild forest products market to know how apprehend it and develop a marketing study to promote Finnish Wild Berries in France.

MARKETS OF WILD FOREST PRODUCTS IN FINLAND

COUNTRY SHEET



I. GENERAL DATA

- **Population:** 5,4 million. 1,4 million inhabitants in metropolitan area.
- **Surface:** 338,440 km²
- **Main city:** Helsinki
- **President:** M. Sauli Niinistö
- **Currency:** Euro
- **GDP :** 208 Billiards euro
- **GDP/inhabitant:** 37 820€
- **Growing rate for GDP :** 2,7% (2017)
- **IDE Stocks :** 92 340 millions USD en 2015
- **Rate for company :** 20%
- **Inflation rate:** -0,2 %
- **Distance between Paris and Helsinki:** on average 2856 km
- **Minister of Agriculture:** Jari Leppä

II. POLITICAL CONTEXT

Finland is a Republic based on the Constitution of 1 March 2000.
Its political system is parliamentarism.
The president is elected for 6 years.

III. ECONOMIC CONTEXT

Finland has financial difficulties.
Finland's budget deficit is now closely carefully by the European Commission.

- **International Trade**

French exportation toward Finland : 1,44 md € (2014)
French importations from Finland : 1,9 md € (2014)
Market Share of France: 3,3 % (2013)

IV. SOCIAL CONTEXT

The official language is Finnish and Swedish is also widely spoken in Finland. Sami is the mother tongue of 1900 peoples in Lapland.

The unemployment rate is 9.4%.
The young workers prefer to go to the biggest cities of the country to start a professional activity.

The share of renewable energies is rising sharply. This represents 40.1% of the energies.
The government signed the Kyoto treaty in April 1998.

Share of main sectors of activity in GDP are agriculture for 2.9%, industry with 29.2% and services with 68.7%.

V. TECHNOLOGICAL CONTEXT

The country has developed a highly performing digital economy. The country was congratulated and rewarded for it. Notably through the Nokia brand.

VI. ENVIRONMENTAL CONTEXT

The main religion is Christianity. Concerning the country risk, the country's economy is threatened: A3.

Consumption know a sustained positive growth for the decline in inflation. However, the country has lost competitiveness in recent years. An industrial crisis is affecting the country, which has led to a decline in productivity and rising labor costs.

Share of main sectors of activity in GDP

Agriculture: 2.9% - Industry: 29.2% - Services: 68.7%

VII. LEGAL CONTEXT

The political parties in Finnish power are the Keks against the party of the True Finns. For several years the country has welcomed many migrants. The customs threshold from which customs duties are charged shall be EUR 150. Finland, like most of the member states of the European Community, bases its Harmonized Tariffs Code on TARIC.

In Finland, there is the Everyman's right. You may walk, ski or cycle freely in the countryside expect in gardens, fields and plantations which could easily be damaged. You can stay or set up camp temporarily in the countryside, in a reasonable distance from homes. It's allow to fish with a rod and line. If you want to fish with a reel and lure from 18 until 64 years old, you have to get a statutory national fishing management fee. In Summer, you can row, sail, use a motor boat , swim or wash in inland water and the sea. In Winter, it's allow to walk, ski, drive a motor vehicle or fish on frozen lakes, rivers and the sea.

VIII. DIVERS INFORMATIONS

- **Finnish organism**

Kompass Suomi

Europages.fi

Business directory

The Minister of Agriculture

- **Intercultural Aspects**

The respect of his interlocutor and schedules is paramount. Finnish people do not use their hands to communicate. It is therefore necessary to avoid using his hands to speak.

Unlike a country such as France, silence is not always badly seen.

Overall, the atmosphere at work is relaxed.

The Finnish peoples are reserved at first but very open minded. Once the first contact is established, it is very easy to forge links with them.

They are very interested in the countries around them. They are curious and generous.

SECTORIAL ANALYSIS

I. OFFER

In Finland, there is an enormous supply of wild forest products. The berries for example are used in all kinds of products such as jam, pastries, drinks, mueslis, yoghurts, berry wines, liqueurs etc.

The forest represents 70% of the country's surface. It is also possible to gather them in the forest.

Local competition: Valio - Riitan Herkku - Roberts - Saarioinen - Pakkasmarja - Kiantama - Kaskein Marja - Polarica

National competition: Dr. Oetker Suomi Oy (Helsinki), HoistLocatel Ab Oy (Vantaa)

International competition: Au Versant du Sureau (Canada), Solex Agro (République Tchèque)

II. DEMAND

The demand is also high because Finnish people consume natural products practically at every meal and throughout the year.

Berries, herbs and mushrooms are highly use.

III. DISTRIBUTION

These products are commercialized in supermarket, directly at the producer, in corner shop, in factory outlets or through a website.

IV. REGULATION

In Finland, there is the Everyman's right. That is to say that everyone has the right to pick berries, mushrooms and flowers in the forest even if these berries are on someone's property. The pickers don't need to ask permission from the owners.

MARKETS OF WILD FOREST PRODUCTS IN FRANCE

COUNTRY SHEET

I. GENERAL DATA



- **Population:** 67 millions
- **Surface:** 643 801 km²
- **Main city:** Paris
- **President:** Emmanuel Macron
- **Currency of the republic:** “Liberty, Equality, Fraternity”
- **Distance between Helsinki and Paris:** on average 2856 km
- **Currency:** Euros €
- **GDP:** 2,422 billions USD in 2015
- **GDP/inhabitant:** 36 248,18 USD in 2015
- **IDE Stocks:** 772 030 millions USD en 2015
- **Minister of Agriculture:** Stéphane Le Foll

II. POLITICAL CONTEXT

In France, it's a democracy. There are several kind of power. First the executive power. The french president is elected for five years by direct universal suffrage. There is also the legislative power who is composed with the National Assembly and the Senate.

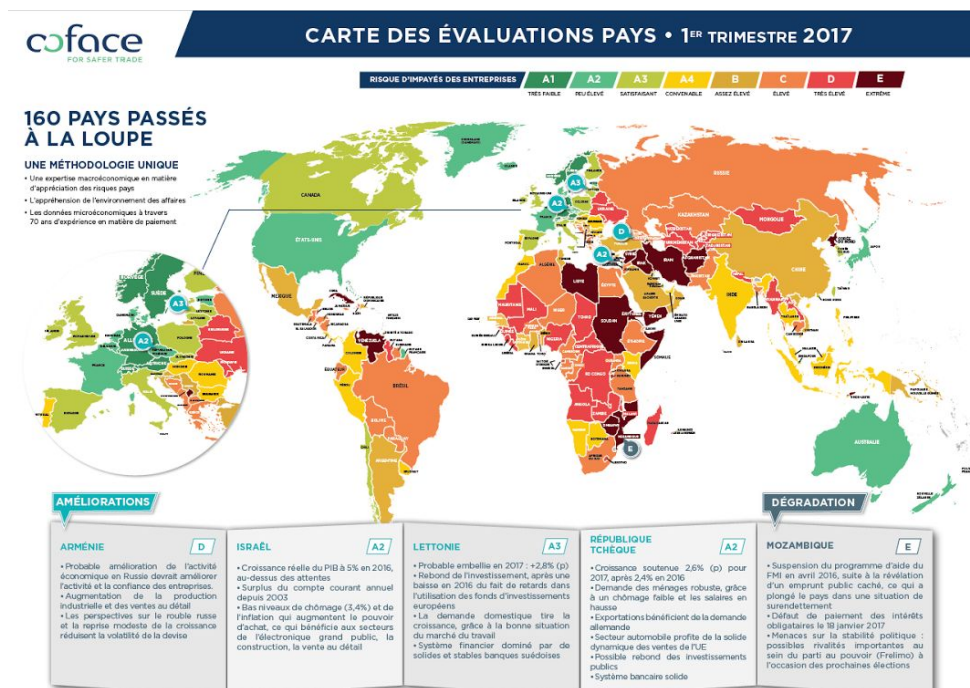
The main political parties in France is the Socialist Parties, The Republicans, En Marche, the National Front and the Left Front.

The new president is Emmanuel Macron since May 2017.

The next elections is in 2022 for the President and in June 2017 for the Parliamentary election.

● Country risk

France have no particular risk in the first semester of 2017. According to the french organism call Coface, France have a A2 risk.



● Adherence in economic areas

France take part in the European Union and Schengen Areas. France take part also in the OTAN, ONU and the OMC.

III. ECONOMIC CONTEXT

- **Company tax rate:** 12,1 % des recettes fiscales
- **Growing rate for GDP :** 1,3% en 2017
- **TVA:** 20%
- **Inflation rate:** 1,22% in 2017
- **Unemployment rate:** 9,6% in 2016
- **Trade balance:** -40,3 milliards d'euros

- **Current situation**

FRENCH LABOR REFORM AND ECONOMIC GROWTH

After a disappointing Q3, our Consensus Forecast for GDP growth in France this year and next is bleak.
Will this year's controversial labor reform be a help or a hindrance in the short run?

CONTRIBUTIONS TO GDP

France's already weak growth is set to decelerate next year. Growth is entirely reliant on domestic demand and especially private consumption, but these too are running out of steam. Private consumption usually suffers in the short-term when pro-growth structural reforms are introduced in a difficult economic climate.



NEW LABOR REFORM

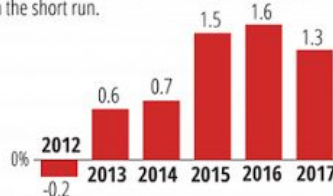
Scope for working hours beyond **35 hours/week**

Priority given to **firm-level** over sector-level agreements

It's cheaper for companies to **make layoffs**

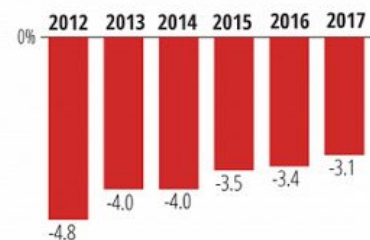
PRIVATE CONSUMPTION GROWTH

The transitional costs of the labor reform could cause private consumption to decelerate even further in the short run.



