



Food Promotion Event

Shanghai 16 - 18 September 2009

Marketing, Media contact, Promotion - new contacts and customer care using an event promotion concept.

Expected participation of the Danish Minister for the Environment, Troels Lund Poulsen



The Danish General Consulate in Shanghai and the Danish Agricultural Council organizes a food promotion event in Shanghai with participation by the Minister for the Environment. The event aims to increase the awareness of Danish food products towards retail purchasing agents, wholesale dealers, importers, foodservice, food manufacturers and relevant media in Shanghai.

The Danish export of food to China

China, with its approximately 1.4 billion people, is by far the largest market for food industries with a growing potential as the middle class increases. But at the same time the country has experienced a number of food scandals in the last few years, from the extensive melamine scandal in the dairy sector to poisonous snack food and polluted pig intestines. All of which has created massive awareness of food safety – baby food and milk powder imports through the Port of Shanghai has increased 32.5 % during the last 6 months compared to the same period the year before.

Furthermore, during 2008 a number of negotiations with the Chinese government have led to increased market access for pork through approval of more Danish slaughterhouses for export to China. In addition to this, a protocol on processed

pork products has been signed in 2008 to pave the way for market access for Danish sausages, bacon and ham.

Denmark has a long history as a food exporting country with quality and food safety as hallmarks of the industry and thus the market potential is large. The Danish exports of food and agricultural items to China reached an all time height in 2008 with 6.2 billion DKK constituting 38% of total exports from Denmark to China.

Grocery stores

Shanghai has a population of 18.88 million, a GDP per capita RMB 73,124 in 2008 and a growth rate of 9.7%.

The Chinese retail sector is characterised by a large number of companies. You will find Carrefour, Metro, RT Mart, Lotus and Hualian, hypermarkets and shopping malls etc. Most of them are located near the transportation hubs and residential areas. Furthermore, up to 100 supermarket stores and 24-hour-open Lawson Convenience Stores are established in Shanghai.

Retail sales in Shanghai went up with 17.9% in 2008 compared to 2007.

Danish Food Promotion

The Event **“Taste a Bite of Denmark”** is going to be held at the Hotel Sofitel in Shanghai. Today the hotel appears as one of the most fashionable in Shanghai. The Danish delegation includes the Gastronome and Michelin-awarded chef, Paul Cunningham. From the Chinese side one of the most famous and fashionable chefs in town will participate.

The chefs will compete for the proposition of the most delicious food recipes based on Danish raw materials from the participating companies, with local media coverage.

The event is organized as a VIP-arrangement with limited numbered seats and attendance by the Minister. We will prepare a list of invitations based on our contacts, your profiles and targeting audience.

Contact meetings based on company profiles and requests will be arranged in the same room prior to the event, and tables with company signs are available

for smaller promotions of products, brochures or similar items.

All participants will be handed a commercial gift bag with Danish products at the end of the event.

Kindly return your reply to Export Promotion Denmark no later than the 19th of June 2009



Tentative Programme

Tuesday September 15th

14:15-15:45 Departure
Copenhagen-Frankfurt SK633

17:30-09:55+1 Departure
Frankfurt – Shanghai LH728

Wednesday September 16th

09:55 Arrival Shanghai

17:00 Briefing introduction to programme, activities, press, invitees etc.
Venue: Sofitel

19:00 Informal dinner for the Business delegation

Thursday September 17th

09:00 Visit to supermarkets

13:00 Registration

13:30 Opening of promotion event
(tentative)

13:30 – 18:00 B2B meetings
Venue: t.b.d.
Target group: retailers, importers, foodprocessors, foodservice etc.

Thursday September 17th (continued)

18:30 – 21:00 VIP- Event
“Taste a Bite of Denmark”
with participation of The Danish Minister for environment
Venue: t.b.d.
Gourmet chef show, seated dinner etc.

Target group: costumers of Danish food exporters, target group for Danish Architects, medias etc.

Friday September 18th

10:00 Follow up meetings or joint visit to retailgroup (*Balian Group*)
Place: Balian HQ
Presentation of company, strategy, purchasing structure etc.

Afternoon at own disposal.

Saturday September 19th

23.40-05.50 Departure
Shanghai – Frankfurt LH733

08.05 – 09.25 Departure
Frankfurt – Copenhagen LH3070

For registration and further arrangements please contact:



Danish Agricultural Council

Axelborg, Axeltorv 3
1609 Copenhagen V
Denmark
Tel.: +45 3339 4000

Mette Jasper Gammicchia
mjg@landbrug.dk
Dir. Tel.: +45 3339 4268



Export
Promotion
Denmark

Export Promotion Denmark

Vesterbrogade 6D, 9th floor
1620 Copenhagen V
Denmark
Tel.: +45 3332 1711

Michael Stahlschmidt
ms@ees.dk
Dir. Tel.: +45 3338 6105

Lars Emanuelsen
le@ees.dk
Dir. Tel.: +45 3338 6103



**Export
Promotion
Denmark**

Conditions for participation in export promotion events under the auspices of the Secretariat of Export Promotion Denmark – EPD, 18 December 1998.

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of EPD is comprised by: 1) a binding registration form filled in and signed by a duly authorised representative of the company, and 2) these present general conditions for participation.

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by EPD are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

EPD is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to EPD.

EPD' provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of EPD. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. EPD' cost calculations (*see material sent*) are based on a minimum number of participants. Should this minimum number of participants not register, EPD reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. EPD reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included.

In the event that EPD' terms of payment are not met, EPD reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, EPD is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be sought by EPD. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to EPD. Thus, EPD has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with EPD, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.

Export Promotion Denmark, 18 December 1998