

# INVITATION

## Danish Business Delegation focusing on Brazil's poultry sector Virtual meetings 4-6 May 2021

### DANISH BUSINESS DELEGATION

The Trade Council in São Paulo and the Danish Agriculture & Food Council (DAFC) are organising a virtual business delegation focussing on Brazil's poultry sector. The delegation programme will allow Danish companies providing solutions and products within the poultry value chain to become exposed to and meet with 3 of the largest and most important Brazilian poultry producing companies.

The plan is to follow up on this event by organising a physical visit to meet the same Brazilian poultry producers, when the traveling conditions allow for it.

### THE OPPORTUNITIES IN BRAZIL

Brazil has a huge potential for agricultural production and already today positions itself as the largest net food exporter in the world, being one of the main global players in the agriculture and livestock sector. Currently, the sector contributes to more than 20% of Brazil's GDP and is responsible for 10% of global trade within agriculture. Adding to this potential, Brazil also has much to contribute to the challenge of a sustainable global food supply.

Specifically, Brazil is the world's second largest poultry producer and the largest exporter with a total value of approx. US\$ 7.1bn to over 190 countries across the globe. However, a number of production related challenges, e.g. salmonella contamination, has led to a stronger focus on food safety, biosecurity and sustainability. This provides a great potential for Danish companies within the poultry production value chain.

### WHY JOIN?

- Present own products and solutions to Brazilian poultry producers
- Explore the sales and investment opportunities in Brazil and gain marketing and sales visibility
- Obtain exposure through a focused exporters' catalogue targeted at the Brazilian producers

### WHO SHOULD JOIN?

The delegation is open to companies which supply products and solutions that can help to handle food safety, biosecurity (e.g. salmonella), and sustainability/efficiency matters along the poultry value chain.

This includes companies within:

- farming technology
- processing technology
- feed
- genetics
- hygiene
- management, etc.

Companies which are either looking into new business development opportunities or are already present or want to expand in Brazil within the poultry segment will benefit from participating in the delegation.

### WHAT WILL YOU GAIN?

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

- Obtain a broader understanding of the challenges within the Brazilian poultry sector
- Become introduced to the Brazilian customers
- Gain insights into their business plans
- Pitch your company and increase the knowledge of the high quality of Danish solutions
- Obtain a direct B2B meeting (given business match) and increase the chances for sales leads



## PROGRAMME STRUCTURE

This virtual delegation programme is expected to take place across 3 days, each day focusing on meetings with one of the Brazilian producers. Each day will be structured into: 1) a webinar part, containing presentation of the Brazilian producer and 2 minutes Danish company pitches, and 2) a B2B part with individual 30 minutes meetings between the Brazilian producer and the short-listed Danish companies it selects (based on the exporters' catalogue circulated prior to the meeting, and on company pitches). In case the Brazilian producer chooses to meet with more Danish companies than could be accommodated on the same day, a later date suitable for both parties would be scheduled for such additional B2B meetings.

### PROGRAMME

TUESDAY 4 MAY – THURSDAY 6 MAY 2021  
13.00-18.00 CET

#### WEBINAR PART (INCL. PITCHES):

- Introduction of the specific Brazilian poultry producer (one meeting per producer)
- 2 minutes pitching opportunity for each Danish company (at each meeting)
- All meetings to be held in English

#### ONLINE B2B PART:

- 30 minutes of direct and exclusive B2B meeting with the Brazilian poultry producer (for 1-3 days), given selection by Brazilian companies
- Taking place on the same dates as webinars (alternatively, on individually agreed dates)

## PRICE

The price for participating in the delegation's webinar part (including company pitches) expected to take place 4-6 May 2021 as well as being part of the exporters' catalogue is DKK 1500 for all 3 meetings, excl. VAT for one company representative.

The price for participating in the succeeding online B2B meetings on the same dates (or alternatively on later dates, if needed) is DKK 500 per meeting, excl. VAT for one company representative. This is conditioned upon selection by the relevant Brazilian company. If selected by more than one producer, the price will be multiplied accordingly.

## HOW TO REGISTER

Please use [this link](#) to register for the delegation meetings.

**Deadline: Tuesday 27 April 2021**

## CONTACTS FOR FURTHER INFORMATION:



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