

FENNO
PROMO

ELINTARVIKKEIDEN MYYNNIN JA MARKKINOINNIN MENETELMÄT, KANAVAT JA MATERIAALIT

19.3.2024, klo 13.30 – 15.30, Elintarvikkeiden myynti- ja
markkinointiosaaminen koti- ja vientimarkkinoilla
Eeva-Liisa Lilja, Jukka-Pekka Inkinen, Fennopromo Oy

Rahoittaja
 Jatkuvan oppimisen ja
työllisyyden palvelukeskus

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Riveria koulutuspalvelut oy

Sisältö:

1. Myynnin ja markkinoinnin ABC
2. Messumarkkinointi
3. Viranomaissäätely
4. Pakkaus markkinointiviestinnän keinona
5. Onnistuneita toteutuksia

2. Messumarkkinointi

Biofach 2024

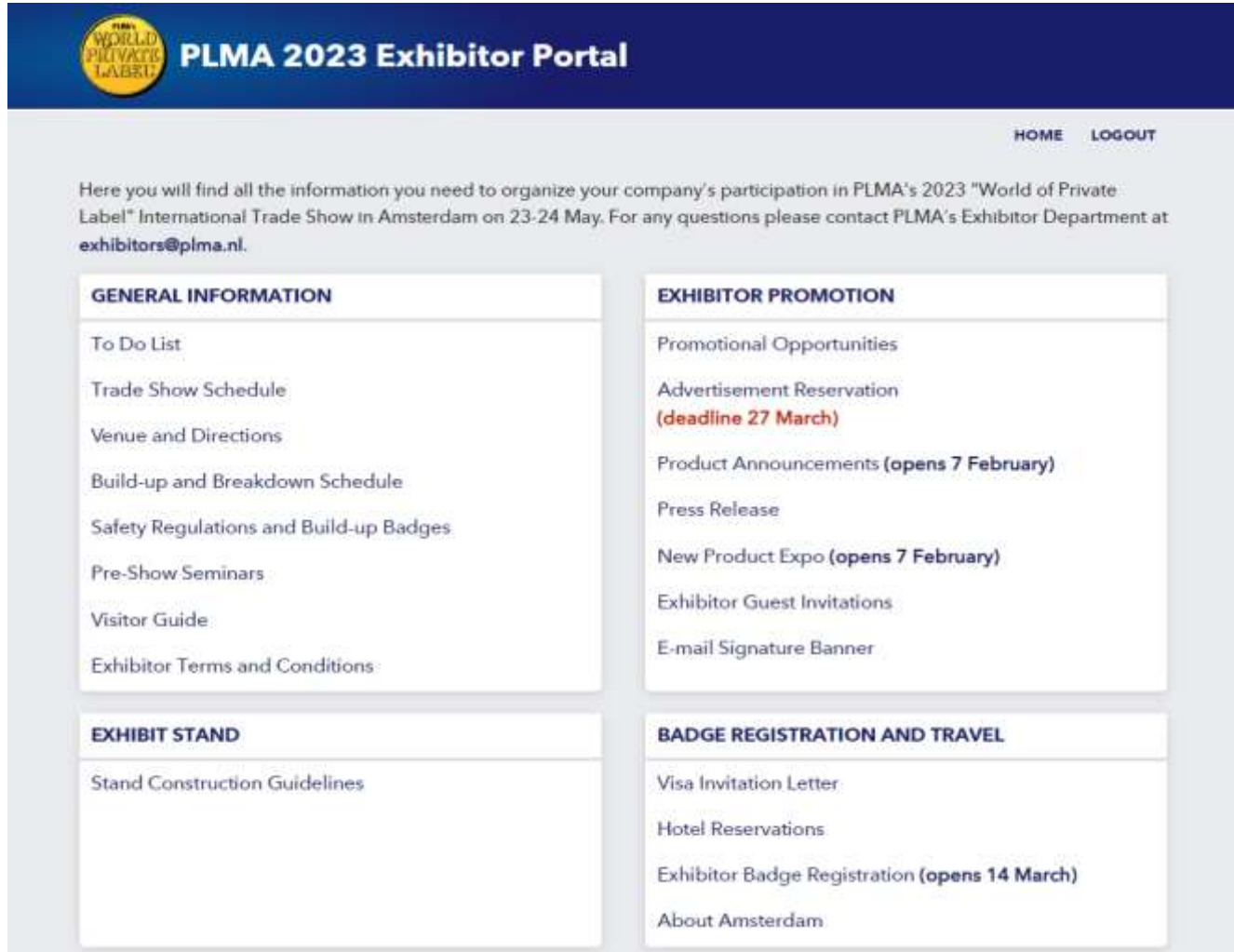


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Marketing communications:

- Advance marketing is important!
- Send invitations to customers in advance.
- Check Expo promotional opportunities for the marketing options and rates.
- Be active and outgoing at the stands!

Exhibitor Portal



The screenshot shows the PLMA 2023 Exhibitor Portal. At the top left is the PLMA logo, a yellow circle with 'PLMA' at the top, 'WORLD PRIVATE LABEL' in the middle, and 'LABEL' at the bottom. To its right is the title 'PLMA 2023 Exhibitor Portal'. On the right side of the header are links for 'HOME' and 'LOGOUT'. Below the header is a paragraph of introductory text. The main content is organized into four white boxes with dark blue headers: 'GENERAL INFORMATION', 'EXHIBITOR PROMOTION', 'EXHIBIT STAND', and 'BADGE REGISTRATION AND TRAVEL'. Each box contains a list of links to various resources and announcements.

PLMA 2023 Exhibitor Portal

[HOME](#) [LOGOUT](#)

Here you will find all the information you need to organize your company's participation in PLMA's 2023 "World of Private Label" International Trade Show in Amsterdam on 23-24 May. For any questions please contact PLMA's Exhibitor Department at exhibitors@plma.nl.