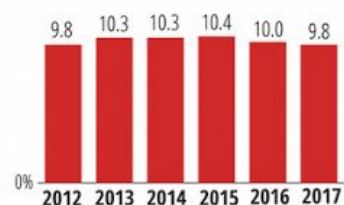
FISCAL DEFICIT (% of GDP)

Public debt remains persistently high at around 97% of GDP. Feeble growth puts France's fiscal consolidation efforts in jeopardy.



UNEMPLOYMENT

Structurally, the French economy has long suffered from a lack of competitiveness and high unemployment, which remains stubbornly around 10%.



Source: FocusEconomics Consensus Forecast France

FOCUS ECONOMICS

France is the ninth global economic power behind the United-Kingdom and Germany. The country is remove of the french crisis. The PIB stay at 1,3% since 2015. A better situation is expected for 2017. Firstly, the government want a decrease of the unemployment rate, a salary increase and moreover with the access of consumption credit.

The Brexit should be a negative point for the external demand.

The budget deficit is near 3,3% PIB.

The buying power stay low than his level in 2010.

In a second time, the french government want also to reduce the government spending.

Nevertheless, the government debt continue to increase. It is record at 97% of PIB.

The weakness of the euros is profitable to the exportations.

That allowed company to win competitiveness in domestic and international markets.

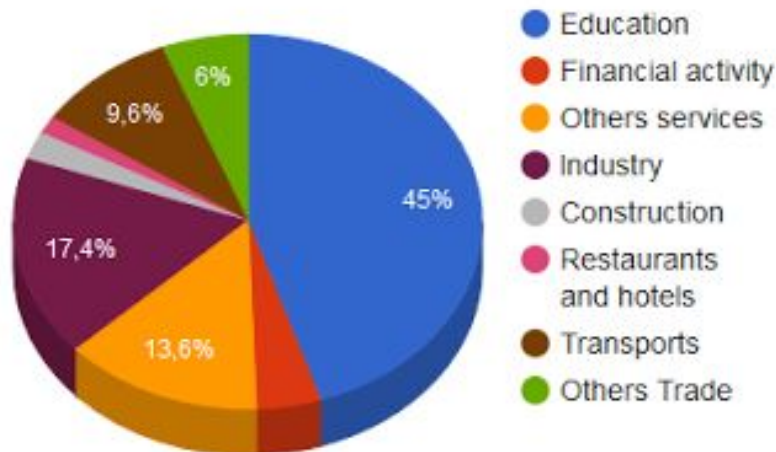
The french company have been able to restore their duty margins with the decrease of energy cost and the credit tax.

But nowadays the french government would like to accord the priority to the education with the higher education system and the researches.

France need to have severals structural reforms to stay strong against the budget debts, the unemployment and the competitiveness of company.

- **Main sectors activities**

French activities sectors for 2016



France is the first agricultural power in European Union. Nevertheless, the agricol activity represents just 3% of the population. The main french agricultural products is wine, meat and cereals. The producers receive subventions from the european government.

France have resort to the outsourcing with the process of deindustrialization.

The main industry sectors of France are the telecommunications, the electronic industry, cars industry, aerospace and the armaments.

The tertiary sector represent on average 80% of the french PIB and 4/3 of the active population work in this sector.
France is the first destination for sightseeing in the world with 84,5 millions of tourist foreigners in 2015. There is an increase of 0,9% just during 1 years.

Nevertheless, in 2016, the frequentation decrease due to two terrorists attacks in Paris in 2015 and another in Nice in 2016.

- **Foreign trade**

France is one of the eighth first puissance who exported around the world.
In 2015, the trade represents more 60% of his PIB.

However, the country have a strong structural commercial deficit.
Concerning the imports, that is developing quickly because french people buy lots of imported merchandises which one is selling less expensive in the local market.

However, the label “Made in France” is very important for french people. For them it’s a guarantee for quality.

Imports of energy are also weigh on the balance.

Moreover, in despite of the government’s wishes to promote innovation, the value added of french exports is relatively low.

The exports increase of 4,3% whereas the imports increase of 1,2%.

The main commercial partner of France are the European Union, the United-State and China.

The country import lots of consumer goods, vehicles, hydrocarbons and pharmaceuticals products.

France export mainly vehicles, hydrocarbons, pharmaceuticals products, wine and electronic product.

- **Imports with Finland**

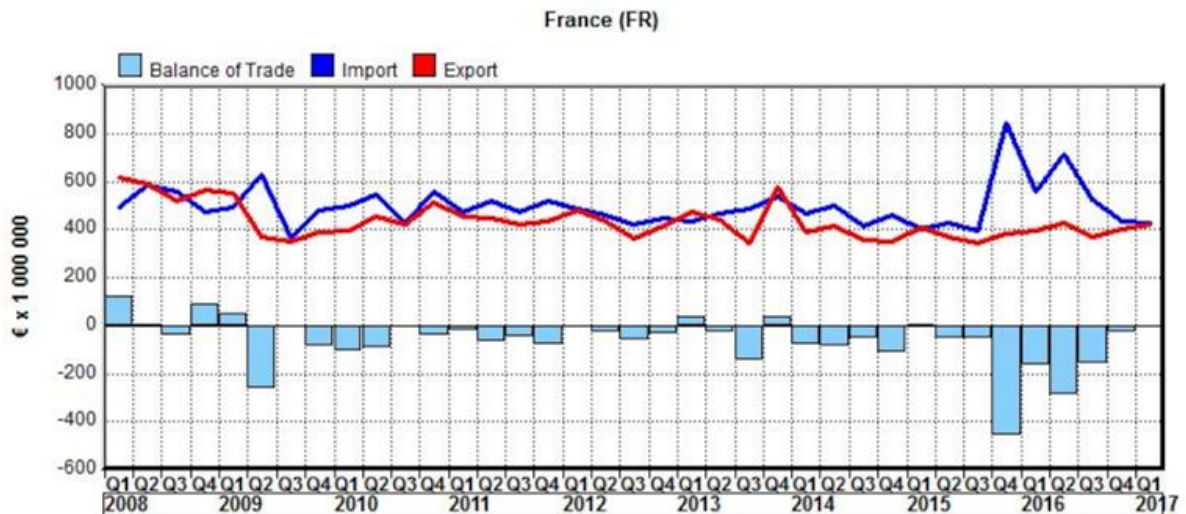
The french importation from Finland represent 2,2 mds USD for 2015.

The main products are paper and cardboard who represent 16,5% of import, wood for 5,2%, tractor 4,6% and chemical wood pulp, sodium hydroxide or sulphate with 4,6%.

- **Exports with Finland**

The french exports to Finland represent 2,2 mds USD for 2015 too.

The main products are plane, helicopters, Space vehicles with 21,8%, pharmaceuticals products for 3,6%, polymer 2,6% and motor vehicle with 2,5%.



After rising sharply between 2015 and 2016, imports declined to reach exports in the first part of 2017.

IV. SOCIAL CONTEXT

Despite the state of emergency and anti-terrorism laws, France was again touched by terrorist attacks in Paris and in Nice the 14th July.

The social climate has been agitated by protests against the Labor Act, by the controversies related to the burkini and by the indignation at the dismantling of the "jungle" of Calais.

In France there is social security for everyone. This is a set of device who help and protect individuals persons from the consequences of various events or situations, generally referred to as "social risks".

The risk can be in a work accident or health branch, the old-age and widowhood branch and finally in a family branch for accommodation or pension for example.

V. TECHNOLOGICAL CONTEXT

- **Aerospace and aeronautics research**

France achieve process in the aerospace and aeronautics since ten years. The French engineer continue to work in, to develop new process. This success comes notably from the sales of Airbus in abroad.

VI. ENVIRONMENTAL CONTEXT

- **The French Consumer**

In general, the price is essential in the purchase process of french consumers. Nevertheless the quality is increasingly important. The trends is to privilege products with a label or a certification. French people will rather buy local products, and they are more concerned by the respect of the environment and their health. In France, the biological is in full development.

Furthermore, the customer service become an important element for the final decision. The french consumer accord a special attention to the packaging. They prefer to have a carefully packaged, creative and eye-catching products.

France is one of the country where the purchase process is most often combines in the mode of pleasure. The main french consumption is turn toward leisure, culture and gift products. The french consumer is relatively wealthy person, impulsif and make frequent purchase.

However, french people like to try new flavours and news products but they need to have lots of innovation.

The French consumer is more sensitive to promotions, and also more easily retainable.

Every years, on average 50% of french people use the consumption credit. The young use that more than old people.

Nowaday, the online trade is very use in France. More than one french people buy on internet. According to Observatoire des Usages Internet de Médiamétrie ; a french institut, 34,7 millions people have already buy on internet in the first part of 2015. It represent an increase of 3% in just one year.

The online market represent 65 milliards of euros.

Nevertheless, the price of the average basket has fallen of 4% in one years so on average 81€.

This decrease stay since 4 years.

However the number of transaction per year increase since 2010. In 2010, there was only 12 transactions but now in 2016, a cyber buyer made 20 transactions per year.

In Internet, the main turn over concern the tourism, clothes and furnitures for home. The new consumer is Henceforth ultra-connected via computers, smartphones, tablets, connected TV, etc. So le m-commerce is doing very well because turnover passed from 2.6 to 4 billion euros in 2015.

The company have to adapt their offer to the new demand to stay competitive in the market. The consumer want to buy every where, whenever, get information quickly and have the products quickly too. Above all they want to benefit competitive prices.

- **Geographic location**

The location of France is ideal. Located at the crossroads of Northern Europe and Southern Europe, the North American continent and Asia, France take benefit on its geographical location.

