



***KAINUUN ETU***

## **Winter Wonders 2018**

Tuomo Tahvanainen, director  
Kainuun Etu Oy

09/01/2019

PLAISIRS  
D'HIVER

WINTER  
PRET

BRUXELLES • BRUSSEL



# WINTER WONDERS 2018

KAINUU IN BRUSSELS



- ❖ BACKGROUND
- ❖ WHAT IS WINGTER WONDERS CONCEPT
- ❖ WHAT IS THE CONCEPT OF KAINUU
- ❖ EXPECTATIONS
- ❖ RECOURSES



# HOW DID IT ALL BEGIN

- The City of Brussels contacted the Embassy of Finland to Belgium and Visit Finland: "Finland the celebrated country on Winter Wonders 2018?"
- Visit Finland contacted Kainuun Etu Ltd: "Kainuu in charge of the process of Winter Wonders 2018 representing Finland?"
- Three dimension responsibility: The Embassy of Finland to Belgium, Visit Finland, Regional Council of Kainuu / Kainuun Etu Ltd.



# WHAT IS WINTER WONDERS

- The Embassy of Finland to Belgium: "The Event will be the biggest ever event in Brussels, promoting Finland!"
- Winter Wonders in Brussels is the 3. biggest annually held Christmas Market in Europe.
- CNN: "The best Christmas Markets in the world" > Winter Wonders is in Top 10
- 5 weeks in the heart of Europe, in the centre of Brussels during 30.11.2018 – 6.1.2019. Every day from 12am to 10 pm
- Celebrated Country: visibility internationally
  - Emarketing only worth 1.3 million Euros

## Statistics 2017:

- 2,5 million visitors
- 260 selling cottages within 2,5 km area
- 45.000 skaters in skating arena
- 70.000 participants in Christmas Parade
- Over 650.000 web visits [www.winterwonders.be](http://www.winterwonders.be)
- Social media channels: 17.000 likes, 73.000 shares, 1.000 reactions



# WHAT IS KAINUU WINTER WONDERS CONCEPT

- Regional Council of Kainuu (main responsibility of coordination, EU relationships, non-commercial activities of Kainuu representatives)
- Kalevala Spirit Ltd (Christmas Market, selling of products & services)
- Kainuun Etu Ltd. (coordination of promotion of tourism services etc. and project financing)
  
- Winter Wonders 2018 is not only a Christmas Market but also a promotion possibility of the whole Kainuu business life internationally
- Visit Finland, Finnair and other key-players are supporting partners with their own profiles
- The Embassy of Finland to Belgium is supporting the process with their own profile and recourses
- The joint EU-office of Northern/Eastern Finland is supporting the process with their own profile and recourses



# THE PROJECT – HOW WILL IT HELP

- WP1: Planning and implementation of the main Christmas Market concept
- WP2: Bringing up and promoting the main sectors the excellence of Kainuu livelihood, especially tourism
- WP3: promoting the relationships between Kainuu and EU (MEPS, European Commission), Regional Council of Kainuu as responsible partner
- WP4: production of high-quality and innovative international promotion material. WWW, social media
- WP5: Content creation; blogs etc. Especially in French and Flemish languages
  
- The main aim of the project is to make an effective plan and implementation of high quality offering for 5 weeks period.
- Promoting Kainuu / Finland as an interesting and international tourism resort and to promote the region in general.
- Kainuu companies are suppose to take care of their own activities and their own costs; the project is supporting the whole event in general level.

# CHRISTMAS MARKET IN THE SPIRIT OF KALEVALA



- Kainuu Christmas Market concept; location and infrastructure
- The sales concept; commitment of the companies
- Cooperation with Tour Operators; sales not only marketing
- General message: high quality products & services, the large variety of offering
- The role of Santa Clause; mysterious man and technical assistant
- Grand Stage; cultural events, shows, musicians
- Events of cooperation partners; Finnair etc.
- Wild Tech; University of Applied Sciences
- Film festival week: film productions in Kainuu; Kainuu Vocational Institute
- Metsähallitus; Land of National Parks



# CONTACTS



- Regional Council of Kainuu
  - Eeva Mäntymäki, [eeva.mantymaki@kainuu.fi](mailto:eeva.mantymaki@kainuu.fi), +358 44 797 4004
  - Salli Mikkonen, [salli.mikkonen@kainuu.fi](mailto:salli.mikkonen@kainuu.fi), +358 44 710 0872
  - Tuija Pirttijoki, [tuija.pirttijoki@kainuu.fi](mailto:tuija.pirttijoki@kainuu.fi), +358 40 750 6022
  
- Kalevala Spirit Ltd
  - Akke Virtanen, [akke@kalevalaspirit.fi](mailto:akke@kalevalaspirit.fi), +358 40 540 7777
  
- Kainuun Etu Ltd
  - Tuomo Tahvanainen, [tuomo.tahvanainen@kainuunetu.fi](mailto:tuomo.tahvanainen@kainuunetu.fi), +358 44 551 4585



# BARENTS NATURE PHOTOGRAPHY EXHIBITION

- From 30 November 2018 till 6 January 2019
- All together 20 printouts from [www.discoverbarents.com](http://www.discoverbarents.com)
- Exhibition will be held in The Finnish Embassy of Belgium in Brussels
- The Ambassador of Finland will open the exhibition on 30 November 2018 at 1pm. After this the Grand opening of Winter Wonders 2018.
- From 7<sup>th</sup> January 2019 the exhibition will be moved to The Northern-Eastern Finland EU-office in Brussels