GENERAL INFORMATION

- [To Do List](#)
- [Trade Show Schedule](#)
- [Venue and Directions](#)
- [Build-up and Breakdown Schedule](#)
- [Safety Regulations and Build-up Badges](#)
- [Pre-Show Seminars](#)
- [Visitor Guide](#)
- [Exhibitor Terms and Conditions](#)

EXHIBITOR PROMOTION

- [Promotional Opportunities](#)
- [Advertisement Reservation \(deadline 27 March\)](#)
- [Product Announcements \(opens 7 February\)](#)
- [Press Release](#)
- [New Product Expo \(opens 7 February\)](#)
- [Exhibitor Guest Invitations](#)
- [E-mail Signature Banner](#)

EXHIBIT STAND

- [Stand Construction Guidelines](#)

BADGE REGISTRATION AND TRAVEL

- [Visa Invitation Letter](#)
- [Hotel Reservations](#)
- [Exhibitor Badge Registration \(opens 14 March\)](#)
- [About Amsterdam](#)

Promotional opportunities

New Product Expo

PLMA's New Product Expo is a free-of-charge service to all exhibitors. Only new products introduced after June 2022 are eligible for application, selection will be based on newness and innovation. Products passing final selection will be displayed in the centrally located RAI Elicium building and can be seen by all visitors and exhibitors during trade show hours.

The application form for New Product Expo will be accessible from this page as of mid-February. To apply, you will be requested to provide details of your new product and upload a picture. After submitting your application, your product's details will be evaluated by PLMA's New Product Expo selection committee. Within 3 weeks from submission of your product details, you will receive a confirmation of the evaluation result by e-mail.