One third of the population of the European Union, so 12 millions consumers live radius of 50 kilometers around Paris. Due to its very advantageous position. France is call "the crossroads of Europe". Its location has able the country to become an important transport and trade area. France has one of the densest and most efficient networks in the world. Indeed in France there are 146 km of road and 6.2 km of railways per 100 km².



- **Globalisation**

In a context of globalization of the economy, trade has become intense, accelerated, and more complex. To respond to the new logics of a competitive market, France have to adapt his transport to stay in the competitiveness of a globalized market

Transport systems are undergoing remarkable technological advances and are becoming increasingly rapid and interrelated. Transport is rapidly becoming a source of spatial integration for France.

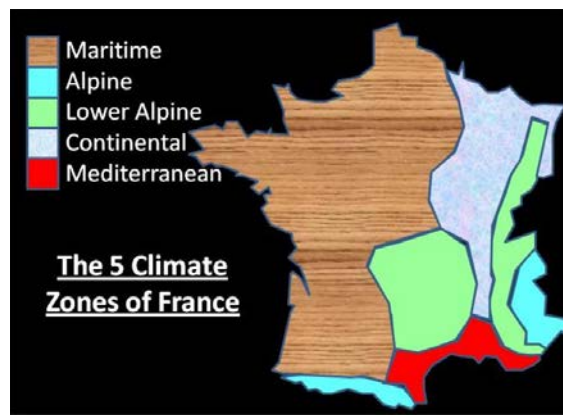
Cities are brought closer together thanks to these new transport systems.

Unfortunately, for economic reasons France favors the mains axes. So we can see increasing inequalities that threaten the cohesion of France. The population tends to closer to the main transport routes and abandoned little cities or unserved areas.

- **The Climate**

In France, the climate depends of the region. In the West and North-West, winter and summer are soft. In the South, the climate in summer is more warm and dried but the winter is soft and wet.

Concerning the sanitary precautions, any vaccination is required.



VII. LEGAL CONTEXT

- **French System**

France is a signatory of the Vienna Convention on International Contracts.

The french legal system is very complex so it's why it's recommended to use international law or appeal an arbitration system.

- **Transport**

It is also recommended to use the Incoterms. It's profitable to use FOB or CIF. It's better to don't use EXW because you don't have to make the duty for products.

- **Intellectual Properties**

In France you can settle a patent, a brand, a model or industrial drawing. You will do this closely to the french organism call INPI ; L'institut national de la propriété industrielle.

VIII. INTERCULTURAL

In an informal situation, there is a protocol and some politeness to respect. You have to say "Excuse-me" when you shove someone. It's better to use "I would like" than "I want" and don't speak too loudly. It's well seen to come with something when you are invited to eat somewhere for example or in professional appointment.

The French people can speak about his family or his hobbies with a work colleague but after built an long relation. French people are reserved about their private life outside work.

In general, the conversation is about serious subjects like actuality, society or politic. If you talk about futils subject such as the weather you can be discredit.

The meeting is more a place of debate than decision. Above all, we must convince the assembly, explain and justify each element mentioned. The questions are therefore numerous and digressions in relation to the agenda are frequent.

In general, French people adopt deductive reasoning. They rely on a general context in order to arrive at particular propositions. This is supported by a structured speech. There is also a trend to customize the problems, which can lead to the search for a solution.

Punctuality is important. Generally, The French is well organized and perfectionistic.

Propose your help in the kitchen, when you receive a gift you have to open it directly in front of the person who offer you it.

It is not well seen to ask somebody about his age and more if it's a women.

You have to know how to be neutral, direct, serene and serious to build trust in a professional relationship. Unpredictable behavior or unreasonable remarks are prohibitive for the French. Franchising is primordial. Lying to obtain an advantage annihilates any future relationship.

IX. DIVERS INFORMATIONS

- **Phone indicator**

+33

- **Urgency number**

17 Police
18 Firefighter
15 Urgency
112 Phone assistant in every language

- **Driver licence**

The french driver licence is allow in France.

- **Sport**

In France, the mains sports are football, tennis, horse riding and martial arts.

X. FRENCH ORGANISM

If you want more details or informations you can get it on the website of this french organism.

Business France
France Diplomatie
Coface
INPI
Chamber of Commerce and Industry
BPI France
Ministère de l'Agriculture
OCDE

SECTORIAL ANALYSIS



I. SUPPLY

When there is much demand, prices are higher. There is a lot of supply online on Internet. Nowadays there is an important competition between the companies. To stay competitive in the market the supplier has to make special offer, sales quite often. Buyers want to build customer loyalty. They appreciate on the customer service and the after sales service. Some company use the traceability to promote a good product and a nice procurement.

II. DEMAND

Nowadays, there is a trends for natural products in France. That is due to the growing movement “wellness and health”.

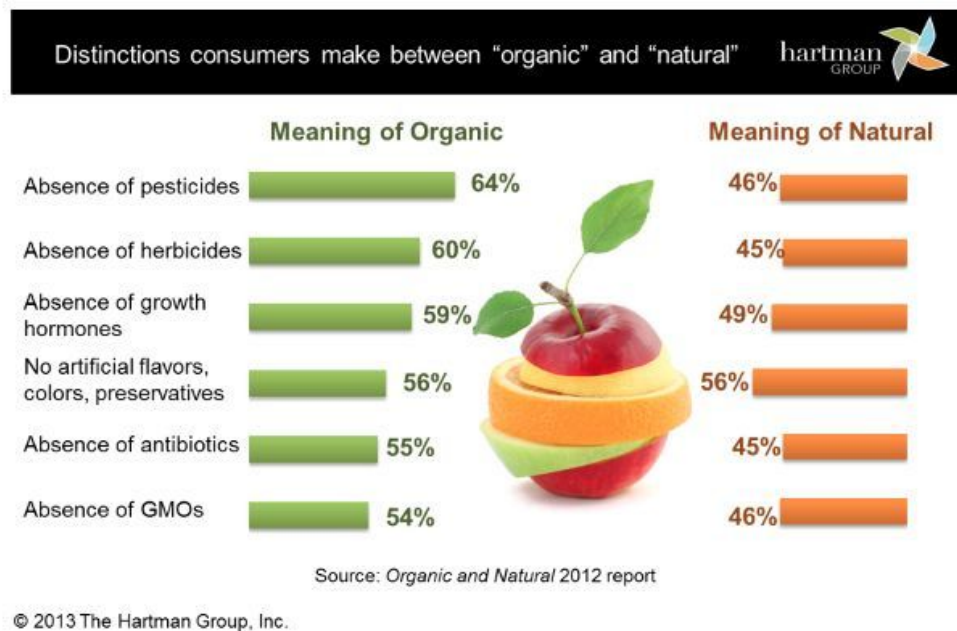
According to 60 millions de consommateurs and Mediaprism, 83 french persons of 1210 interrogated try to buy natural products.

63% of them are thinking the word “natural” mean without chemical products. For 48% of them, “natural” mean without transformation. 2 French people/3 try to buy products without GMO.

French people want to find and have a lot of choice in biological products. Some persons are ready to pay more for a good quality and respect the environment.

However, french people accord an important place for local products or made in France. They want to know what is inside the product and where it was made. It concerned 69% of the interrogated persons.

55% of them are thinking that biological is better for the health and 45% thinking it’s better for the environment.



Nevertheless lot of persons are not convinced by the consumption of natural or biological products.

French consumer need to see label or certification from agricultural federation on product.They don’t have confidence about this kind of products and they need to know well where they buy these products.

The traceability is appreciate but it’s not a purchase condition.

Nevertheless, 62% of the 1210 interrogated persons do not consider themselves or have been influenced by the communication on these products.

III. DISTRIBUTION

- **Place**

The natural products are distributed in delicatessen shop, in corner shop, in local farm or in speciality stores of natural products or speciality stores of biological products.

There are lots of retailers or wholesale for this kind of products. They provide many restaurants, department stores or caterer.

Concerning jams, fresh and frozen products they are more distributed in super market and in food large stores.

The distribution of natural and biological it also done a lot in internet. There is a largest choice of products than is traditional shop.

- **Product**

Concerning the product, the packaging is simple without lots and flashy colours. The colors in more neutral like green, white, grey to remember the color of the wild. Of course the packaging should respect the environment.

For the conditioning, there is lot of options. You can find big bag of 1kg or small individual bags of 200g. You are able to choose the capacity of products in bottle.

- **Target**

The French people want to reconnect with a good alimentation more healthy.

The main clientele target are women until 24 and less 65 years old. This women have a good incomes. They have a normal weight, they don't smoke and have a higher education. This kind of persons still interest by alimentary questions and accord importance to health, their own wellness and of her family. They have also an altruist value.

- **Segmentation**

Companies offers natural or biological foodstuffs, natural cosmetics passing by cleaning products or medicines things based on natural products.

- **Positioning**

Generally, the prices is higher for middle and high class. There is no low end products. Company try to have a large range of products to reach a wider clientele and expends its target. They sales differents kind of products in the aim of diversify and increase the cumsomption moments of their products.

- **Communication**

The marketing and communication are based on the growing of the movement “wellness and health”. They rely on the weight, the use some model to show who you can be if you eat or drink natural products.

The marketing service and the communication service rely also on the environment, ethic mode and they want you to be environmentally friendly. They want to educate you to respects the environment with publicity on television and in Internet. They use also the publicity directly in city or in magazine.

IV. REGULATION

French person are very concerned about the origin of products. For them it’s very important to have label or certification write on the packaging.

There are also some rules to respect for sale a products in France. Naturals products must not have additive, without sugar, without starch, lactose and gluten free and without sodium benzoate.

Concerning the exportation of natural products, you have to get an authorizations delivered by a competent ministry of the Member States.

During the import clearance, the company have to present an original control certificate issued by the competent inspection authority.

