

## **BENCHMARKING TRIP TO WESTERN FINLAND 29.9.-2.10.2020**

Are you interested in learning what kind of innovative business stories can be found in Western Finland? Do you want to receive feedback on your business concept from outside your own region? Do you want to develop your interregional networks? Join the benchmarking trip to Western Finland arranged by the Rural Future project!

You can join this trip by registering in the Rural Future project **latest Wednesday 26 August 2020:**  
<https://link.webropolsurveys.com/S/74CFDB2240BC0DE5>

Before the benchmarking trip you will receive a short pre-assignment related to your business activities. This assignment will be gone through during the trip. A travel diary will also be written on the trip. The areas of responsibility for the travel diary will be divided between the participants.

During the trip you will also participate in "Ideaprässi" in which you will receive feedback on your business concept. Related to this, there will be one distance meeting before the trip and one after the trip.

The trip will be arranged if at least 5 people participate in it. Accommodation will be in two person rooms (divided by gender). Additional payment for single room 150 e. We will maintain a right to change the program or cancel the trip or change the time for the trip for instance due to the corona situation.

Matka toteutetaan, jos sille osallistuu vähintään 5 henkilöä. Majoittuminen kahden hengen huoneissa. Yhden hengen huoneen lisämaksu 150 e. Pidätämme mahdollisuuden muuttaa matkaohjelmaa tai perua matkan tai siirtää matkan ajankohtaa esimerkiksi koronatilanteen vuoksi.

**Participation fee:** 600 €, includes this benchmarking trip and access to the training materials and recordings of previous trainings (in Finnish) arranged in the project and future trainings (training languages to be confirmed). You will receive 50 e discount on the participation fee if you participate in the Future Path Small Groups which are free and open to everyone.

## **TIMETABLE (tentative)**

### **Tuesday 29.9.2020**

#### **Participants from Rovaniemi:**

**05:35-10:31** Departure from Rovaniemi, train Rovaniemi-Seinäjoki

Leaving luggage to accommodation at the hotel in Seinäjoki.

Lunch (self-paid), Seinäjoki

**11:45-13:10** Bus Seinäjoki-Tuuri (arrival about 300 m from Keskinen Village Store)



### **Participants from Joensuu (route: Joensuu-Varkaus-Jyväskylä-Tuuri-Seinäjoki):**

**08:00** Departure from Joensuu, Karelia University of Applied Sciences, Wärtsilä Campus, Karjalankatu 3, Joensuu

**12:00-13:00** Lunch (self-paid), Jyväskylä

### **Joint program**

**15:00-16:30** Keskinen Kyläkauppa Department Store in Tuuri. <https://tuuri.fi/en/>

*Keskinen Kyläkauppa is Finland's biggest department store and at the same time a popular tourist destination with over six million annual visitors. The merchant story of Keskinen family starts already in 1800s and it continues strong in the current fifth generation. The store is an entertainment centre for all kinds of people where people of all ages spend time, meet their friends and enjoy the atmosphere. During this visit we will get to know better the unbelievable growth story and future visions of Keskinen Kyläkauppa!*

Facebook: <https://www.facebook.com/KylakauppaVeljeksetKeskinen/>

**16:30-17:30** Self-guided time at the destination

**17:30-18:30** Transportation to Seinäjoki

**18:30-** Accommodation, Hotel Alma, <https://www.hotelalma.fi/en/>

*In Hotel Alma past meets present. The hotel offers accommodation in three different styles. The entrepreneurs have saved with their investments the old Railwaymen's House built in 1909 and water tower for steam locomotives built in 1926 by renovating them to hotel buildings. Also the extension part of the hotel built in 2020 reflects the history of renovated buildings in terms of railways and railwaymanship. We will stay at the New Tower of the Hotel Alma. Breakfast we will enjoy in 6 meters high Jugend style restaurant hall.*

Facebook: <https://www.facebook.com/hotelalma/>

**19:00-** Dinner (self-paid)

### **Wednesday 30.9.2020**

**06:30-08:00** Breakfast

**08:15** Transportation by bus

**08:30-10:00** Foodwest Ltd., <https://www.foodwest.fi/en/>

*Foodwest is a specialist in food sector in terms of business, consumer views and product development. As a food entrepreneur you will get boost to become a trendsetter in your area. The services of Foodwest cover the whole development cycle of a product from raw material, idea generation and production to launching in markets and export.*