Promotional opportunities

Exhibitors can turn the spotlight on their companies and products by advertising in the online Show Preview, in the Show Navigator and in the **Official Trade Show Catalogue, which is distributed to the show's visitors and is used as a desk reference throughout the year.**

Thirty days prior to the show, exhibitors receive the preliminary list of registered retail and wholesale companies. This list can be used to set up appointments with buyers in advance. Exhibitors also receive an updated buyers list upon arrival at the show. This updated list can be used for post-show promotion and sales follow-up.

Promotional opportunities

Press Release

Exciting news to share about your company? A new product launch, new services, other new developments or innovations?

Maximize your press exposure around PLMA's "World of Private Label" and pass your news to the media as well as to buyers, free of charge. Return to this page **as of mid-April** to find the link to PLMA's Press Release Upload Form.

- Once submitted, your press release will be forwarded to PLMA for approval. Once approved, your release will be added to your company profile in the online Show Navigator.
- NOTE: Press releases must be supplied in PDF, with a maximum file size of 10MB.



In accordance with the [Terms and Conditions](#), PLMA reserves the right to update information and schedules if required by such guidelines or restrictions.

Promotional opportunities

Download the banner below and embed it in your e-mail signature to inform your business partners of your participation in PLMAs 2023 "World of Private Label". As of mid-March, it will be possible to download a customisable banner including your company logo.



 [CLICK HERE TO DOWNLOAD](#)

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Suomen yhteisosasto PLMA 2023/24



3. Viranomaissäätely

Markkinointiväittämät

- Elintarvikkeen pakkauksessa, esitteessä, mainoksessa tai muulla tavalla markkinoinnin yhteydessä on annettava totuudenmukaiset ja riittävät tiedot elintarvikkeesta, harhaanjohtavien tietojen antaminen on kielletty.
- Elintarvikkeiden kaupallisessa viestinnässä saa käyttää vain hyväksytyjä ravitsemus- ja terveysväitteitä sekä vielä toistaiseksi ns. kasviperäisten aineiden odotuslistalla olevia väitteitä.
- Markkinointiväittämä:
 - toteaa, esittää tai antaa ymmärtää, että elintarvikkeella on ravitsemukseen tai terveyteen liittyviä erityisominaisuuksia.
 - on vapaaehtoinen esitys tai kuvaus, ei lainsäädännön mukaan pakollinen.
 - voi tekstin lisäksi olla myös kuva, symboli, graafinen esitys, puhetta, ääniä, ja niin edelleen.
 - voi olla myös tavaramerkki, tuotenimi tai kuvitteellinen nimi.
 - voi olla ravitsemusväite tai terveysväite, lääkinnälliset väittämät ovat kiellettyjä!

