

INVITATION

Export Promotion to China

12 - 15 November 2013

A chance to join the first Danish Pavilion at a major food exhibition in China



The Danish Agriculture & Food Council in co-operation with the Trade Council and Export Promotion Denmark invites Danish companies to an official export promotion to China on 12 – 15 November 2013 in Shanghai.

For the first time ever, a joint Danish Pavilion is organized at a major Chinese food exhibition, the FHC China 2013 in Shanghai, one of the two most important food exhibitions in China.

The Danish Minister for Food, Agriculture & Fisheries, Mette Gjerskov, has been invited and is expected to participate (awaiting confirmation).

CHINA: A FAST-GROWING MARKET FOR SAFE FOOD OF HIGH QUALITY

Chinese consumers experience yearly income gains of 14% on average, and retail sales of food items grow by double-digit percentages as well. With a fast growing middle class with rising demands for food safety and quality, China is a very interesting market for Danish food companies.

GROWING DANISH FOOD EXPORTS TO CHINA

Denmark has the competences to meet the demands from Chinese consumers for safe food of high quality. The export of food and agricultural products from Denmark to China grew by 23% in 2012 compared to 2011, and now accounts for DKK 14.5 billion, or 51% of total Danish exports to China incl. Hong Kong.

However, challenges exist not only in terms of market access for some product categories, but very much in terms of connecting with customers and business partners.

Being present and cultivating business relationships is of the utmost importance, and an efficient way to do this is to participate in exhibitions.

DANISH PAVILION AT IMPORTANT FOOD EXHIBITION IN SHANGHAI

In China, food exhibitions are a very important platform for meeting buyers from retail, food service, importers/distributors.

The exhibition FHC China is your opportunity to promote yourself, test the interest and opportunities, and gain market understanding at one of the two largest and most important food exhibitions in China in 2013. The FHC is unique in China, as it is exclusively for exhibitors promoting imported food and beverages. The exhibition covers 54,000 square meters in five exhibition halls in the large Shanghai New International Exhibition Centre in Pudong.

During the 16th edition of FHC China in 2012, 1,500 exhibitors from over 70 countries attended and met with 30,156 buyers from retail, food service, and import/distribution companies

For more information, please visit www.fhcchina.com

The benefits of joining the **Danish Pavilion** is that you obtain far better chances of success: A better location resulting in **more attention on your company** compared to a small, individual booth.

We offer a **basic package** that takes place in Shanghai on 12 – 15 November 2013, and includes two activities

- 1) Joint Danish Pavilion at the exhibition FHC China 13 – 15 November 2013
- 2) Reception with invited Chinese guests

Cost of participation:

The price for participation is as follows:

Basic package:

Programme in Shanghai 12-15 November 2013, including

1. Booth at the joint Danish Pavilion

– 7 m² for each company

- Exhibit delivery, design and individual consultancy, decoration
- A small staffed information counter for receiving messages and directing guests
- Coordination of services provided by the exhibition organisers, including exhibition catalogue
- Coordination of joint freight and customs clearance
- Coordination of joint travel and hotel reservations through travel agency BCD Travel

2. Reception for invited Chinese guests

- Invitation of Chinese business partners, potential partners, etc.
- Five Chinese guests/persons invited per participating company
- Food, beverages, facilities at five-star hotel

DKK 24,950 excl. VAT
(based on 10 participating companies)

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.

Costs for travel, hotel, and other expenses not mentioned above are at own expense.

How to register:

Please use the registration form to register.

Registration deadline: 14 August 2013

Other services:

The Danish Agriculture & Food Council will be happy to assist you with further co-ordination of e.g. interpreters, B2B-meetings with potential partners or customers, contacts to printers of brochures. We co-operate with the Trade Council China and selected partners in China.

Contact for further information:

Danish Agriculture & Food Council:

Hugo Høllede, Market Manager,
e-mail huh@lf.dk, tel. +45 3339 4335.

Export Promotion Denmark:

Michael Stahlschmidt, Managing Director,
e-mail ms@ees.dk, tel. +45 2124 1711.

TENTATIVE PROGRAMME:

Tuesday 12 November

Shanghai – Reception

10:00

Opening Ceremony of FHC China 2013
Speech by Danish Minister (tbc)

18:00 – 20:00

Reception with invited Chinese
business contacts

10:30 – 11:30

Danish Minister visits the Danish Pavilion
Chinese press invited

Participation by Danish Minister
Mette Gjerskov (tbc)

Venue: Kerry Hotel, Pudong (tbc)

Target group:

Purchasers from retail & food service

Thursday 14 November

Shanghai – Joint Danish Pavilion at
FHC China 2013

09:30 – 17:00

Exhibition at Joint Danish Pavilion

Wednesday 13 November

Shanghai – Joint Danish Pavilion at
FHC China 2013

09:30 – 17:00

Exhibition at Joint Danish Pavilion

Friday 15 November

Shanghai – Joint Danish Pavilion at
FHC China 2013

09:30 – 16:00

Exhibition at Joint Danish Pavilion

REGISTRATION

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BINDING REGISTRATION

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

— Participation fee, DKK 24,950 excl. VAT
Participation fee covers two persons from each participating company.

NB!! at a minimum total pavilion size of 72 m2/ 10 stand exhibitors

NB!! Participation can not be made dependant of special placement and design, e.g. corner exhibit and multiple externally facing sides of the exhibit.

Company:

Address:

Postal Code: City:

Telephone:

Contact person: Title:

Direct telephone: E-mail:

Date & Signature:

*Please return the completed registration form to Export Promotion Denmark,
Please return no later than 14 August 2013 to ms@ees.dk*

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

Conditions for participation in export promotion events under the auspices of the Secretariat of Export Promotion Denmark

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.

EPD, June 2013