



DANISH FOOD PORTAL PROMOTION IN CHINA

An increasing number of food scandals have created distrust among Chinese consumers towards domestic food products. This distrust has sparked a high demand for foreign food products that is perceived of higher quality. Combining this with the rising Chinese consumer spending, makes for very interesting possibilities for Danish food companies. This Danish Food Portal offers the opportunity for Danish food companies to exploit some of these possibilities.

The aim of this Danish Food Portal is to create a unified platform for Danish food products, where **Chinese importers** can be inspired – **one stop shop for Danish foods in China**.

China can be a difficult market to enter, especially for smaller companies with limited export experience in Asia. Therefore such a promotion platform as this can be a very useful tool for Danish food companies wanting to enter the Chinese market.

The Danish Food Portal will include 1) an online product catalogue for presentation of Danish food products. 2) various promotional channels towards relevant Chinese importers and retail stores throughout 2016. The Danish Trade Council in China will include both platforms in their promotion and try to create relations between Danish food companies and Chinese importers. If interests are generated, then the Trade Council will offer their assistance in the coming process on their regular business terms. This project will run for a period of 6 months.

Goal: Create bigger visibility and attention to Danish food products in China. With the intention of enhancing export possibilities for Danish companies and establish contact to interested Chinese importers.

How: By creating an online product and company catalogue, and various promotional channels towards relevant Chinese importers and retail stores throughout 2016.

***Registration and conditions are listed on the next page. If the number of signed up company is less than 10, we will postpone this project*

For more information please contact the Trade Council of Denmark in China:

Jane Cen, Senior Commercial Officer, Food Sector

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REGISTRATION FORM

Deadlines:

- 15th of March 2016: Registration Deadline of interested companies
- 15th of March 2016: Deadline for payment and sending of promotion/marketing materials to the Royal Danish Consulate General in Guangzhou
- 15th of April 2016 the Danish Food Portal in China is launched

Included in the price:

- Up to 100 words on chosen products in English
- 1-3 pictures of own choosing
- 1 page in the Trade Council online product and company catalogue in Chinese and English (the Chinese translation will be provided by The Trade Council)
- Being included in active promotional channels and targeting at Chinese food importers

Price: DKK 6,000

We hereby confirm our participation in The Danish Food Portal in China 2016. Furthermore we accept with the information below, that the registration is binding in accordance to the general business conditions of the Trade Council attached in next section.



Company: _____

Product: _____

Name: _____

Address: _____

Mail: _____

Telephone: _____

Date: _____ Signature: _____

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