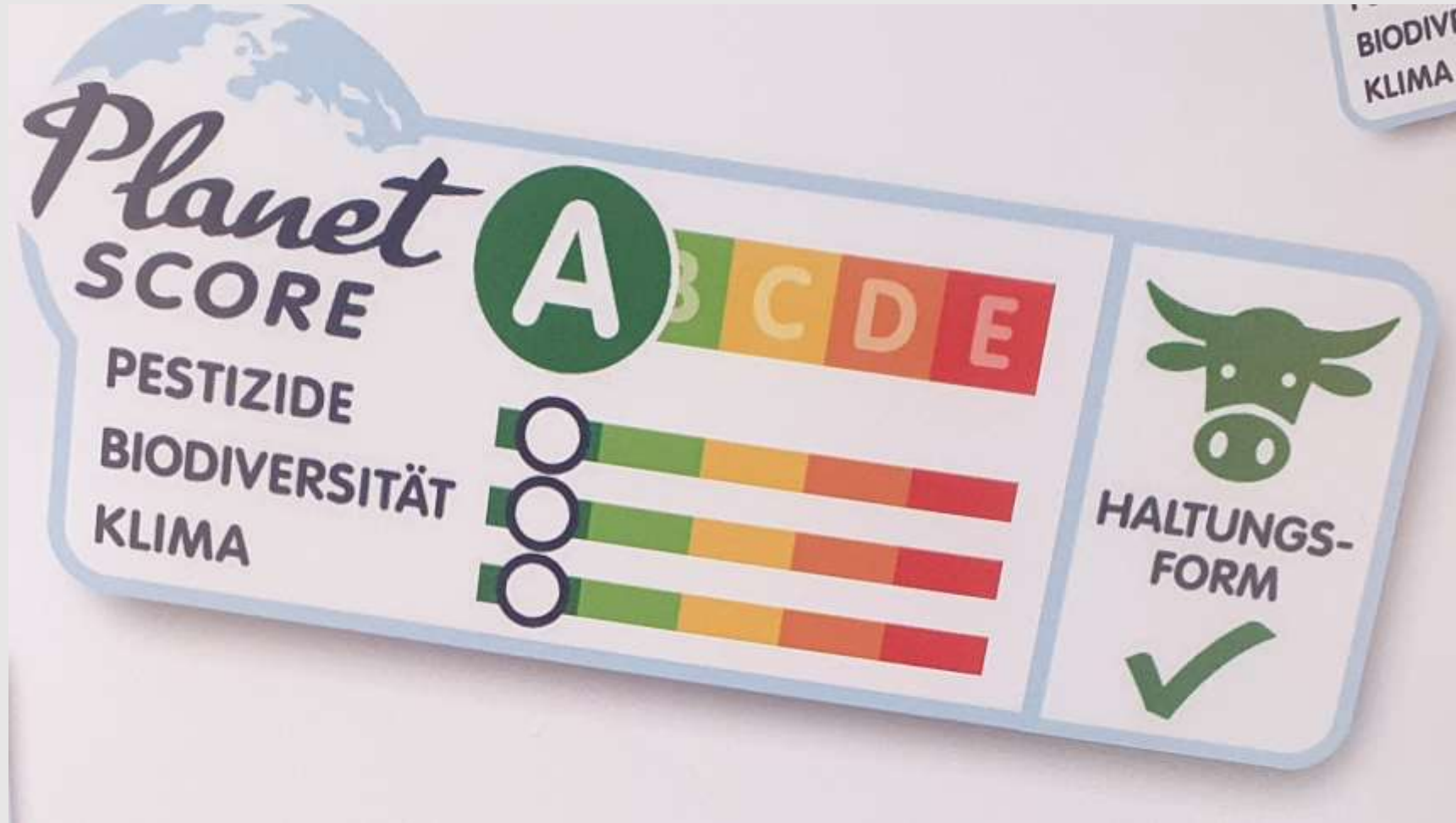
Lue lisää Ruokaviraston sivuilta

<https://www.ruokavirasto.fi/elintarvikkeet/elintarvikeala/ohjeet/#viranomaisvalvonta>

<https://www.ruokavirasto.fi/teemat/tuonti-ja-vienti/>

4. Pakkaus markkinointiviestinnän keinona

Biofach 2022: Planet Score -merkintä




Biofach 2022: HotGut



Fresh organic meadow-grazed milk,
not homogenized (whole milk & low-fat milk)
Denree, Deutschland



Biofach 2022: Ilmastoteema esillä




CARBON TRUST

REDUCING CO2 PACKAGING

For more information, visit: carbontrust.com/tetrapak.

PACKAGING MADE FROM **88%** PLANT BASED MATERIALS



TM

"This package has a -20% lower carbon footprint than a standard TBA 1000 Edge pac

Biofach 2022: Merkkiviidakko



Biofach 2022 - Biopolar



Biofach 2023 – Better World



5. Onnistuneita toteutuksia myynnin ja markkinoinnin näkökulmasta

Ehkei näin...



Biofach 2019 – Kestävä kehitys



Anuga 2021 – Kasvispohjaisia tuotteita



Biofach 2020 – Luomukuohutee



Tony's – Muna mukaan



Pasta Amore – Rakkauden pasta



Kiitos!

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Emme opeta. Annamme uuden ajattelun eväitä

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