



*Join the Danish Pavilion at Asia's biggest food event:
SIAL China 2019, 14-16 May 2019
Deadline for registration is 14 January*

SIAL China is the 4th biggest food show in the world, with 16 years' experience in the market. The exhibition is dedicated to the food & beverage retail, hospitality and wine industries.

SIAL China sets the benchmark for overseas companies stepping into Asia and China as well as providing valuable market insights, trends and innovations of the regional food industry, in the meat and dairy sectors. Join one of the biggest markets: Asia represents 2/3 of the worldwide population and is gaining 20 million new middle-class people per year in China alone.

The Danish Agriculture & Food Council, in co-operation with the Danish Food and Drink Federation, invites Danish companies to participate at the Danish national pavilion at SIAL China 2019 in Shanghai.

By participating at the Danish national pavilion, you benefit not only from better visibility but also from Denmark's positive image as a leading in high standards of food safety and quality.

All practical details will be organized from Denmark by DAFC.

THE MARKET

Consumer trends in China are changing rapidly and shaped by a unique combination of the old and the new traditions and lifestyle, due to the growing middle-class and rapid progress in technology.

Chinese consumers are seeking out ways to enhance their lives, one of the means is improving their food experiences.

China has become the world's second largest catering market after recording revenue figures of USD 616bn in 2017. In addition, China had more than 8m restaurants and 4,65m active enterprises in the catering industry.

In the food and beverage sectors, the value growth of the packaged food categories outpaced that of beverages; packaged food's annual growth rose from 1,3% in 2016 to 3% in 2017

After rapid expansion since 2013, China O2O market continued to grow by around 30% in 2017, with much of that expansion due to O2O services to homes, such as food and delivery, which grew at an astonishing 76% rate



**Danish Agriculture
& Food Council**



Danish Food and Drink Federation



**MINISTRY OF FOREIGN AFFAIRS
OF DENMARK**
The Trade Council

SIAL China 2019, 14-16 May 2019

SHOW FACTS FROM 2018

- 110,000 visitors
- 3,400 exhibitors from 67 countries
- 60 international pavilions
- 83% of exhibitors are satisfied
- 97% of visitors are satisfied

THE PACKAGE:

Booth at the joint Danish Pavilion

- Central location, visibility, synergy
- Open and inviting design
- 9 sqm turnkey stand for each company
- DAFC will handle all practical aspects of planning, design and construction of your stand
- Complete with meeting table and chairs etc.
- Everything pre-arranged, arrive last-minute
- Small joint stock room
- Coordination of services provided by the exhibition organizers.
- On location distribution of your customs cleared goods (Transportation and customs clearance is not included).
- Coordination of joint travel and hotel reservation through BCD Travel Agency

THE PRICES:

- 9 sqm., DKK 33,900 (excl. VAT)
 - 12 sqm., DKK 44,600 (excl. VAT)
 - 15 sqm., DKK 48,300 (excl. VAT)
 - 18 sqm. DKK 52.000 (excl. VAT)
 - *4.5 sqm. DKK 16.950 (excl. VAT) (SME)*
- (based on co-financing from the Trade Council and 8 participating companies/72 sqm)

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.

WHO SHOULD JOIN?

Companies in the food industry aiming at Chinese retailers, food service, importers or manufacturers within:

- Meat
- Dairy
- Seafood
- Food Ingredients
- Bakery & Pastry
- Drinks
- Wine & Spirits
- Snacks & Confectionary
- Organics
- Wine & Spirits

HOW TO REGISTER

Please use the registration form to register and return to Danish Agriculture & Food Council, Michael Stahlschmidt

By 14 January 2019 to mis@lf.dk

COORDINATION MEETING IN JANUARY

A coordination meeting will be held in January at the Danish Agriculture & Food Council for the registered participants about the design/ contents of the stand and the other program elements.

OTHER SERVICES

The organisers 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.

CONTACT



Danish Agriculture & Food Council
Michael Stahlschmidt
mis@lf.dk, +45 33 39 42 36



Confederation of Danish Industry
Søren Falck
srfk@di.dk, +45 33 77 34 84

BINDING REGISTRATION

SIAL China 2019, 14-16 May 2019

Deadline for registration is Monday 19 November

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

Participation fee is:

- 9 sqm, DKK 33,900 excl. VAT
- 12 sqm, DKK 44,600 excl. VAT
- 15 sqm, DKK 48,300 excl. VAT
- 18 sqm, DKK 52,900 excl. VAT
- 45 sqm, DKK 132,200 excl. VAT
- 4,5 sqm. DKK 16,950 excl. VAT (SME Company)

NOTE: The price is based on of subsidy from the Trade Council of Denmark, and a minimum total pavilion size of 72 sqm/ 8 stand exhibitors. The subsidy is obtained only if there is a 25% participation from SME companies.

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.

NB! Participation cannot 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 _____

Danish CVR number _____

Contact person _____

Title _____

Direct telephone _____

E-mail _____

Participant (if other than contact person, incl. e-mail) _____

Date & signature _____

Please return the completed registration form to Danish Agriculture & Food Council
Please return *no later than 14 January 2019* to Michael Stahlschmidt, 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.