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## PRESS RELEASE

### The first ever Finnish week to be held in Hong Kong

The Finnish Chamber of Commerce is organizing the first ever Finland-themed week in Hong Kong on 10–16 December. It will showcase Finland, Finnish know-how and Finnish culture under the event title “What’s Up Finland? The Finnish Week in Hong Kong”.

The What’s Up Finland week includes seminars on the world-famous Finnish education system, the Finnish innovation ecosystem and entrepreneurial thinking in Finland. It also brings authentic Nordic Christmas spirit to Hong Kong: On Tuesday 11 December FinnCham and the HKGCC organize a Glögg Mingle & Christmas Market where visitors can purchase traditional Finnish food and beverage products and learn about Finnish companies operating in Hong Kong. Another Christmas Market, Stanley Plaza Finnish Christmas Wonders, will be held on 8–9 and 15–16 December, presenting a wide variety of Finnish lifestyle, food and beverage products. At both markets, visitors will have a photo opportunity with one of the most famous Finnish characters, the Moomin. A Nordic Walk event in Hong Kong will be held on Thursday 13 December, showcasing the healthy Nordic lifestyle of Finland. The grand final of the week is the Celebrate Finland Gala on 15 December at the American Club – an event connecting the Finnish business community in Hong Kong with the local business community.

Mrs. Gitta Hägg-Lundvall, Executive Director of the Finnish Chamber of Commerce in Hong Kong: “With its clean nature and air, clean food, excellent education system and cleantech knowhow, Finland has a lot to offer in Hong Kong. The What’s Up Finland week is an easy way to get to know Finns in Hong Kong as well as the culture, traditions, expertise and the companies operating here. This is a great way to deepen the excellent relationship between Finland and Hong Kong.”

The week is sponsored by Pear & Carrot, Mr. Henry CC Chan JP MH and Rapala.

Event details can be found [here](http://www.finncham.com.hk/events/) (http://www.finncham.com.hk/events/). The program of the “What’s Up Finland? Finnish Week in Hong Kong” is attached.

#### **ABOUT FINNISH CHAMBER OF COMMERCE IN HONG KONG:**

The Finnish Chamber of Commerce in Hong Kong is an independent non-profit organization established in 1986 and focused on serving its members. We connect Finnish companies in Hong Kong through business networking, knowledge sharing and market visibility.