

INVITATION

Danish Food and Agribusiness Delegation to Saudi Arabia

20-22 October 2020

Registration no later than Wednesday 26 August 2020

DANISH BUSINESS DELEGATION

The Danish Agriculture & Food Council in cooperation with Trade Council Riyadh in Saudi Arabia, are pleased to invite your company to participate in this business delegation to Jeddah and Riyadh in Saudi Arabia.

THE SAUDI ARABIAN MARKET

With a large and growing young population in Saudi Arabia, the market is one of the largest and potentially most dynamic and fast-moving consumer goods market in the Middle East.

OPPORTUNITIES IN SAUDI ARABIA

There is a growing demand for food products in the coming years due to the recent series of economic policy reforms, which is expected to stimulate economic growth and eventually lead to increased purchasing power. The market for food production, agriculture and food ingredients is growing in Saudi Arabia, and the sector is constantly on the outlook for new technologies that can enhance the production.

WHY JOIN?

- Get to know the Saudi Arabian market for food and food technology.
- Meet the right stakeholders and create or expand your corporate network.
- Interact with Saudi Arabian importers aiming to create sales successes.



WHO SHOULD JOIN?

The delegation is open to participants from companies working with:

- Food and food-solutions
- Food technology
- Food products
- Food ingredients

Companies that are either looking into business opportunities or are already present or want to expand in Saudi Arabia will benefit from participating in the delegation.

WHAT WILL YOU GAIN?

By joining the delegation, you will get the opportunity to:

- Meet the right people including decision makers, relevant association and importers, factories and manufacturers of food and beverages.
- Find or maintain the right business partners.
- Visit important government stakeholders.
- Promote your company in Saudi Arabia.
- Be introduced to the market and get a better understanding of the players in the market.

NETWORK AND BEST PRACTICES

- By being part of the Danish delegation, you may find inspiration to develop your business strategy by sharing experiences with the other participating companies.
- You will get first hand insight into the Saudi Arabian market, including learning about the best practices in the region gained by experienced Danish companies already in the region.



UDENRIGSMINISTERIET
The Trade Council



**Danish Agriculture
& Food Council**

3 DAY PROGRAMME

Monday 20 October - Jeddah

- Welcome session and kick-off meeting with delegates
- Short presentation of the Saudi Arabian market
- Visit local food production in relevant field
- B2B meetings with relevant local partners
- Meeting in Jeddah Chamber of Commerce
- Discussing business opportunities with the Honorary consul in Jeddah

Transfer by plane to Riyadh

Tuesday 21 October - Riyadh

- Transfer to the Danish Embassy
- Meeting with the Danish Ambassador in Saudi Arabia
- Introduction to local business culture
- Meeting Saudi Food and Drug Authorities
- Meeting Ministry of Investment in Saudi Arabia
- Visit local food production in relevant field
- B2B meetings with relevant local partners
- Networking event at the Danish Embassy with Saudi Arabian food, ingredient and technology stakeholders, governmental officials
 - At the reception, the companies will display their marketing materials, roll-ups, brochures, samples etc.
 - With expected media coverage

Wednesday 22 October - Riyadh

- B2B meetings with relevant local partners at the Riyadh Chamber of commerce
- B2B visits to relevant companies according to the interest of the participating companies.
- Supermarket visits in Riyadh - understanding the FMCG in Saudi Arabia
- Meeting with Ministry Environment, Water and Agriculture
- Wrap up and evaluation meeting

PRICE

The total price for participation in the business delegation to Saudi Arabia is 6.800 DKK excl. flight, hotel and VAT per company for 2 representatives and 5 guests at the reception. Extra representative 1,500 DKK per person.

HOTEL AND TRAVEL INFORMATION

Flights and hotel are not included in the price. Upon registration, you will receive a travel suggestion.

HOW TO REGISTER

Please submit attached registration form and "Virksomhedsskema" by e-mail to:

Eva Friis Mortensen, emo@lf.dk or
Jeppe Søndergaard Pedersen, jspe@lf.dk

No later than 26 August 2020

FURTHER INFORMATION CONTACT:



Danish Agriculture & Food Council
Jeppe Søndergaard Pedersen
Senior Advisor
E-mail: jspe@lf.dk
Tel: +45 3339 4244



The Danish Embassy Saudi Arabia
Trade Council Riyadh
Ture Munksgaard
Head of trade
E-mail: turmun@um.dk
Tel: +966 505 22 35 82



Photo: Colourbox, #2408

Danish Food and Agribusiness Delegation to Saudi Arabia 20-22 October 2020

BINDING REGISTRATION

We hereby register for participation in the event as described in the invitation:
The total price for participation in the business delegation to Saudi Arabia is 6.800 DKK excl. flight, hotel and VAT per company for 2 representatives and 5 guests at the reception.

Extra company representative 1,500 DKK per person (please state No. of extra representatives).

