

Virtual country seminar China

Focus: Food, via video conferencing software
on Wednesday, 20. January 2021

Situation

With an export volume of 2.4 billion euros in 2019 (+58.8 % compared to 2018), China is the most important Asian export target market for the agricultural and food industry and is also one of the top three export target markets outside the EU. The Chinese market is characterized by the increasing demand for food products with a high quality and safety promise. Food "Made in Germany" is considered to be of high quality, strictly controlled and safe.

Necessity for implementation

China has come through the global Covid-19 pandemic comparatively well economically and therefore offers good opportunities for German exporters.

Purpose

The overriding goal is to further increase export activities to the country. The seminar will enable the participants to assess the current economic situation and Covid-19-related changes in the marketing situation and to make concrete conclusions for their export activities.

Target group

The seminar is primarily aimed at small and medium-sized German companies in the food industry.

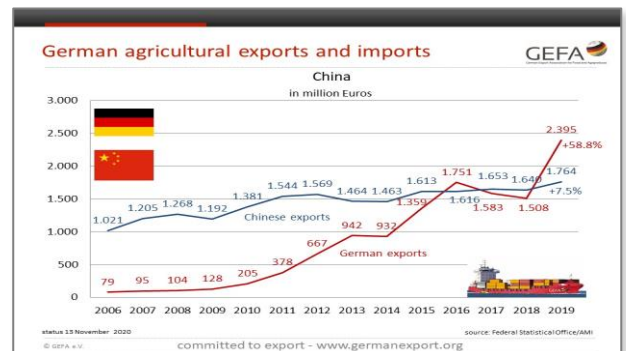


Figure: Agricultural exchange of goods Germany and China

Agenda on 20 January, in German Time, in English	
9:00 am	Greetings and introduction: GEFA e.V., Ms. Paulina Minzila
9:05 am	The export promotion program of the German Federal Ministry for Food and Agriculture (BMEL): BMEL Representative, Mr. RD Michael Hauck
9:15 am	Greetings & Introduction: AHK Greater China - Shanghai, Head of Market Entry & Business Development, Mr. Marcus Wassmuth
9:20 am	Overview of the current economic situation and the situation in the Chinese food industry against the background Covid-19: Embassy of the Federal Republic of Germany in China, Counsellor Food and Agriculture, Mr. Axel Wildner
9:50 am	Requirements of a retailer in the China for imported products: ALDI CHINA, Director Quality Assurance and Corporate Responsibility, Mr. Christoph Moser
10:20 am	Interview: The practical requirements for importing foreign products to China: Alpenpartner Trading (Shanghai) Co., Ltd., General Manager, Ms. Jane Kuang
10:50 am	Questions & discussion

For registration please use the following registration form.

Please return until **19.01.2021** to

minzila@germanexport.org

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virtual country seminar

China, with focus: food

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Dear Mrs. Minzila,

We book bindingly the participation in the above-mentioned virtual country seminar at a price of 90 Euro. The costs are per company and plus VAT.

We agree that a short overview of our participant(s) may be made available to the Federal Ministry of Food and Agriculture for project evaluation.

Our responsible contact for further project coordination is:

Contact

Company:

Street:

Postal Code + City:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

We have the following specific question for (please specify):

Place

Date

legally binding signature