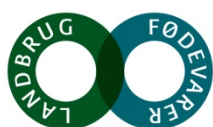




# INVITATION

Agro-Industry, Foodtech and Ingredients  
business delegation to Iran 15-19<sup>th</sup> January 2017



Danish Agriculture  
& Food Council



**DANISH  
FOOD TECH**  
GROUP



## Background

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 Agro-Industry, Foodtech and Ingredients business delegation to Iran that will take place 15-19th January 2017.

## Purpose

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.
- Nurture existing clients.

## Who should participate?

Agro-Industry, Foodtech and Ingredient 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 Agro-industry and Foodtech cluster

- Agro-Industry: machinery for agriculture, livestock housing equipment, slurry and crop handling equipment.
- Foodtech: technology, equipment and know-how for the food processing sector.
- Ingredients: ingredients for the Iranian food producing companies.

## TENTATIVE PROGRAM

The program will be adapted to the focus and wishes of the registered group of companies.

### Sunday 15th January

- Arrival Teheran early evening (ex. Mahan Air)
- Dinner briefing, presentation round, program walk through

### Monday 16th January

- Meeting with Ministry of Jihad – Agriculture (TBC)
- Meeting with Iranian Veterinary Organisation, IVO
- Meeting with Food and Drug Administration – Ministry of Health, FDA
- Meeting with Trade Promotion Organisation, TPO
- Meeting with Confederation of Iranian Food Association
- Buffet dinner at the hotel with invited guests

### Tuesday 17th January

- Visit to a grain farm and grain storage facility
- Visit to a dairy plant and meat processing factory
- Visit to a poultry slaughter house
- Informal dinner

### Wednesday 18th January

- Seminar and match-making event
- Reception dinner
- Departure to hotel and airport

### Thursday 19th January

- Departure Iran
- Arrival Denmark

### 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.

### PRICE AND PACKAGE

The price for company participation is **10,570 DKK**, after expected subsidy from the Trade Council, and will cover the above program for 1 representative per company in one of the 3 sectors, including invitation procedure and promotional material. The price is based on participation of 15 companies.

Extra price for 1 extra representative will be **1,100 DKK**.

Extra price for participating in 2 sectors with 1 representative is **2,700 DKK**.

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

Flight price, Manan Air is app. **2,500 DKK** – Hotel Azadi is app. **1,320 DKK** per night.

### 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](mailto:mis@lf.dk)) not later than 7<sup>th</sup> October 2016.

For any questions please contact:

#### The Danish Agriculture & Food Council:

Michael Stahlschmidt: [mis@lf.dk](mailto:mis@lf.dk), tel.: +45 3339 4236

#### The Danish Food Tech Group under the Danish Export Association

Heidi Ravn: [heidi.ravn@dk-export.dk](mailto:heidi.ravn@dk-export.dk), tel. +45 2421 8988

#### The Danish Embassy in Tehran:

Jens-Jacob Simonsen (until 1/11 2016): [jensim@um.dk](mailto:jensim@um.dk), thereafter Malte Möller-Christensen, [ermmol@um.dk](mailto:ermmol@um.dk)  
tel. +98 (21) 2815 5212

# BINDING REGISTRATION

## Agro-Industry, Foodtech and Ingredients delegation to Iran

15-19th January 2017

☐

We hereby register for participation in the event as described in the invitation:

Price is **10,570 DKK** and will cover the above program for 1 representative per company in one of the 3 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 2 sectors - extra price for 1 extra representative is **2,700 DKK**

NB! The prices are based on participation of 15 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

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Address

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Postal Code

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City

---

Danish CVR number

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Contact person

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Title

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Direct telephone

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E-mail

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Date & signature

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Please return the completed registration form to Danish Agriculture & Food Council  
*no later than 7th October 2017* to Michael Stahlschmidt, [mis@lf.dk](mailto: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 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 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.