

INVITATION

Danish Agribusiness Delegation to Alexandria & Cairo

14-16 November 2020

Registration no later than Wednesday 2 September 2020

DANISH BUSINESS DELEGATION

The Danish Agriculture & Food Council in cooperation with the Danish embassy in Egypt are pleased to invite your company to participate in this business delegation to Alexandria & Cairo, Egypt.

THE EGYPTIAN MARKET

With a young population of around 99 million Egypt is the largest and potentially most dynamic and fast-moving consumer goods market in the Middle East. In 2018, Egypt had a GDP of \$237.7 billion and an annual growth rate of 5.2%. Private consumption grew from 4.2% in 2016 to 5% in 2018 and is expected to grow even more reaching 5.5% in 2019 and 5.8% in 2020.

OPPORTUNITIES IN EGYPT

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

WHY JOIN?

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



WHO SHOULD JOIN?

The delegation is open to participation 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 Egypt 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.
- Promote your company
- Get knowledge of opportunities and challenges in the Egyptian 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.
- Furthermore, you can learn about the best practices in the region gained by experienced Danish companies already in the region.



UDENRIGSMINISTERIET
The Trade Council



**Danish Agriculture
& Food Council**

PROGRAMME

Saturday 14 November (Cairo):

- Welcome session and kick-off meeting with delegates
- Presentation of the Egyptian politics and economy by the Danish Ambassador, Svend Olling
- Introduction to the programme and food sector in Egypt
- Delegation dinner and networking event.

Sunday 15 November (Alexandria):

- Meeting with Alexandria Chambers of Commerce
- Meeting with Alexandria Business Association
- B-2-B meetings in Alexandria
 - One-to-one tailored meetings for delegates with customers, importers and other potential partners

Monday 16 November (Cairo):

- Meeting with General Organization for Export and Import Control (GOEIC), Egyptian ministry of Trade and Industry
- Meeting with Federation of Egyptian Industries (FEI) with B-2-B meetings
- One-to-one tailored meetings for delegates with customers, importers and other potential partners
- Networking Reception at the Danish Ambassador's Residence
 - The reception will bring together key actors in the sector including stakeholders from the Egyptian food ingredient and technology sector, governmental officials, parliament-members, importers of food etc.
 - The Danish companies will be able display their marketing materials, roll-ups, brochures, samples etc.
 - The companies will also have the opportunity to present their product(s) at the beginning of the reception.
 - The media will cover this reception.

PRICE

The total price for participation in the business delegation to Egypt is 7.700 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 2 September 2020

CONTACT FURTHER INFORMATION:



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



Danish Embassy, Cairo
Hanzada A. Farid
Head of Trade Council
E-mail: hanfar@um.dk
Tel: +02 24619327

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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 Egypt is 7.700 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 to the Danish Agriculture & Food Council to
Eva Friis Mortensen, emo@lf.dk or Jeppe Søndergaard Pedersen, jspe@lf.dk

No later than Wednesday 2nd September 2020

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 Agriculture Delegation in Egypt
Projektansvarlig	Jeppe Søndergaard Pedersen
Projektets reference	12-2020/2020-5059

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.