

FILIPPIINIEN PÄIVÄ THE PHILIPPINES DAY IN FINLAND



JUNE 7, 2025 | 10:00 - 18:00 |

BLOCK A,B, C AND D NARINKKATORI KAMPPI

pbcfinland.fi

empowering the Filipino community and entrepreneurs in Finland

Event Overview

Filippiinipäivä (The Philippines Day)

is the first and biggest outdoor **FREE** Filipino Festival, business trade fair, job fair, food, and cultural event in Finland organized by the **Philippine Business Club Association Ry** in collaboration with **Filipino associations in Finland** with the support from the **Philippine Embassy in Finland**.

This milestone event will bring together the entire Filipino community in Finland to celebrate the **127th Independence Day of the Philippines and the 70th year of diplomatic relation between Finland and the Philippines**, showcasing the rich culture, flavors, traditions, working life and the entrepreneurial spirit of the Filipino community in Finland.

“ This event is a movement to inspire, empower, inform and connect Filipinos while introducing to the Finnish and Nordic audiences the vibrant and happy Filipino culture and why Finland is an ideal place to be for Filipinos. ”

by:

Philippine Business Club Finland Ry

a non-profit organization that empowers the community and Filipino entrepreneurs in Finland

Why partner with us?

By partnering with us, you align your brand with a strong, growing, and engaged Filipino community in Finland.



Promote Finland as
a great place to work
and live for Filipinos



Promote Filipino
businesses and
entrepreneurs in
Finland



Introduce Filipino
culture and cuisine to a
wider Finnish and
Nordic audience



Foster cultural
exchange and
strengthen
community ties



Gain high visibility in a
prime Helsinki location
(Narinkkatori, Kamppi)

Event Highlights



Business, Trade Fair

Local Filipino entrepreneurs showcasing Philippine products & services



Job Fair and Recruitment

Introduction to government project 'Welcome Home' campaign to boost integration in Finland

Introduction to Upskilling program

Inspirational stories about Filipino Professional and skilled workers living in Finland for 10 years or more

Get to know some Finnish Employers in Finland

Overview about Labor rights and obligation talk



Entrepreneurship Talks & Networking

Inspiring stories and opportunities for business collaborations



Cultural Performances

Traditional Filipino dances, music, and live band entertainment, Filipino Teens Fashion Show Cultural attire, Sports C



Food Market

Authentic Filipino dishes & delicacies, and internationally inspired Filipino Cuisine



Interactive Activities, Sports programs and competition

Games, raffles, and giveaways, Children's Activities & Cultural , Arts , Games at the Kid's Club

Audience Reach



Expected Attendees:

- **10,000+** (Filipinos, Finns, and other international communities)

Community Impact:

- 13,000+ Filipinos in Finland, with a strong presence in the Helsinki region
- 35 Food Vendors
- 20 Company showcasing their services for the Filipino Community

Media & Promotion:

- Digital marketing, Filipino & Finnish community networks, influencer collaborations, local press coverage, online event invitation



Prime Location:

Narinkkatori, Kamppi, Helsinki

- One of the busiest public squares in Helsinki, centrally located.
- High foot traffic from Kamppi Shopping Center, metro, buses, and nearby attractions.
- Accessible to both locals and international visitors.

Flow of Visitors:

- 50,000+ people pass through Kamppi daily. Peak traffic (10 AM - 6 PM) ensures high visibility for sponsors & exhibitors. Previous



Expected Audience

Filipino Community:

- 13,000+ in Finland, with 60% in the Helsinki region.

Finnish Locals & General Public:

- Growing interest in international food & culture.

Tourists & International Visitors:

- Increased footfall during summer.

Partner Package



Silver Partner

€2,000+

- Brand visibility on event marketing materials
- Recognition during opening & closing ceremonies
- Logo featured on social media promotions
- Brand mention at the event
- Booth space 3x3 meter



Gold Partner

€3,000+

- Headline sponsorship with
- prime brand placement
 - Logo on all marketing materials and social media
 - Main stage branding during performances & speeches
 - Exclusive media exposure in event promotions
 - Booth space 3x3 meter
 - Access to the VIP Lounge with Canapés and drinks

Opportunity to give 10 mins talk on stage



Bronze Partner

€1,000+

- Social media mentions & logo placement
- Recognition on event day
- Brand mention at the event
- Roll-up banner

Tentative Program (in Finnish, English , Tagalog language)



Event Host : The Philippine Business Club 10:00 – 18:00 | June 7, 2025 Full-Day Celebration

10:00 – Opening Ceremony

*Filipino Opening performance

* Welcome Speech – Event Organizer

*Opening Prayer by the Catholic Priest

* Raising of the Philippine and Finland Flags

* Finland National Anthem – Performed by a the Filipino Choir & Audience

* Philippines’ National Anthem – Filipino Choir & Audience

*Speech from the Philippine Ambassador

11:00 Opening Speech by the Mayor of Helsinki (tbc)

* Traditional Filipino Dance Performances – Featuring Tinikling & Pandanggo sa Ilaw

*Introduction about Upskilling for Filipinos

* Choir Performance – Classic Filipino and Finnish Songs

*Speech about some employers

12:00 – Live Rock Music & Speech

*Trivia Game about Filipino and Finnish history of diplomatic relation

* Speech by the Mayor of Espoo (tbc)

*Inspirational speech about Filipinos living in Finland for more than 10 years (in Finnish)

Trivia Game about Filipino and Finnish history of diplomatic relation

13:00 – Dance Shows

* Modern & Traditional Dance Performances

- Local Filipino Bands Performing Classic & Modern Hits

14:00 – Live Karaoke with a Band & Speech

* Celebration of Karaoke with Filipino & Finnish Songs

*Speech by the Mayor of Vantaa (tbc)

15:00 – Cultural Showcase

* Fashion Show – Teens Traditional & Modern Filipino Attire

Band

16:00 – Philippine Associations introduced and Filipino projects

Band

17:00 – Closing Performances & Remarks

* Special Choir Performance

* Community Dance (Tinikling Open Participation)

Last Best Band performing and Raffle Draw

* Thank You Speech from Organizers

18:00 – Official Closing of the Event

Throughout the Day:

Variety of Food vendors offer traditional Filipino cuisine.

Clothes and Gifts available at vendor booths.

Variety of Philippine Associations and sponsor booths offer information and advice.

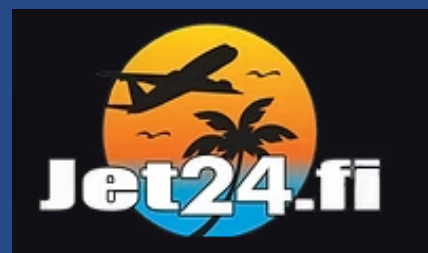
Children’s Activities & Cultural Games at the Kid’s Club , Basketball and Chess Clubs

* Traditional Filipino Games: Luksong Tinik, Patintero, tumbang preso

* Storytelling & Puppet Show

* Arts & Crafts: Filipino Weaving & Flag-Making and face painting

Our Partners



powered by : Philippine Business Club Finland

empowering the Filipino community and entrepreneurs in Finland

Project Team



Christine Tilja
PROJECT LEAD



Richelle Villanueva
EVENT MANAGER



JR Estallo
PROJECT PLANNER



Amarie Arellano
MARKETING
TECHNICAL MANAGER

Allen Centina - Tejado
PROJECT SECRETARY/ ADMIN
ASSISTANT EVENT MANAGER



Contact us

email us : hello@pbcfinland.fi
Christine Tilja or Allen Tejado
Contact : 040 737 0318