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FRIDGE partner meeting and study visit in South Ostrobothnia, Finland

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

The next FRIDGE partner meeting and study visit will take place on the 23rd and 24th of March in South Ostrobothnia, Finland. The meeting is organised at the same time with a national Food Business Summit 2022 event taking place in the city of Seinäjoki every year.

During the meeting partners and stakeholders will get a close look at the food business development in South Ostrobothnia, network with food business developers in Finland and Europe and last but not least discuss project progress within the partnership.

Registration for the meeting is open until 7th of March. Do your your registration here: [Registration for Food Business Summit 2022](#).

The project partners from the Regional Council of South Ostrobothnia warmly welcomes all FRIDGE partners and stakeholders to join the event in March!

Contact information

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DRAFT AGENDA

Tuesday 22.3.2022

Arrival in Seinäjoki.

Informal dinner with FRIDGE project partners and stakeholders in Kabacka, Craft Beer and Street Food.

Address: Kauppakatu 15 C, 60100 Seinäjoki.

Website (in Finnish): <https://www.kabacka.fi/>

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. The morning seminar will be streamed online through FRIDGE Youtube channel.

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

Registration:

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

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. Cost of the dinner is á 68-83 € for participants outside FRIDGE project. Shuttle bus is provided for participants from Seinäjoki to Kyrö Distillery and back.



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 Heli Seppelvirta, Regional Mayor, Regional Council of South Ostrobothnia
9:15 - 9:40	Introduction to Food Business in South Ostrobothnia Presented by Terhi Välisalo, Development Coordinator, Rural Women's Advisory Organisation of South Ostrobothnia.
9:40 - 10:40	Presentation of selected local activities / PART I <ul style="list-style-type: none"> • Food Innovation Networks: Food Team & Food Forum Presented by Elina Koivisto, Expert, Into Seinäjoki Business Development • Accelerating Growth and Internationalisation of Food SMEs Presented by Kåre Björkstrand, Senior Advisor, Viexpo Ltd.
10:40 - 10:55	Coffee break
10:55- 12:00	Presentation of selected local activities / PART II <ul style="list-style-type: none"> • Food Province Strategy and Label Presented by Kirsi Varila, CEO, Rural Women's Advisory Organisation of South Ostrobothnia • Research: Food, innovation and entrepreneurship in South Ostrobothnia Presented by Silvia Gaiani, Senior Researcher, Helsinki University - Ruralia Institute • Frami Food Lab: Education and testing platform for food processing technologies. Presented by Karri Kallio, RDI Expert, SeAMK



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 international markets. The Distillery is located in Isokyrö where they also have a tourism center and restaurant. Read more about Kyrö Distillery here: https://kyrodistillery.com/distillery/story/</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>



Thursday 24.3.2022

Food Business Summit Day 2 - Day for Food SMEs

The FRIDGE project partners and stakeholders have an opportunity to take part in Food Business Summit event in Thursday 24th of March.

The event is organised in collaboration between few key organisations and food development projects in the area. The key partnering organisations are Into Seinäjoki Business Development and Seinäjoki University of Applied Sciences.



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. Programme in Finnish will be updated here: [Food Business Summit Event Website](#).

- Venue: Auditorium 2 at Frami B.

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 in the meeting rooms of Frami B. Specific programme will be provided later.

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 can be provided in English.



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FRIDGE project meeting and partnership dinner

The FRiDGE project meeting will be held at some point of the day at the Regional Council of South Ostrobothnia, located in Frami C-building.

In the evening partners and stakeholders will also have a dinner at **Juurella restaurant**.

Address: Keskustori 1, Seinäjoki. Websites (Finnish): <https://juurella.fi/>.

Registration

Registrations together with day 1 registration. Do the registration here: [Registration for Food Business Summit 2022](#)



TIME	Food Business Summit Seminar
9:00 - 14:00	Food Business Summit Seminar
	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/
	Hotspot 1: Changing international business. Esa Wrang , Head of Food Program, Food From Finland , Business Finland. LinkedIn .
	Hotspot 2: TBA
	Coffee break & networking
10:40	Keynote 2: From trends to new business - how is it done? Piia Maaranen , CEO at Plantui Ltd , Member of the Board at Anton&Anton. LinkedIn .
	Hotspot 3: TBA
	Hotspot 4: Getting results from influencer marketing. Mirja Palola , CEO at somessa.com & co-founder of Taiga Chocolate . LinkedIn .
11:30 - 13:00	Lunch break
13:00	Keynote 3: TBA
	Hotspot 5: Taiga Chocolate going global. Tanja Davidov . CEO, sales director and Co-Founder at Taiga Chocolate .
13:50 - 14:00	Closing words



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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 (ERDF)
 - Food Province 2030 Strategy project (EAFRD)



Regional Council of South Ostrobothnia

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



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The European Agricultural
Fund for Rural Development
Europe investing in rural areas



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