- **How to export products in France**

1/ You must classify your product to be exported in the customs nomenclature to anticipate the formalities to be accomplished during the various customs passages.

First of all, you must classify the product on the basis of the combined 8-digit nomenclature.

Then, you must classify the products on the basis of the 10-digit TARIC.

If you are having difficulty, you can contact the BTI (Binding Tariff Information) for assistance and get the TARIC code that corresponds to your products.

2 / Secondly, the origin of the product must be determined in order to refine the measures of the external trade to be applied.

If you manufacture or have manufactured, it's necessary to determine the origin according to the rules of origin for non-preferential common law in order to declare the exact origin on a certificate of origin, to apply any anti-dumping duties or decide to use the mark "Made in ...".

France is a member of the European Union and has signed preferential and free trade agreements, origin must be determined in order to reduce or eliminate customs duties in the importing country.

If you have difficulty to determining the origin of a product, you can use the RCO (Binding Information on Origin). This file is to be completed on Customs forms.

It is also possible to ask questions from the French customs authorities on the marking of MADE IN FRANCE via the MFI.

3 / Determine the value of the product in order to allow the Customs Import to calculate the customs duties and other VAT / Taxes if any.

To do this, the transaction value must be declared in customs by presenting the commercial / accounting invoice and indicating the negotiated Incoterms rule followed by the agreed place.

Information can be obtained from the Market Access DataBase website and from the CCI.

4 / You may consider the appropriateness of introducing an economic customs regime or a fiscal facility to save duties and taxes.

This allows you to benefit from the 30-day payment of import customs duties which is the removal credit and the single payment deadline of VAT on the 25th of the following month.

5 / Before customs clearance, you must deliver the required accompanying documents to the customs declarant responsible for drawing up the customs export or import declaration.

You have to choose a customs regime.

This customs declarant is either an internal service of the company, if it benefits from a customs clearance procedure at home, or an external service provider, called freight forwarder.

The documents to be submitted are at least the invoice excluding taxes and the packing note.

When importing, the ticket in addition.

Depending on the operation to be carried out, some additional documents may be required such as the original document, the technical file, the certificate of conformity to standards ...

Export invoices must include mandatory information such as the vendor's VAT number, the date and the performance of the service, the exact payment deadline, the interest rate for late payment and the lump-sum payment for collection, which is 40 € minimum, the possible discount in case of advance payment ...

The customs declarant must also be informed of the customs procedure to be assigned to the operation as a final or temporary export / import.

6 / Proof of the proper completion of customs formalities must be kept for 3 years and the current year.

You must justify the HT sale via the customs declaration Export on Single Administrative Document (SAD), proving the exit from the Community customs territory.

When importing into the EU, it must be proved that the goods have not been smuggled by retaining the customs declaration Import on Single Administrative Document (SAD) or on simplified form (Post, express freight, etc.).

7 / Lastly, it is preferable to carry out regulatory monitoring in order to ensure internal compliance with customs regulations.

It is important to keep abreast of changes in regulations on the Customs site and the implementation of the new EU Customs Code and customs audits.

V. INTERNAL DIAGNOSTIC

<u>RESSOURCES</u>	<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<u>Humans</u>	Motivated and qualified staff Sharing the same values	Few staff
<u>Material</u>	Good workspace Separate office	No Intranet
<u>Immaterial</u>	English language skills Experience The know-how Notoriety in Finland Respect the environment 120 individual members 80 company members Companies eager to innovate The only organisation in Nordic Countries	
<u>Financial</u>	Good financial health Turn over: 0,2 million € Lots of communications budget Financial support from Finnish companies Suomussalmi municipality and Agriculture Minister	
<u>Organizational</u>	Long term cooperation with foreign company Domain strategy Focalisation strategy Marketing research Find foreign cooperation Governance mode: cooperation with stakeholders Lots of communications Translation made by a translation agency Brochures made by a professional in different languages	
<u>Marketing - 4P</u> <u>Service</u>	Helping companies to develop the market Products promotion	

<u>Price</u>	Free services but companies have to pay annual fees.	
<u>Communication</u>	Lots of communication Participation in local, national and international exhibitions Creating Events Brochures translated into several languages Website translated into different languages Page facebook in Finnish New website	No english facebook page No Instagram account
<u>Distributing</u>	Factory outlets Supermarket Market Grocery Specialty stores that sell natural or organic products	

The key to the success of the ARCTIC FLAVORS organizations member companies to export wild forest products is the communication. The companies have to be present in the market events. Participation in local, national and even international shows is essential. It enables the development of the natural products market and the promotion of Finnish natural and organic products in abroad. The companies have to meet potential prospects from all over the world who may be have interests by a collaboration with the companies represented by ARCTIC FLAVOURS. During trade events, the association gives brochures in different languages made by the professionals. The organization get visibility with this.

On the other hand, the good organizational situation is the basis of the good functioning of the association. Qualified persons is also a very important element.

ARCTIC FLAVOURS also has built up a climate of trust which allows to build loyalty relation with partner companies.

Nevertheless, creating a Facebook page in English could be a good idea because the organization should get more visibility. Indeed, the organization could use it to announce its presence at international exhibition such as the SIAL in China or local events like the berry pickup championship.

VI. EXTERNAL - EXPORT DIAGNOSTIC

<u>CONTEXT</u>	<u>OPPORTUNITY</u>	<u>THREAT</u>
<u>Political</u>	President elected by direct universal suffrage New President Emmanuel Macron No major country risks OTAN - ONU - OMC	Brexit
<u>Economic</u>	France is the 9th global economic power. Remove of french crisis. Restore of duty margins for companies. Eighth puissance who export products all around the world.	Company have to pay 12,1% tax rate Unemployment Budget deficit
<u>Sociocultural</u>	Growing of the movement "Wellness and health" Growing trends of natural and biological products	Importance "Made in France"
<u>Technological</u>	Aerospace and aeronautics research especially with the french astronaut Thomas Pesquet.	
<u>Environmental</u>	Social security Soft climate	Terrorists attacks
<u>Legal</u>	Vienna Convention on International Contracts Incoterms Intellectual Properties	Difficult laws

The current political context of France with the election of its new president offers a positive current context for the country. It is a good opportunity. Indeed he wishes to take measures profitable for companies.

The growing importance of the health and wellness movement is also an excellent opportunity to develop the natural products market in France.

Nevertheless, the importance of certification and local production can pose a threat and even a brake.

However, despite the complicated legal system in France, companies and professionals use international law and most of the time they also use incoterms, which facilitates and clarifies the export and import procedures.

	<u>OPPORTUNITY</u>	<u>THREAT</u>
<u>Offer</u>	Large range of products Innovation New flavours Carefully packaging Good quality Environment respects Sustainable development goals Communication	Supplier need to adapt their offer to the consumer demands Customer loyalty Prices
<u>Demand</u>	Online Shop in Internet Click and collect M-commerce Consumption of pleasure Impulsivity and frequent purchase Consumption credit	Good customer service Origin of products Need innovation New flavours Packaging
<u>Distribution</u>	Internet market Corner shop Supermarket Grocery Speciality store of natural products or biological store Retailers Producers Wholesale	
<u>Regulation</u>		Origin of products Label - Certification No additive, gluten free, without sugar... Authorization documents for delivered exportations

The offer must adapt to the demand. Companies should have an online service preferably so that customers can buy directly online. It's more easy and quickly.

In France, the purchase is generally made for pleasure and impulsively. This is an opportunity for the market of natural products including wild berries. Nevertheless, French people pay a importante attention to the origin of what they eat. They also need innovations and new flavors frequently. This can pose a threat to a company that is not innovate regularly. Labels and certification are also important.

Quality, a large range of products and respect for the environment are becoming more and more important for French consumers.

The distribution channel for these products can be an opportunity because these products are distributed in several places. Like delicatessens, supermarkets, stores specializing in the sale of natural or organic products as well as department stores.

VII. CONCLUSION

The market for natural and organic products is in quick development. France could be an interesting country to further develop this market.

The location of France is ideal. It's the "European crossroads" for trade. It is easy to export its products by sea or air.

Good relations between Finland and France are also an advantage.

The political context is also favorable to an export project because there are no potential risks.

Finland and France don't have the same culture but this does not prevent them from being able to communicate easily. There are no big different intercultural aspects.

The French have become concerned over their health, their well-being and also the environment. This prompted the French consumer to change his way of eating. Now they are turning to a healthier food with natural and organic products such as fruits, mushrooms or herbs.

However, the target of its products is reduced. The main consumers are women between 24 and 65 years old who are interested in food issues.

The price of its products mid and high range can be a brake for some consumers.

French local competition is a threat because more and more companies are starting their activity in the natural products market and organic products market.

But nowadays, large stores and supermarket have shelves dedicated to natural and organic products. The rays widen as time goes along.

Despite some threats, the market for natural and organic products is a promising market in France for the coming years.

There are still some precautions to be taken before embarking on an export project in France.

VIII. RECOMMENDATIONS

You can contact Finnish and French organizations to get more information or if you have any questions. Companies with an export project can certainly get financial help from local or national organizations.

This is the case in France, you can get the help of the regions and the country with the organization Business France and BPI France which offers an insurance prospecting. This allows for cash support.

We must also be very vigilant to French standards and regulations. A certified natural or organic product must not contain certain substances.

It is preferable that the products carry a European certification.

It is also necessary to learn more about the export and customs clearance procedures in order to export its products.

With your French interlocutor you must find a compromise concerning incoterms as well as the right used in case of possible problem.

To avoid dealing with customs and transport formalities, it is possible to hire a freight forwarder who will organize the transport of the goods.

As the market is still developing mainly in France, it is important to manage the communication around its products but also the services offered by the company.

Advertising on television is a good way to show people the arrival of a new product on the market but this is extremely costly.

It is essential to have a website. It is interesting to create a newsletter in order to keep customers informed. It seems to be a good idea to offer discounts regularly in order to build customer loyalty.

