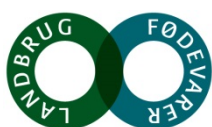




INVITATION

Foodtech and Agribusiness delegation to Iran 6-9th of June 2016

Join the Danish Agriculture & Food Council, the Danish Food Tech Group under the Danish Export Association and the Danish Embassy in Tehran in their Foodtech and Agribusiness delegation to Iran



Danish Agriculture
& Food Council



**DANISH
FOOD TECH**
GROUP



On the back of the lifting of the nuclear related sanctions on Iran and the successful relations created at the official Danish delegation to Iran with Minister for Foreign Affairs Kristian Jensen early January, the Danish Agriculture & Food Council in cooperation with the Danish Food Tech Group under the Danish Export Association and the Danish Embassy in Iran have the pleasure of inviting you to participate in the Danish Foodtech and Agribusiness delegation to Iran that will take place 6-9th of June 2016.



The purpose of the delegation is to gain insight into the Iranian market for Danish companies across the value chain from field to table and to assist Danish companies in their questions regarding Iran as market:

What is the potential? What are the conditions and restrictions? What are our advantages, and who are our competitors?



To answer these questions the delegation will be invited to participate in different activities such as roundtable meetings & workshops (small and focused groups with a high degree of dialogue), social activities and site visits. Matchmaking and B2B meetings will also be part of the programme.

Participation, Iranian target group and focus areas

The purpose of the delegation is to give Danish companies the opportunity to:

- Do fact finding on market potential and conditions, restrictions and risks on the Iranian market.
- Find distributors and customers.
- Nurse existing clients.



Who should participate?

Foodtech and agribusiness companies as well as food companies, who would like to learn more about the Iranian market.

The Iranian target group for the delegation will be:

- Authorities & the regulatory system
- Distributors
- Potential clients
- Investors

The delegation will focus on three different areas within the food cluster:

- Foodtech and agribusiness with a focus across the dairy value chain from field to table.
- Foodtech in relation to optimizing Iranian food producing companies.
- Food producers with an export potential to Iran (with a focus on meat).



TENTATIVE PROGRAMME

Monday 6th June

- Arrival in the morning
- Morning briefing, presentation round, program walk through
- Seminar with focus on regulatory framework, market, technological status
- Coffee break & arrival of Iranian companies
- 2 round table meetings:
 1. Dairy sector with the focus on the value chain from field to table or
 2. Meat and other food products with the focus on process technology and hygienic solutions
- Lunch and arrival of Iranian guests
- Match-making event
- Site visit to a retailer market and meeting with supply chain personnel
- Dinner at the hotel with invited Iranian guests (1 IR company per 1 DK company)

Meeting in Denmark

When the group has been gathered, a meeting will be organized where we go through the tentative program and practical elements, and where you and the other participants have the possibility to influence the contents and elements of the program.

Tuesday 7th June

- Early breakfast
- Site visits to dairy farm or slaughterhouse
- Lunch
- Site visit to dairy production facility or food processing facility

Wednesday 8th June

- Meeting with Ministry of Agriculture Jihad
- Meeting with Iran Veterinary Organisation (IVO) to discuss specialised issues or Ministry of Health- Food and Drug Organisation
- Lunch
- Meeting with Confederation of Iranian Food Industry Association
- Reception dinner in Ambassador's residence with invited Iranian guests
- Transportation to hotel and airport

Thursday 9th June

- Departure Iran
- Arrival Denmark



PRICE AND PACKAGE

The price for company participation is **17,850 DKK**, after expected subsidy from the Trade Council, and will cover the above program for 1 representative per company in one of the 2 sectors, including invitation procedure and promotional material. The price is based on participation of 20 companies.

Extra price for 1 extra representative will be **1,100 DKK**.
Extra price for participating in both sectors with 1 representative is **2,700 DKK**.

Price does **not** include visa, flight ticket, hotel, private taxis and meals.

SUBSIDY

The price is calculated on the basis of an expected subsidy from the Trade Council of Denmark. If the subsidy is not obtained, and/or the number of participating companies changes, we reserve the right to offer you participation at a different price. Should this result in a higher price than quoted above for the basic package, you have the right to cancel your participation.

REGISTRATION

Please register on the enclosed registration via e-mail to Michael Stahlschmidt (mis@lf.dk) not later than 19th February 2016.

For any questions please contact:

The Danish Agriculture & Food Council:

Michael Stahlschmidt: mis@lf.dk, tel.: +45 3339 4236

The Danish Food Tech Group under the Danish Export Association

Heidi Ravn: heidi.ravn@dk-export.dk,
tel. +45 2421 8988

The Danish Embassy in Tehran:

Jens-Jacob Simonsen: jensim@um.dk,
tel. +98 (21) 2815 5212

BINDING REGISTRATION

Foodtech and Agribusiness delegation to Iran

6-9th of June 2016



We hereby register for participation in the event as described in the invitation:
Price is 17,850 DKK and will cover the above program for 1 representative per company in one of the 2 sectors, including invitation procedure and promotional material.

We hereby register extra representative(s) - extra price for 1 extra representative is 1,100 DKK

We hereby register extra representative(s) for participation in both sectors - extra price for 1 extra representative is 2,700 DKK

NB! The prices are based on participation of 20 companies and do **not** include visa, flight ticket, hotel, private taxis and meals

NB! The price is calculated on the basis of an expected subsidy from the Trade Council of Denmark. If the subsidy is not obtained, and/or the number of participating companies changes, we reserve the right to offer you participation at a different price. Should this result in a higher price than quoted above for the basic package, you have the right to cancel your participation.

Company

Address

Postal Code

City

Danish CVR number

Contact person

Title

Direct telephone

E-mail

Date & signature

Please return the completed registration form to Danish Agriculture & Food Council
no later than 19th February 2016 to Michael Stahlschmidt, mis@lf.dk

Registration is made in accordance with DAFC's terms of participation (attached)

Conditions for participation in export promotion events under the auspices of the Danish Agriculture & Food Council – DAFC, 25 November 2013

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of DAFC 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 DAFC 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.

DAFC 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 DAFC.

DAFC's handling 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 DAFC. 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. DAFC' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, DAFC 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. DAFC 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 DAFC' terms of payment are not met, DAFC reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, DAFC 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 applied for by DAFC. Participating companies are obligated to pro-vide 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 DAFC. Thus DAFC 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 DAFC, 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.