Twitter: <https://twitter.com/foodwestoy>

LinkedIn: <https://www.linkedin.com/company/foodwest-oy/>

**10:15-11:00** Seinäjoki University of Applied Sciences, cooperation models for rural enterprises / Frami Food Lab

*Frami Food Lab is a food laboratory which has started its activities in 2019. The aim of the food laboratory is to advance the cooperation and synergy of different parts in agri-food supply chain and actors in it. The food laboratory serves as a learning environment for students in food sector and as a testing platform to food entrepreneurs.*

**11:00-12:00** Lunch (self-paid) Lounas (omakustanteinen) Frami/Seinäjoki University of Applied Sciences – Restaurant Idea <https://www.juvenes.fi/idea/en> / Restaurant Komia <https://www.juvenes.fi/komia/en>

*Restaurant Komia: soup lunch 8.90 e, lunch or vegetable lunch 9.80 e*

**12:30-15:00** "Ideaprässi" (Idea Compactor), Into Seinäjoki Business Development, <https://intoseinajoki.fi/in-english/>

*In Idea Compactor the business or product ideas of enterprises are evaluated and particularly their critical parts and strengths are aimed to be found and highlighted. In total 8-12 people participate in the Idea Compactor as a jury so that the entrepreneur is not present when his/her idea is being evaluated.*

*The Idea Compactor jury members are typically business developers from Into Seinäjoki Business Development or another development company, staff from the University Consortium of Seinäjoki, staff from the Seinäjoki University of Applied Sciences and other people working with business development in the region. The jury members are, thus, mainly people who are experienced in evaluating business activities or product ideas in their work. The entrepreneurs participating in the benchmarking trip will also participate in the Idea Compactor as jury members together with business developers. There will be simultaneous juries in place so that an entrepreneur's business concept will be evaluated in one Idea Compactor jury and at the same time he/she is a jury member in another Idea Compactor jury.*

*Before the Idea Compactor Into Seinäjoki Business Development will have about a 30 minutes discussion with each entrepreneur with distance communications methods. After the Idea Compactor Into Seinäjoki Business Development will compile about 10-15 pages Powerpoint summary to the entrepreneur. This summary will be gone through with the entrepreneur through distance communication methods and it will also be sent to the entrepreneur after the discussion.*

*Idea Compactor is, thus, formed of a discussion before the benchmarking trip (about 30 minutes), Idea Compactor (training part and jury part) during the benchmarking trip (about 2.5 hours) and feedback discussion after the trip (about 30 minutes).*

**15:15-16:00** Henua Organics Ltd., <https://henuaorganics.com/>

*Henua is an Ostrobothnian dialect word which means wellbeing, enjoyment and happiness. The roots of Henua Organics are in skin issues caused by conventional cosmetics to its founder. Based on this experience, Henua's products are natural as their carrying force. The internationally branded premium cosmetics of Henua were first sold in one Finnish store in December 2018. The launch to European markets took place during European Fashion Week in Paris in June 2019. Henua has been*





awarded a natural cosmetics award in three different natural cosmetics competitions. It has also been awarded an outer packaging award in European Design Awards in 2019. Henua's products are being sold in 14 countries.

Facebook: <https://www.facebook.com/Henuaorganics/>

Instagram: <https://www.instagram.com/henuaorganics/>

**16:00-16:30** Finnish Institute for Enterprise Management, <https://www.syo.fi/> (in Finnish)

*Finnish Institute for Enterprise Management is a national education and expert organization which offers services to entrepreneurs throughout Finland. It offers for instance expert services and trainings for developing business activities.*

**16:45-** Dinner (self-paid)

### **To 1.10.2020**

**06:30-08:00** Breakfast

**08:15** Transportation by bus

**09:00-10:30** Culture and Enterprise Center Vanha Paukku, <https://vanhapaukku.fi/> (in Finnish)

*Vanha Paukku is a culture and enterprise center. Its surroundings and history are unique. In the old Lapua Cartridge Factory buildings there are located for instance cultural services of Lapua City and stores such as Lapuan Kankurit (Lapua Weavers). We will get to know the perspectives of the city and entrepreneurs.*