Nowadays, companies must also be present on social networks. Facebook is part of these social networks. It would be necessary to have a facebook page in the language of the country but also in English so that the consumers from the whole world have access to it.

Moreover, for some time the new social network in vogue is Instagram. The professionals take benefit of it. You can publishes photos or videos regularly in order to touch a younger target.

Sending brochures seems like a good idea. Brochures containing recipe ideas interest the French people. This is an opportunity to introduce Finnish gastronomy to the French and at the same time to promote the use of wild berries, mushrooms and herbs from Finland.

Participation in trade shows in France is extremely important. It is the ultimate means of gaining visibility and asserting its presence on the international scene. In France, one of the major exhibition for agri-food is the SIAL, in Paris.

During this event you will be able to meet prospective prospects such as distributors, wholesalers...

It is also advisable to carry out a competitive intelligence to be informed about the French competition but also international.

Attendance at trade shows, seminars or events keeps you informed about trends and the latest innovations in the market.

XI. REFERENCES

- **Country Sheet**

<http://www.finnpartnership.fi>

Coface

Business France

<http://www.diplomatie.gouv.fr>

<http://www.tresor.economie.gouv.fr/pays/finlande>

<http://www.oecd.org>

<http://itunews.itu.int/fr/1356-Finlande-pays-numerique.note.aspx>

<http://www.lemoci.com/fiche-pays/france/>

<https://data.oecd.org/fr/gdp/produit-interieur-brut-pib.htm>

<https://www.objectif-import-export.fr>

<http://www.bmcetrade.co.ma/fr>

<https://www.europe-consommateurs.eu/fr/accueil/>

<http://www.conso.net/>

<http://www.disko.fr/reflexions/user-experience/le-consommateur-francais-en-2016-cyberacheteur/>

<http://www.lefigaro.fr>

<https://cz.ambafrance.org>

<http://www.champagne-ardenne-export.com>

<http://www.agr.gc.ca>

<http://www.academia.edu>

- **Sectorial Analysis**

<https://www.consoglobe.com/enquete-produits-naturels-france-alimentation-cg>

<http://www.lsa-conso.fr/recherche=produits+naturels?sort=score+desc>

<http://www.bioactualites.ch/fileadmin/documents/bafr/magazine/articles-actuels/ba-f-2011-01-S-25-26.pdf>

<https://www.greenweez.com/>

<https://sevella.com/>

www.agriculture.gouv.fr

www.agencebio.org

INFORMATION COLLECTING TOOLS

Contents

- Pearltrees
- Netwibes
- Google Alerts
- Padlet

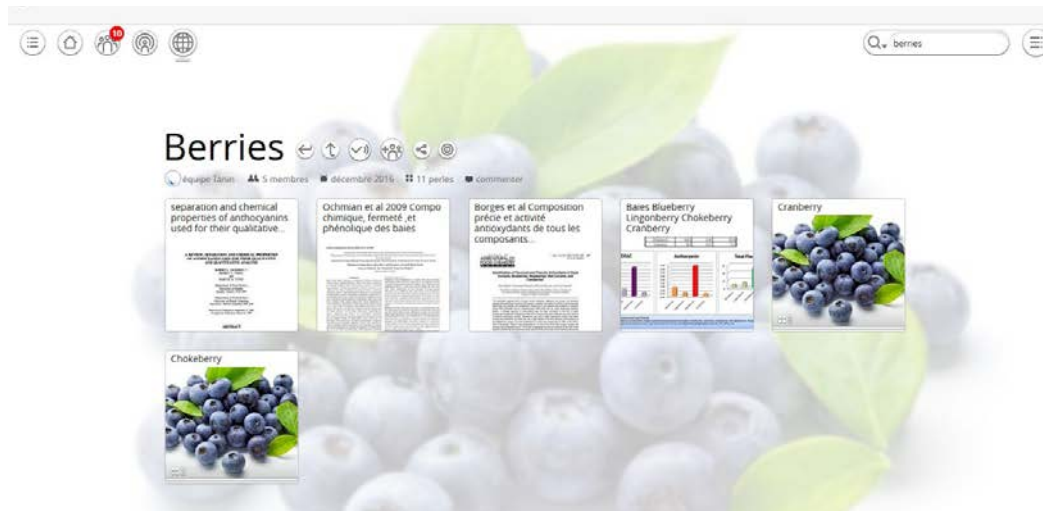
PEARLTREES

Pearltrees is a collaborative tool for collecting informations.

We can find informations on a specified domain and you can also create your own Pearltrees and share it.

You just have to create an account. It's free.

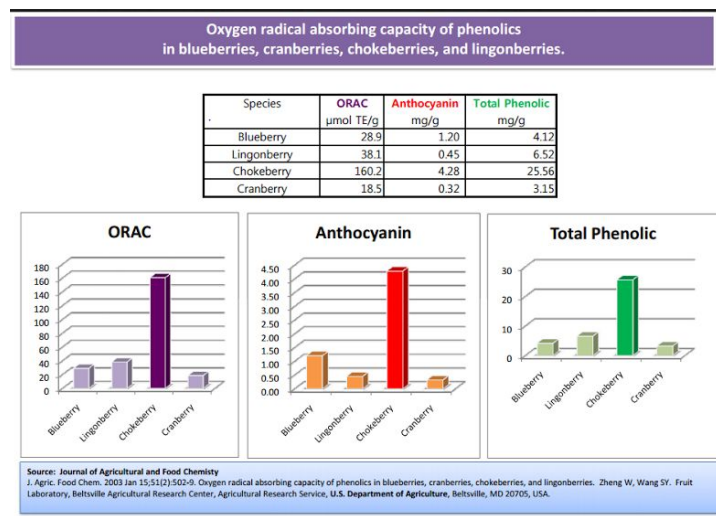
In the search bar, we have to use key words. For example "berries".



With this research we can find some informations about the chemical properties and also about cranberry.

The information is useful, readily available and currents because they were updated in June 2016.

The information is reliable because the document have the mention "US Department of Agriculture".



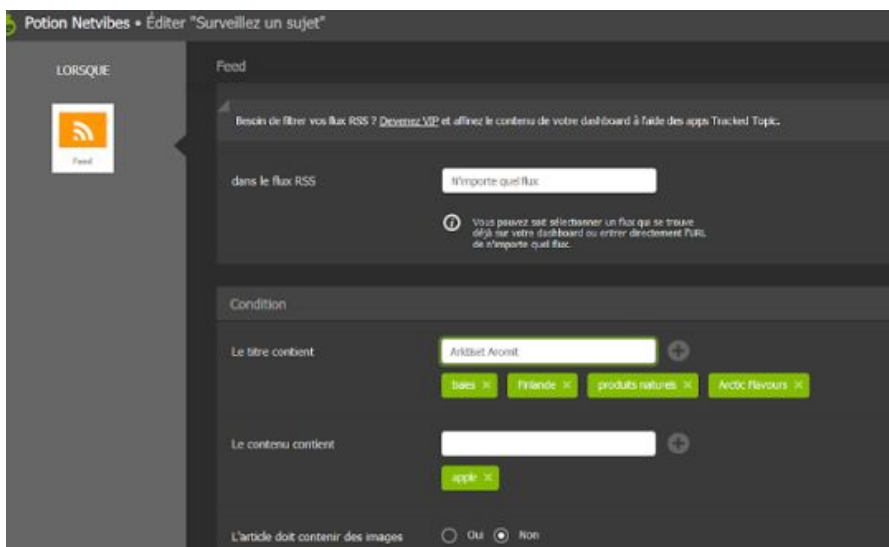
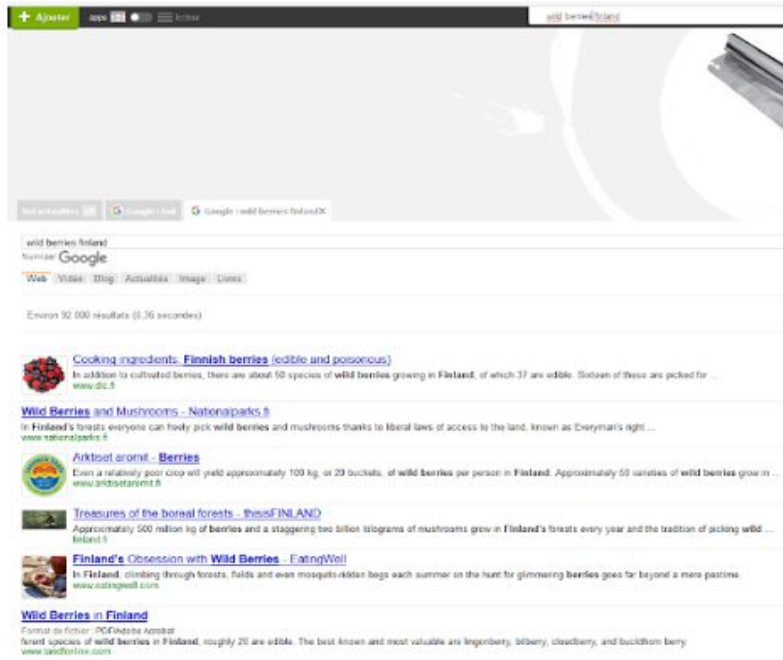
It's possible to use other keywords like "mushrooms", "bilberries", "jam"...

NETVIBES

Netvibes is also a tool for collecting informations. It's free but if you want more options you have to pay.

This tool is more difficult to use and less useful than Pearltrees.

To have some alerts, you have to create "potions". In the potion, you have to choose several keywords and after that, you will be receive an email when there are some informations in internet about your keywords.



