

## British Week 25-27.04.2022 - Programme

---

Following a successful visit to Finland in 2017, His Royal Highness Prince Michael of Kent will be leading B3CF's 'British week' as patron of the Genesis Initiative. Joining from the UK will be businesses and brands from the Royal Warrant Holders Association, members of British Chambers of Commerce worldwide, and members from the Commonwealth Enterprise and Investment Council.

As part of the Queen's Platinum Jubilee Year, 'British Week' will be a highlight for the B3CF for 2022. This special week will feature a series of events designed to promote:

- UK-Finland trade and investment relations
- British brands in Finland
- The position of Finland as a hub to the Nordic-Baltic markets

B3CF members, UK delegates, our partners and sponsors alike will have the exclusive opportunity to engage in trade promotion and showcase exhibitions, B2B meetings, networking activities, a formal banquet and more, in the company of potential business partners, new contacts, and relevant personalities.



"The planning and preparation were first class and we used every moment to our advantage. It was rightly a packed and busy programme. Thank you for all you did to make the visit to Finland such a success"

*- HRH Prince Michael of Kent GCVO during his 2017 visit to Finland, organised by The British and Commonwealth Chamber of Commerce in Finland*

Programme and Events details: <https://www.b3cf.com/british-week>

## MONDAY 25.04.2022 – TAMPERE - INTRODUCTIONS

**16.00 Meeting at Helsinki Vantaa International Airport**

**16.00-18.00 Transfer to Tampere**

The second largest urban centre in Finland, and the most populous inland city of the Nordic countries.

**19.30-22.30 British Week Dinner in Tampere**

Dinner in the Presence of HRH Prince Michael of Kent. An opportunity for introductions as we set up for the eventful few days ahead.

*Attendees:*

- *Members of the UK Business Delegation*
- *B3CF Members/sponsors*
- *Members of Finnish Parliament*
- *Other invited VIP's*

Dress code: Business attire



## TUESDAY 26.04.2022- TAMPERE / HELSINKI

**08:30-10:30**      **Breakfast Roundtable with B3CF Member Ahlers**  
Ahlers provides logistics solutions and sustainable supply chain management

**11.00-14.00**      **B2B Meetings in Tampere**  
Lunch/site visits hosted by the local business community, followed by further business meetings and company visits in Tampere.

**15.00-17.00**      **Transfer to Helsinki**

**18.00-23.00**      **The 'British Week' Banquet**  
A Banquet in the Presence of HRH Prince Michael of Kent. Including a Champagne & Celebrities Reception followed by a Festive Dinner and presentation of the book "Pre-War Rolls-Royce Motor Cars with a Finnish Connection" by Lord Stuttgart.

*Attendees:*

- *B3CF Members*
- The Royal Commonwealth Society
- Commonwealth Ambassadors
- UK's Genesis Initiative delegation
- Influential Finnish business and civil society personalities.

Dress code: Black Tie (No decorations) or National Dress





## WEDNESDAY 27.04.2022 – HELSINKI

**08.00-09.00**      **Informal Breakfast for Members of the Delegation**

**09.00-12.00**      **B2B Meetings in Helsinki**

Lunch/site visits hosted by the local business community, followed by further business meetings and company visits in Helsinki.





## PACKETS & RELEVANT INFORMATION

### **UK Business Delegation Pack:**

Participation costs: £2,500GBP + VAT if applicable per delegate.

Price includes: accommodation for 2 nights, meal, access to all events, transportation.

### **Flights not included**

Registration requests should be sent to [sami.harju@b3cf.com](mailto:sami.harju@b3cf.com) by 31.03.2022

**The organiser reserves the right to make changes to the programme**

### **Additional Information / Programme / Sponsorship, etc.:**

Vladislav Dobrokhotov

Executive Director

Mob.: +358 (0)44 2094942

[vladislav.dobrokhotov@b3cf.com](mailto:vladislav.dobrokhotov@b3cf.com)

Sami Harju

Executive Assistant

Mob.: +358445540008

[sami.harju@b3cf.com](mailto:sami.harju@b3cf.com)