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EUROEAT OY.

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Ähtäri Zoo and Euroeat have started the marketing co-operation in the People's Republic of China

Followed by signing the marketing co-operation project agreement between Ähtäri Zoo and Euroeat Oy, Euroeat has delivered Ähtäri Zoo the local Chinese website introducing Ähtäri Zoo services and daily operations. The website has been launched today at <http://www.ahtarizoo.cn>.

In addition to this, local Chinese social medial channels connected with the Ähtäri Zoo website have also been opened. Euroeat will take care of continuous maintenance of the website and said local social media channels.

Ähtäri Zoo's and its collaborators' services and operations will be marketed from today on to Chinese consumers also by using these important media channels.

The arrival of giant pandas, named Jin Baobao and Hua Bao is a remarkable milestone in the People's Republic of China's and Finland's versatile and continuous co-operation and trade development. Since their arrival Jin Baobao and Hua Bao have significantly elevated the profile of Ähtäri area and Ähtäri Zoo. This positive development is expected to continue.

Connected with the pandas both Ähtäri Zoo and Euroeat will work tightly together expecting to reach significant media visibility in The People's Republic of China. This media visibility is expected to support the business of both companies both on travel- and service export as well as on Finnish consumer product export.

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Ähtäri Zoo has operated since 1973 and it is the oldest natural animal park in Finland. These days the park has over 50 different species with most of them being typical species from coniferous forest zones. International animal protection co-operation is a very important part of the Ähtäri Zoo operations. The modern facilities have been specifically developed for the giant pandas and they are some of the biggest in the world. The facilities consist of a brand new building for the pandas, a tailored natural outdoor recreational area, the technical and medical facilities having all the modern equipment necessary. Panda building also includes a cafeteria and a restaurant having a spacious outdoor terrace area.

More information: www.ahtarizoo.fi

Euroeat, started in 2013, is Finland's pioneering online business company operating in China. Euroeat helps various Finnish companies in bringing their brands to the awareness of Chinese consumers using the most cost effective measures. Euroeat also aids with the imports of goods to China, the worlds largest online market.

More information: www.euroeat.com

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