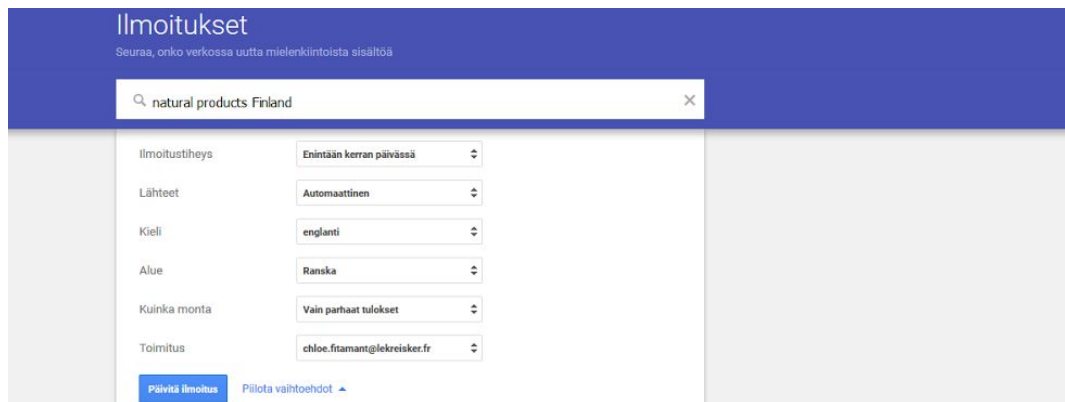
I have create a "potion" with the keyword "baies" (berries), "Finland", "natural products" and Arctic Flavours in english and in Finnish.

GOOGLE ALERTS

Google Alerts is very easy to use. With this tool you can receive alert by email like Netvibes when our keywords is found in internet.

You just have to choose the good keywords and the frequency at which time you want to receive the alerts.

For exemple, I have choose “natural products Finland” for keywords, the english language and concerning the frequency I choose one time per week.



PADLET

Padlet is a tool that is allow to save informations such as links to websites, images, audio files and any other interesting informations you wish to keep.

It is also able to give access to other persons.

This tool is free and easy to use.

Padlet est un outil qui permet de sauvegarder des informations tels que des liens vers des sites internet, des images, des fichiers vidéos et tout autre informations intéressantes que vous souhaitez garder.

De plus, il est possible de donner accès à d'autres personnes.

L'utilisation de cet outil est gratuite et facile à utiliser.



COMMUNICATION TOOLS

Contents

- Exhibition
- Google Adwords
- Instagram
- Press release
- Survey

SIAL
Paris, France, 21.10. - 25.10.2018



<https://www.sialparis.fr/>

7 000 Companies

21 exposition sector - 100 Countries

SIAL Innovation Price

SIAL TV and In-Food Centre conferences

Why exhibit?

Firstly, the trade fair is a showcase for your innovations and for innovators because all of the customers are here!

You can be update about the current and future trends or needs. You can also meet experts who can help in your development.

You can find new retailers and discover new equipment, technologies for the production, the packaging or supply chain.

Prices:

5-day pass: €110 incl. VAT

1-day pass: €85 incl. VAT

Contact:

exhibit@sialparis.com - +33 (0)1 76 77 13 33

visit@sialparis.com - +33 (0)1 76 77 13 58

MEDFEL

Perpignan, France, 25.04. - 27.04.2017



<http://www.medfel.com/en/>

MEDFEL is a unique and powerful tool for prospecting new business in France!

From planting through to packaging, medFEL is the flagship business trade fair (fruit and vegetables professionals, chilled/frozen food transport and logistics suppliers, suppliers of equipment and products for fruit tree and vegetable production).

This trade fair is 300 international fruit and vegetable industry professionals registered to attend.

There is also a business convention: using their personal access to the website, international VIP buyers invited to the fair can explore the products offered by exhibitors and notify their desire to meet them. Exhibitors then hold pre-scheduled private interviews at their stands with the buyers who have selected them.

You can take benefits:

- For exhibitors: pre-scheduled BtoB meetings, maximum participation and enhanced commercial contacts during the fair.
- For visitors: time saved and targeted meetings with the right contacts.

There are some meetings, broadcast live "Podium TV" at the fair, debates on key topics like production, trade, solutions, transport and logistics with input from a number of well-known personalities.

Prices: Free entrance

Contact:

Chantal PASSAT - President of the Organizing Committee of medFEL

Phone: +33 (0)4 99 64 29 20

Email: passat@suddefrance-dvpt.com

ANUGA

Cologne, Germany, 07.10. - 11.10.2017



<http://www.anuga.com/>

Look forward to the world's largest and most important trade fair for food and beverages, which will open its doors on 7 October 2017 in Cologne, Germany.

Be one of the approximately 160,000 enthusiastic visitors who discover the latest and most innovative products from more than 7,000 exhibitors and be inspired by the world's largest range of products.

Only at Anuga you will find the most important key players of the national and international food and beverage industry. The 10 different special trade fairs are going to present you the current trend themes 2017.

	Advance sale	From 07.10.2017
Day ticket	34,00 €	59,00 €
2-day ticket	53,00 €	69,00 €
3-day ticket	63,00 €	79,00 €
4-day ticket	72,00 €	89,00 €
Season ticket	78,00 €	97,00 €

The Anuga Exhibitor is available from August 2017 at disposal.

AGROKOS

Kosovo, 18.10. - 20.10.2017

AGROKOS Fair - 17th Edition

Pallati i Rinise, Pristina // 18/10/2017 - 20/10/2017



Agrokos Fair - 17th Edition

International fair "AGROKOS 2017" will provide an optimal environment for all exhibitors to successfully promote their offers in a highly demanding business environment, where everybody can touch the exhibition results right during the exposure days.

"AGROKOS 2017" is an excellent opportunity to meet all the leaders of the industry in one place, as well as host at your stands an impressive number of domestic and international visitors eager to find out the newest product(s) and/or service(s)' offer(s).

Register to get your e-ticket

REGISTER ONLINE

<http://www.ceokos.com/events/panairi-agrokos-edicioni-i-17-te/>

This is the 17th Edition of Agrokos Fair.

International fair "AGROKOS 2017" will provide an optimal environment for all exhibitors to successfully promote their offers in a highly demanding business environment, where everybody can touch the exhibition results right during the exposure days.

"AGROKOS 2017" is an excellent opportunity to meet all the leaders of the industry in one place, as well as host at your stands an impressive number of domestic and international visitors eager to find out the newest product(s) and/or service(s)' offer(s).

Agrokos 2016: 8600 number of visitors

Activities for professional visitors:

- Press conferences
- Professional and informative business events (seminars, workshops, professional conferences by professionals in the field of agriculture and in doing business in Balkans)
- B2C, B2B and B2G meetings
- Individual presentations from stakeholders
- Certificate distribution to exhibitors

Contact:

Congress & Event Organization

Tel: +381 (0) 38 516 013

+377 45 100 881 / 45 100 882

E-mail: info@ceokos.com

FOOD & DRINKS

Moldalva, 17.05. - 21.05.2017



<http://www.food-drinks.moldexpo.md/>

FOOD & DRINKS 2016 is the most important event of the food industry of Moldova, bringing together the representatives of the foodstuffs market, the biggest suppliers of equipment and retailers, thus contributing to the entry on the specialized market of Moldova of new products and brands, improving the quality of life of the population by promoting high-quality and environmentally friendly foodstuffs and beverages.

This modern, unique in Moldova professional exhibition project, dedicated to the food industry, is the platform where mutually beneficial contracts are concluded, business meetings, industry seminars and conferences take place.

The exhibition is an indicator of the progress achieved by the food industry, reflecting the practical implementation of programs for the development of this branch of economy, and gives a clear idea of the level of agri-industrial sector of Moldova .

The exhibition is held with the official support of the Ministry of Agriculture and Food Industry of the Republic of Moldova .

The important impact of FOOD & DRINKS is confirmed by:

- Permanent participation of leading Moldovan and foreign manufacturers and distributors promoting the world's leading brands;
- High commercial effectiveness of participation;
- Presence of an interested audience of professional visitors.

Contact:

Svetlana Ghelan - Project Coordinator

Tel: (+ 373 22) 81-04-10

GSM: (+ 373) 69 328 257

ghelan@moldexpo.md

FOOD SURE

Amsterdam, Holland 22.05. - 24.05.2017

7th Annual
FOOD SURE
Safety & Quality Summit

Part of
FOOD WORLD
22 - 24 May 2017
Amsterdam

Book now

Home Attend Programme Speakers Sponsors & Partners Content & Resources Plan Your Visit

View the speakers gallery

Technical and practical processes to stay compliant and eradicate safety breaches

Book your place now

<http://www.foodsureeurope.com/>

The Food Sure is a technical and practical trade faire to stay compliant and eradicate safety breaches.

The Food Sure agenda covers the whole spectrum of safety and quality in the food and beverage industry. From cutting edge microbial pathogen studies to practical implementation of process controls and risk assessments.

The world's leading authorities will also be giving their updates on future regulations with certification and audit bodies giving you guidance to help navigate you through the turbulent regulatory landscape.

In the three days of the summit you'll dive deep into the success and failures of real-life projects arming yourself with next generation risk assessments to ensure you can predict safety and quality breaches before they hit production.

There will be advise how you can engage your workforce and create a company wide safety and quality culture to avoid the single biggest cause of food safety issues – human error.

Contact:

+44 (0)20 7738 5454

mabconferences@markallengroup.com

FREE FORM

Barcelona, Spain, 08.06. - 09.06.2017



<http://www.freefromfoodexpo.com/>

This year is the 5th edition, annual trade event on free from and functional food.

B to B

Driven by a fast growing health, free from and functional category, initiated by leading free-from and functional industry members, 100% trade only.

There are many different Pavilions:

- Vegan Pavilion
- Lactose Free Pavilion
- Ireland Pavilion
- Matchmaking and Buyer Program
- Innovation Pavilion
- Korean Pavilion
- Portugal Pavilion
- Finland Pavilion

During the trade event, two conferences will be organized.