NOTE: The price is based on 5 participating companies and an expected 75% subsidy from the Trade Council of Denmark. Please fill in the attached "Virksomhedsskema". The subsidy from the Trade Council of Denmark is only given to Danish companies with a Danish CVR number, residing in Denmark, not their subsidiary companies abroad, so these forms must be filled-in and signed by the Danish company in charge of the activity (local company address is not valid). On the registration form you can if relevant add the contact information of the local participating company. Invoice will always be issued in DKK to the Danish company address.

We reserve the right to offer you participation at a different price should any of the above criteria's change. Should this result in a higher price than quoted, you have the right to cancel your participation. Other expenses not mentioned above are at own expense including visa, flights, dine & drink and hotel.

Company _____

Address _____

Postal Code _____ City _____

Danish CVR number _____

Contact person _____

Participating person _____

Title _____

Mobile & e-mail _____

Date, signature
& company stamp _____

Please return this completed **registration form and "Virksomhedsskema"**
no later than 26 August 2020 to the Danish Agriculture & Food Council to
Eva Friis Mortensen, emo@if.dk or Jeppe Søndergaard Pedersen, jspe@if.dk

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



Bilag 10 - Virksomhedsskema

Dette erhvervsfremstød modtager tilskud fra The Trade Council (TC) i Udenrigsministeriet under programmet "Fælles erhvervsfremstød". Skemaet **skal** udfyldes af alle deltagende virksomheder.

Det skal understreges, at virksomheder, som ikke har udfyldt skemaet, eller som har udfyldt skemaet mangelfuldt, ikke vil være tilskudsberettiget. Du kan læse nærmere om programmet på [Udenrigsministeriets hjemmeside](#).

Identifikation af fremstødet (udfyldes af koordinator):

Projektets titel	Danish Food and Agribusiness – Saudi Arabia
Projektansvarlig	Jeppe Søndergaard Pedersen
Projektets reference	40-2020/2020-5324

Virksomheden forpligter sig i henhold til retningslinjerne for programmet "Fælles erhvervsfremstød" til at deltage i fremstødet, dvs. være til stede og deltage i præsentationer, kontaktmøder mv. Det er dog muligt, at virksomheden kan lade sig repræsentere af et datterselskab eller en lokal agent, som virksomheden har en samarbejdsaftale med.

Oplysninger om virksomheden (udfyldes af deltagende virksomhed)

Navn på støttemodtagende virksomhed (hovedkontor i Danmark):		CVR-nummer:
Adresse:		
Postnummer:	By:	
Virksomhedsform:		Hovedtelefonnummer:
Omsætning seneste regnskabsår (mio. DKK):*		Antal ansatte:*
Modtaget "de minimis"-støtte fra dags dato, dvs. det indeværende og de to forudgående regnskabsår, ekskl. det aktuelle projekt: ** Sæt kryds i én af følgende: <input type="checkbox"/> Ja <input type="checkbox"/> Nej		Hvis "ja", angiv beløb i DKK:
Navn på person som deltager i fremstødet:		
Direkte mailadresse:		

Undertegnede, der er ansat i og bemyndiget af ovenstående virksomhed til at ansøge om deltagelse i Fælles erhvervsfremstød og Delegationsbesøg til Danmark, erklærer på tro og love, at ovenstående oplysninger er korrekte***, og at virksomheden er bekendt med EU's "de-minimis"-regler.

Dato:	Navn på tegningsberettiget underskriver:
Underskrift:	

*En virksomhed betegnes som SMV, når virksomheden har under 250 ansatte samt en årlig omsætning på max. 375 mio. kr. i seneste regnskabsår.
Støtte i form af tilskud til "Fælles erhvervsfremstød" i henhold til EU-reglerne for "de minimis"-støtte, jf. Kommissionens forordning (EU) nr. 1407/2013 af 18. december 2013 om anvendelse af artikel 107 og 108 i traktaten om Den Europæiske Unions funktionsmåde på "de minimis"-støtte. Virksomheder må ikke modtage "de minimis"-støtte, der overstiger grænsen, som "de minimis"-forordningen fastsætter, dvs. EUR 200.000 over 3 regnskabsår. **Såfremt der ikke er modtaget støtte, skal dette angives ved at sætte kryds i nej-feltet.

*** Ifølge lov nr. 53 af 31. januar 2001 om visse aspekter af Danmarks Eksportråds virke, § 7, stk. 1, gælder: "Med mindre højere straf er forskyldt efter anden lovgivning, straffes med bøde den, der i forbindelse med en ansøgning om tilskud afgiver urigtige eller vildledende oplysninger eller fortier oplysninger af betydning for en sags afgørelse."

1. Basis of the agreement/contract

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

- 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 pay the cost indicated for participating in the export promotion event. DAFC's 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.

If DAFC's terms of payment are not met, DAFC reserves the right to consider the agreement repudiated under 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. If a company, for any reason, cancels its participation, the company must pay the full participation fee, including any subsidy, if the subsidizing partner decides to withdraw its subsidy to the company's participation as a consequence of the company's cancellation.

7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their necessary insurance for their employees and 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.