Facebook: <https://fi-fi.facebook.com/vanhapaukku/>

Instagram: <https://www.instagram.com/kulttuurikeskusvanhapaukku/>

Twitter: <https://twitter.com/paukkuvanha>

**10:45-11:45** Lunch (self-paid), Restaurant Iso Prässi, <https://vanhapaukku.fi/ravintola-iso-prassi/> (in Finnish)

<https://www.facebook.com/Ravintola-Iso-Prässi-1556896297959165/>

Lunch 10 e/person

**12:00-12:30** Transportation by bus

**12:45-14:15** Fiini Naturally, <https://fiininally.fi/en/etusivu/>

*Artisan natural cosmetics and home cleaning products from an enterprise run by two friends. The products of the enterprise are manufactured from clean Finnish raw materials. Two products of Fiini Naturally have won gold in European Free from Skincare Awards in 2019 which is the first time when Finnish natural cosmetics has been awarded in an international competition. In August 2020 the products of Fiini Naturally were awarded two gold medals and 3 bronze medals in Global Green Beauty Awards competition.*

Facebook: <https://fi-fi.facebook.com/fiininally/>

Instagram: <https://www.instagram.com/fiininally/>





**14:15-17:00**

Kyrö Distillery Company rye whisky distillery, [https://kyrodistillery.com/region\\_FI/](https://kyrodistillery.com/region_FI/)

*How to become an export company from an idea generated with friends in sauna? The amazing story of Kyrö Distillery Company from an idea to an enterprise and to the world map as a young export company is seeking its kind! The rye whisky of this enterprise has for instance won gold in an international IWSC 2020 competition.*

Facebook: <https://www.facebook.com/kyrodistillery/>

Instagram: <https://www.instagram.com/kyrodistillery/>

Twitter: <https://twitter.com/kyrodistillery>

Youtube: <https://www.youtube.com/channel/UCPYmiztbv6z6o0etuQCmScA>

LinkedIn: <https://www.linkedin.com/company/kyro-distillery-company/>

Sugar Daddies CO, <https://sugardaddieshoney.com/>

*Sexing up places branding, naked honey and perceptions and stories on rural areas. This and much more is an enterprise run by 4 friends who produce for instance ecological surf wax, group beehive "gang buzz" honey and whisky barrel honey. Sugar Daddies CO has been established in 2017. After one-year long start-up phase its products were found nearly 400 store all over Finland. The enterprise heads to the world markets with good products, story, marketing and collaboration partners.*

Facebook: <https://www.facebook.com/sugardaddieshoneycompany/>

Instagram: <https://www.instagram.com/sugardaddieshoneycompany/>

**17:15-17:45** Transportation by bus to Seinäjoki

**17:45-** Dinner (self-paid)

## **Friday 2.10.2020**

**06:30-08:15** Breakfast

**08:15-08:45** The story of Hotel Alma (during breakfast)

*In Hotel Alma past meets present. The hotel offers accommodation in three different styles. The entrepreneurs have saved with their investments the old Railwaymen's House built in 1909 and water tower for steam locomotives built in 1926 by renovating them to hotel buildings. Also the extension part of the hotel built in 2020 reflects the history of renovated buildings in terms of railways and railwaymanship. We will stay at the New Tower of the Hotel Alma. Breakfast we will enjoy in 6 meters high jugend style restaurant hall.*

Facebook: <https://www.facebook.com/hotelalma/>

**08:45-09:30** Checkout

**09:45** Transportation by bus

**10:00-15:00** Seinäjoki Handicraft Fair, <https://pytinki.fi/kasityo/> (in Finnish)





*During the traditional Seinäjoki Handicraft Fair you will learn about the novelties of the season both for professionals and hobbyists. Besides exhibitors there are for instance work demonstrations, work shops and exhibits. Besides experiences, take with you at home personal ideas!*

Lunch (self-paid), at the fair grounds or another self-chosen location

**Participants from Rovaniemi:**

**16:38-22:47 or 17:27-22:47** Train Seinäjoki-Rovaniemi

Dinner (self-paid), in train

**Participants from Joensuu (route: Seinäjoki-Jyväskylä-Varkaus-Joensuu):**

**15:00** Departure to Joensuu

**17:30-18:30** Dinner (self-paid), Jyväskylä

**21:00** Arrival to Joensuu