The Free From Functional Food Theatre and the Lactose Free and Ingredients Theatre.

Those conferences is made with more than 40 international speakers.

Contact:

Mr. Ronald Holman - Exhibition Director

+31 (0) 76 205 0501

+31 (0) 646 352 188

ronald@ebcexpo.com

TALLINN FOOD FAIR

Ahtri, Estonia, 25.10. - 27.10.2017



We are pleased to invite you to join us in celebrating 25 years of Tallinn FoodFair!

In 1993, the foundation was laid, reflecting Estonia's economic development as a new generation of experts and entrepreneurs entered the field. In the 1990s, the fair presented a number of new products, which have now already entered the realm of nostalgia.

FoodFair has always been something of a "showcase" for presenting new products and services to the public, finding new contacts and catching up with old partners.

Novelties

The fair is designed to help food providers and those from food-tech related services to tap into new markets, meet new distributors or importers and create and maintain successful business contacts. Participation at TFF means direct access to the entire Estonian buying audience. The fair faces (covers) a full range of food and beverage products, cutting-edge technology and equipment for food production and serving, as well as packaging and industrial solutions.

<http://www.profexpo.ee/foodfair/?lang=en>

We are pleased to invite you to join us in celebrating 25 years of Tallinn FoodFair!

Tallinn FoodFair (TFF) is an internationally recognized source of trade opportunities for food related industries – hotels, restaurants and catering services, retailers, importers and producers. TFF has become the No 1 industry event for food professionals in Estonia.

1900 m²

7230 visitors

166 exhibitors

Over 6,000 trade visitors are expected including hundreds from our neighbours in Finland and across the Baltic region. The aisles are filled with the "who's who" of the industry.

The fair will inspire, entertain and engage trade professionals. In addition, those interested will have the opportunity to compete for coveted and prestigious awards such as chef, waiter, baker or confectioner of the year. Conferences, presentations and tastings will attract both food professionals and hospitality specialists; these are a must for anyone interested in new ideas and taste sensations.

Prices: 18 € for 1 visitor

Contact:

+372 626 1347

info@profexpo.ee

SIAL

Adnec, Abu Dhabi, 14.12. - 12.12.2017



<http://www.sialme.com/>

900 Exhibitors

30 National Pavilions

16,000 Trade Visitors & Buyers

500 Fully Hosted VIP Buyers - All in a trade business friendly environment.

Why exhibit?

Firstly, the trade fair is a showcase for your innovations and for innovators because all of the customers are here!

You can be update about the current and future trends or needs. You can also meet experts who can help in your development.

You can find new retailers and discover new equipment, technologies for the production, the packaging or supply chain.

Contact:

Alessia Carolo

Phone: +33 1 76 77 13 33

Email: alessia.carolo@comexposium.com

SIAL
Montreal, Canada, 02.05. - 04.05.2018



<https://sialcanada.com/>

15 000 Professional visitors
930 Exhibitors
350 Contacts per booth
60 Countries
240 000 SQ./FT of exhibition space

Why exhibit?

Firstly, the trade fair is a showcase for your innovations and for innovators because all of the customers are here!

You can be update about the current and future trends or needs. You can also meet experts who can help in your development.

You can find new retailers and discover new equipment, technologies for the production, the packaging or supply chain.

Prices: 55€ for 3 days per 1 visitor

Contact:

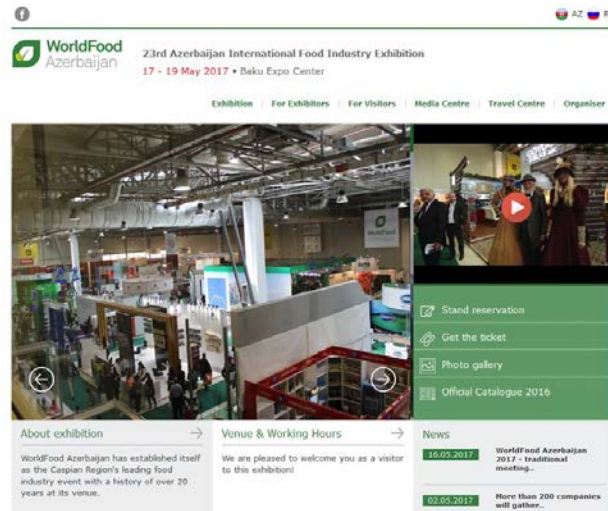
Maria Verigina - International SIAL Coordination

Phone: +33 (0)1 76 77 12 62

maria.verigina@comexposium.com

WORLDFOOD

Azerbaijan, 17.05. - 19.05.2017



<http://www.worldfood.az/>

Why exhibit?

The cost of contact with one representative of a company's target audience at an exhibition or trade fair is markedly cheaper than any other means of advertising.

The unique "extra-territorial" nature of an exhibition makes it much easier to establish contacts; in this environment you, your potential customers and your competitors are all on neutral territory.

An exhibition is the ideal place to learn about demand for new goods and to conduct research into what your competitors are doing, penetrate new foreign markets or establish dealership networks. The media is also present.

For any business an exhibition is a bridge linking customers, wholesale and retail trading companies, suppliers and manufacturers and it offers a competitive environment for making new contacts.

Contact:

Kamran Dashdamirov - Sales manager

T.: +994 12 4041000 (office)

T.: +994 12 4041043 (direct)

F.: +994 12 4041001

E: food@iteca.az

GOOGLE ADWORDS

To access at this tool you need to have a Google Account or you can create an account. You simply have to indicate your e-mail address and links of your website.

It's very easy to use but it can become very expensive.

Bienvenue sur Google AdWords !
Nous allons vous aider à vous inscrire et à diffuser vos premières annonces en quelques étapes seulement. Vous connaissez déjà AdWords ? [Passer le guide de configuration](#)

Quelle est votre adresse e-mail ?

Quel est votre site Web ?

Oui, je souhaite recevoir des recommandations et des conseils personnalisés pour améliorer les performances de mes annonces.
 Non, je ne souhaite pas recevoir de recommandations ni de conseils personnalisés pour améliorer les performances de mes annonces.

Diffusez vos premières annonces sur Google en quelques étapes simples.

Then, you have to choose the budget you want to allocate for your ad per day and the geographic area you want it to appear on.

I choose France for the example and "Finland", "berry", "raspberry" for keywords.

Votre budget 50,00 € par jour

2. Choisir une audience cible

Zones France

Réseaux Réseau de Recherche, Réseau Display

Mots clés
sanakirja suomi englantti englantti suomi suomi englantti sanakirja
englantti suomi sanakirja suomi englantti kääntäjä sanakirja englantti suomi
sanakirja suomi englantti englantti suomi kääntäjä englannin sanakirja
kääntäjä englantti suomi kielenkääntäjä suomi ruotsi suomi ruotsi sanakirja
opi englanttia finlande baies myrtilles framboises sauna

Audience quotidienne potentielle Réseau de Recherche uniquement
25+ clics
1K+ impressions

Here is the final announcement that will appear on the Google search page.

Annonce textuelle

Sauna Event en Finlande – Hossa - Suomussalmi
Annonce www.arktisetaromit.fi

Venez découvrir la culture finlandaise pour les 100 ans de son l'indépendance

INSTAGRAM

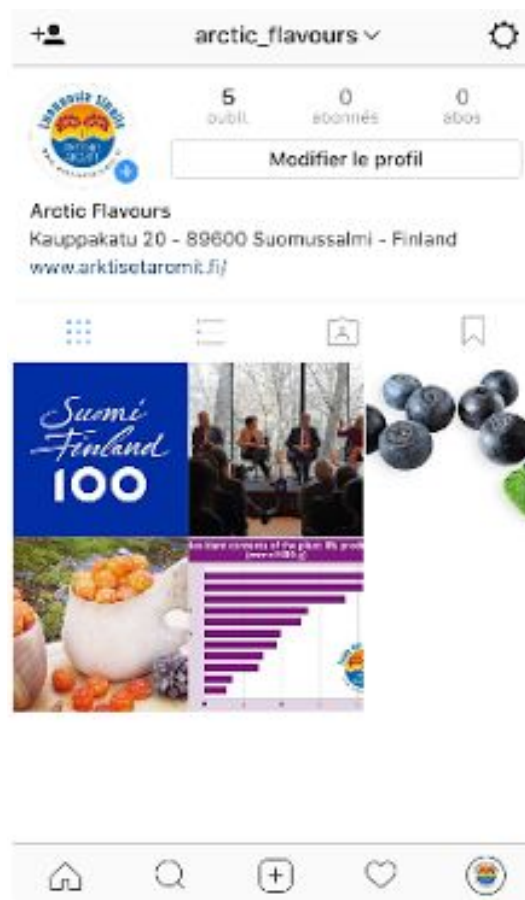
(I created a private account, no one has access to it. I deleted it directly after the creation.)

Since several year, Instagram is a social network very used including by professionals. It's easy to use and totally free. That can give a "young image" of the brand and touch a younger target.

You must first create an account. Just enter your email address and your account name.

You can put an image of your company logo. Below you can put the link to your website, a description or if you prefer the address of your company.

Then, you only have to publish photos or videos.



PRESS RELEASE

- In English



Wednesday 7th June, 2017
Suomussalmi, FINLAND

World Berry Picking Championships

Arctic Flavours Association and the municipality of Suomussalmi will organise World Berry Picking Championship on September 2nd, 2017. This event has been organised every year since 1998.

You can participate either in team or individual competition.

Participation in the competition is free and the registration ends at 30th August 2017.

The competition last 1 hour and after the berry will be weighted.

The location of the competition will be kept secret until competition start.

You can contact us with the email address below or directly by phone.

info@arctic-flavour.fi
<http://www.arktisetaromit.fi>

Kauppakatu 20
89600 Suomussalmi
Finland
+358 8 6155 5590

<http://www.arktisetaromit.fi/en/events/>



- **In French**



Mercredi 7 Juin, 2017
Suomussalmi, FINLANDE

World Berry Picking Championships

Arctic Flavours Association et la municipalité organisent le World Berry Picking Championship le 2 Septembre 2017. Cette évènement a lieu tous les ans depuis 1998.

