



## Press Release

### Participation of TPNM in International Exhibition "MATKA" in Helsinki, 16-19/01/2014

The TPNM project delegation, having successfully participated in the International Tourism EXPO in Finland, MATKA, from the 16<sup>th</sup> to the 19<sup>th</sup> of January 2014, first and foremost would like to express its gratitude to all the entrepreneurs who positively responded to our invitation to promote their professional activity to the Finnish tourism market.

Indeed, the choice of traveling to Helsinki to present our project and the distinctive tourist product the partners have so efficiently created, proved to be a **win win** situation for both the tourists and the destinations. Our presence at the EXPO was acknowledged as unique since it was the first time a EU co-funded project participated at such an event in Finland, as well as, due to the fact that three picturesque



destinations (Corfu-Epirus –Vlora) were combined and promoted as a new vacation opportunity to the public and the professionals of the tourism sector.

The Ambassador of Greece in Finland, Mr. Christos Kontovounisios visited our stand and expressed his positive surprise for this common idea and effort that was born through the EU project. He underlined the great interest the Finnish show for Greece and the frequency they visit it, as well as the potentials that Albania now has for becoming a new interesting destination with all the new infrastructures and services offered.

The Ambassador of France, Mme **Françoise Bourolleau**, of Israel Mr. **Dan Ashbel**, of Italy Mr. **Giorgio Visetti** and Cyprus Mr. **Filippos Kritiotis**, also visited our stand to congratulate us for our effort and this initiative in the tourism sector. The combination of these three areas as holiday package, each offering different landscapes (coastlines, mainland, and islands) and activities that would answer to every vacation type the tourist may look for, found great response and received the interest of both the potential tourists and the professionals.

According to the official statistics presented at the EXPO, the Finnish select as their first destination, Canary Islands, with Greece being the second. Our communication with both locals and professionals showed that the **profile of the Finnish tourist** is mainly formed by



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the following characteristics: family oriented summer vacations, interested in sports and outbound activities (kayaking-cycling-hiking etc), enthusiastic about cultural monuments and history and really interested in local gastronomy and hospitality.

All three areas can offer the idyllic destination as they offer all the above elements, and this is what the TPNM project promoted. Both the travel agencies which are already working with Greek destinations like Parga, Crete and Rodos, and those that are considering of opening business with the areas we represented, were duly informed about the opportunities and the interests of including those new destinations in their vacation packages.

The main **key professionals** we contacted were:

- **Gavrielides Foods:** Mr. Gavrielides is the importer of Greek food products in Finland.  
[www.filos.fi](http://www.filos.fi)  
Email: [info@egavrielides.fi](mailto:info@egavrielides.fi)  
Phone: +358 0927 66 110  
Fax: +358 0987 81490



- **Mrs Irina Tabakova**, Chief Editor and Journalist at a newspaper circulated in more than 100 cities in Finland and all across Russia. They have initiated a project for the promotion of unique cultural value of Europe with articles for each destination. Interested in doing Fam Trips in our areas.  
Email: [editor@novosti-helsinki.com](mailto:editor@novosti-helsinki.com)  
[oy12chairs@yandex.ru](mailto:oy12chairs@yandex.ru)  
Phone: +358 458 798768



- **Finmatkat, Mr Pekka Antila:** the most famous travel agency already working with Greek destinations like Corfu, Rodos, Kos and Samos with charter flights during the summer period.  
<http://www.finmatkat.fi/>  
Email: [pekka.antila@finmatkat.fi](mailto:pekka.antila@finmatkat.fi)  
Phone: +358 303 6000, 60327





- **Nordic Ferry Center, Mr, Paivi Suutari (Production Manager):** just initiated the destination of Athens and are really interested in exploring the opportunities for our area.  
[www.ferrycenter.fi/index.php?1422](http://www.ferrycenter.fi/index.php?1422)  
Email: [paivi.suutari@nfc.fi](mailto:paivi.suutari@nfc.fi)  
Mob: +358 4090 10250  
Fax: +358 92510 2022
- **Loistoristeilyt,** represents large cruise lines, glamour and All Inclusive cruises with ultra luxury ships. Already has included a thematic cruise travel in Mediterranean.  
[www.loistoristeilyt.fi/en/mediterranean](http://www.loistoristeilyt.fi/en/mediterranean)  
Email: [myynti@loistoristeilyt.fi](mailto:myynti@loistoristeilyt.fi)  
Phone: +358 10 321 6550
- **Lomalinja:** They organize thematic tourism trips and especially want to create packages for Religious Tourism. Really interested in our areas and the religious monuments found in our three destinations.  
[www.lomalinja.com](http://www.lomalinja.com)  
Mrs Anu Piironen (group sales)  
Email: [anu.piironen@lomalinja.fi](mailto:anu.piironen@lomalinja.fi)  
Phone: +358 1028 98100
- **Helsinki Suomi-Kreikka Yhdistys:** it's the Finnish-Greek association which promotes Greece and its beauties, offering communication channels for offers.  
Aili Laminen  
Phone: +358 40533 5513  
Email: [aillammi@welho.com](mailto:aillammi@welho.com)
- **OK-Matkat:** Already organizing trips to Parga and several destinations in Greece. One of the largest travel agencies for individual and group travel packages.  
[www.okmatkat.fi](http://www.okmatkat.fi)  
Email: [myynti@okmatkat.fi](mailto:myynti@okmatkat.fi)  
Phone: +358 92510 2050

In view of our final participation in the EXPO in Tel Aviv on the 11<sup>th</sup> and 12<sup>th</sup> of February 2014, we invite all entrepreneurs in Corfu, Epirus and Vlora, to participate through our presence there, with information and other promotion material, achieving in this way their wider dissemination to the market of Israel and opening opportunities to new international collaborations.

#### TPNM Project Team

Corfu City, InnoPolis, BIC Epirus, Region of Vlora, Albanian Tourism Association



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