Vous pouvez participer à la compétition seul ou en équipe.

La participation est gratuite. Vous pouvez vous enregistrer jusqu'au 30 Août 2017.

La compétition dure 1 heure et ensuite les baies ramassées sont pesées.

Le lieu de la compétition reste secret jusqu'au départ.

Vous pouvez nous contacter par email ou directement par téléphone.

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S U O M U S S A L M I

Tähdosta tekoihin.



The press release allows a company or association to credibilize and strengthen its image especially compared to its competitors.

This allows a journalist to be informed of important and relevant information. The impact of a press release is long-term.

This press release was produced to announce the date of the 2017 World Berry Picking Championship in Suomussalmi.

This press release is written in French for possible distribution in a French newspaper.

We have also chosen to publish this release on Saturday as there is in theory more reading.

Being published on Saturday 24th June, this press release would be published 10 weeks before the event.

The method used to prepare this press release is the "QQOQCCP". This is a method of questioning.

The questions to ask are Who? What? When? How? How many? and Why?.

SURVEY

This survey was conducted to analyze the current situation of the market for processed products from the Finnish nature.

Company	Name	Email address	Description	Website	Products which they are interested in	Possibility for finish company
Le Bénédique	Sylvie COURCOL	contact@lebenefique.com	Tea	http://www.lebenefique.com/	Dried fruits - 25kg bag	Export products in France

Le Bénédique does not buy any processed natural products but they would be interested in purchasing processed natural products from Finland. These processed products would be dried fruits.

Regarding their use patterns, it is the dried products that stand out.

Le Bénédique would be interested to buy natural Finish products by placing an order by internet 100 kg of dried fruits in 25 kg packages. The means of delivery which seems to them the most suitable is the truck or the plane.

This company places an emphasis on organic products and is ready to buy them.

They believe that demand will shift to products from wild berries, herbs and herbal teas for the next three years.

In the case of wild berries, they think that demand is the most important for aromas extracted from berries and essential oils. According to them, it would be the high content of vitamins and antioxidant compounds that interest the French consumer. That is why they think the market for natural products is growing.

Concerning the marketing, it seems that the communication to be adopted is the creation of brochures or recipe cards. In order to increase the popularity of derivatives, Finnish companies wishing to export their products to foreign companies or through Arctic Flavors should be encouraged.

Internet advertising seems to be the most suitable according to this company.

Le Bénédique is interested in partnering with Finnish companies and developing business relationships.

SCRIPT CALL

Bonjour,

Je m'appelle Chloé Fitamant

Je suis assistante commerciale pour Arctic Flavours.

Il s'agit d'une organisation finlandaise.

Elle a pour objectif de promouvoir les produits naturels.

Je vous ai envoyé un email le 23 Mai avec une brochure et le liens vers un questionnaire sur les produits naturels.

Je n'ai pas eu de retour de votre part donc je me permet de vous contacter aujourd'hui.

Est-ce que je peux vous poser quelques questions?

ça ne prendra que 5 à 10 minutes.

...questions...

Merci pour vos réponses et de nous avoir accordé de votre temps.

Bonne journée

Au revoir.

APPENDIXES

COLLABORATION WITH LE BÉNÉFIQUE



LE BENEFIQUE is a french company who propose infusions made with herbs like lavender, thyme or lime...
This is a artisan production.



They have create a new concept. There no sachet with herbs. You just have to put the herbs directly in your mug.

They sale their products in Europe, in the USA, in Iceland and in Japan.



- **Email exchange**

Bonjour,

Arctic Flavours est une organisation finlandaise qui participe à la promotion et au développement d'entreprises de la région du Kainuu.

Notre objectif est aujourd'hui de faire connaître les produits naturels finlandais.

Veuillez trouver ci-joint une documentation.

Nous souhaitons donc analyser la consommation de produits naturels en France.

C'est pourquoi je vous remercie de bien vouloir renseigner l'enquête suivante: <https://goo.gl/forms/jNTJCsw43x01vP1z2>

Ceci vous prendra tout au plus 5 minutes.

Pour plus d'informations, veuillez consulter le site internet de notre entreprise en français.

<http://arktisetaromit.fi/fr/accueil/>

Cordialement,

Chloé Fitamant
Assistante Commerciale

Bonjour Chloé,

Merci pour cette documentation. Nous avons rempli votre questionnaire et nous serions vraiment intéressé de pouvoir acheter des baies sauvages de Finlande.

En particulier, nous participons cette année à plusieurs salons durant lesquels nous allons présenter un concept de bar à infusions accompagnées de fruits secs dans une forme particulière.

Nos infusions sont très spécifiques (plantes sauvages, bio et en tige) et nous communiquons beaucoup autour du métier de cueilleur à travers des traditions ancestrales.

Nous pensons que les baies sauvages de Finlande match complètement avec notre concept.

Les prochains salons auxquels nous allons participer sont : le salon du Luxe le 11 juillet à la Maison de la Chimie à Paris , le festival "Ensemble" du 13 juillet au 27 août à la Cité de la Mode et du Design à Paris, le salon Première Classe aux Tuileries du 28 sept-2oct. et Natexpo du 22 au 24 octobre à Villepinte.

Notre désir est de rentrer en relations à travers votre organisation avec un ou plusieurs producteurs-cueilleurs et d'acheter leurs fruits séchés certifiés organiques (préférable et pour Natexpo c'est obligatoire).

Merci pour votre aide ;
Bien cordialement,
Sylvie Courcol

Hi Chloé!

Thank you for your documentation.

We have answers to your survey and we are very interesting to buy Finland wild berry.

Particularly, this year we participate in several exhibition in which one we present a "bar concept" of infusion with dried fruits.

Our infusions are very specific (wild plants, biological and stem) and we communicate a lot about job gatherer.

We reckon that wild berry from Finland match completely with our concept.

We will participate to several exhibition in France:

"Le Salon du Luxe" on 11th July in La Maison de Chimie in Paris.

"Ensemble Festival" until 13th July to 27th August in La Cité de la Mode et du Design in Paris.

The Exhibition "Première Classe" in Tuileries until 28th September to 2nd October.

Our wishes is to enter in relation through your organisation with one or several producers or gatherer and buy their organic certified dried fruits for our range of products "préférable" and "Natexpo").

Thank you for you helps ;

Best regards,

Sylvie Courcol

E.LECLERC



Founded by Édouard Leclerc in 1949, E. Leclerc became the distributor leader in France in 2000 with 16.9% market share. The CEO is Michel-Edouard Leclerc.

For 2014, the turnover is 45.7 billion euros with fuel an increase of + 0.2%.

There are 499 members in France, 640 stores in France: hypermarkets, supermarkets, and proximity. There are 557 Drives, 123 international stores and 1,542 specialized stores.

The workforce is 105,000.

Its main competitors are Carrefour, Casino, Groupe Auchan, Les Mousquetaires

The address of the headquarter is 26 Quai Marcel Boyer, 94200 Ivry-sur-Seine

+33 149875000

<http://www.e-leclerc.com>

The concept of this sign is to commit to make accessible goods and services to the greatest number and this whatever the distribution channel, the nature of the offer. A product sold by E.Leclerc will be sold at the price of hyper, reinforcing the consistency of the positioning of the sign.

The aim of the brand is to regroup partnerships to improve the products of local producers.

They want to guarantee the purchasing power of consumers. It is a struggle to reduce intermediaries, difficult negotiations and pressures on the public authorities.

The company's strategy is internationalization.

INTERMARCHÉ

The logo for Intermarché, featuring the brand name in a stylized font with a red underline.

Intermarché is a food retailer. Jean-Pierre Le Roch inaugurated its first store in 1972. It takes part of the group Les Mousquetaires. The CEO is Philippe Manzoni.

The group makes its decisions collectively and democratically.

Intermarché has been internationalizing since 1988 with the opening of new sales outlets in Spain, Belgium, Portugal and then in Poland.

Now the brand uses Drive, develops the concept of "Discount Useful" and is also present on e-commerce which concerns 540 points of sale in France.

In a few years, the brand has become one of the leading food retailers in France and a specialist in fresh products, notably via its own brands grouped under the Sélection des Mousquetaires.

In 2013, the turnover is 21.3 billion euros.

There are 1803 stores in France and 525 shops in the European Union. The workforce is 146000 persons.

Its main competitors are Carrefour, Casino, Groupe Auchan, E.Leclerc

The address of the headquarter 24, rue Auguste Chabrières 75737 Paris cedex 15.

01 41 48 30 00

<https://www.intermarche.com/>

Since 2016, they have to reposition themselves to face the hard discount. The slogan is "All united against the expensive life". They are transparent on prices.

Their goal is to build customer loyalty.

Their weakness is the lack of influence and the difficulty of finding independents in strategic areas.

They rely on local production with a slogan "Proud to make the majority of products from our brands" and a new television communication.

CARREFOUR



Carrefour is the 2nd largest global company and leading European retailer. Carrefour was born in 1959 by Marcel Fournier and the brothers Defforey. It was only in 1973 that the distributor brand was created.

Nowadays, there are over 9994 stores located in 33 countries.

It is the pioneer of the concept of the hypermarket but it faces a very strong competition. Its concept is to capitalize a certain notoriety by developing different services like Drive, e-commerce, convenience stores and Cash & Carry for professionals.

Between 2010 and 2013, they embarked on a new investment plan of more than 1.5 billion euros to launch the Carrefour Planet. The store is divided into a different pole.

The new strategy is decentralization, deleveraging and a coherent pricing policy. The slogan is "Low prices, confidence in more" and a consistent and clear price policy.

In 2013 there were 106,000 employees in France.