



## NORDIC CUISINE WEEK



New Nordic Kitchen has in recent years joined the ranks of the world's great cuisines, praised for its creative use of local, sustainable produce. It's a story of development and innovation, which means that the food industry in Denmark is today known far beyond its borders. In the meantime, there has been a growing public attention towards food safety in China. Combining this with the rising Chinese consumer spending makes it a very interesting platform for Danish food companies to present their products on.

Introducing Nordic Cuisine Week, the Royal Danish embassy of Denmark will introduce Chinese consumers to Danish high quality food products as well as to the new cooking methods in New Nordic Cuisine. The aim of the event is to create a unique opportunity for Danish food companies to enhance their exposure towards the Chinese market in a closed and exclusive forum. The intention of the New Nordic Cuisine Week is to create a number of events targeting B2B, press, as well as the Chinese consumers, giving all an opportunity to experience, taste and buy food products from Denmark.

### The week will feature:

- Cooking classes/cooking competitions
- Food tasting at the embassy courtyard
- Intimate pop up dinners
- Press events
- Innovative food lab
- A VIP-dinner at a selected restaurant where a Danish chef will present a variety of delicious Danish cuisine.
- Targeted commercials events aimed at food distributors and F&B managers.

**Goal:** The primary objective of this event is to enhance export possibilities for Danish food companies by establishing contact to interested Chinese importers, distributors, consumers, managers and retailers, which will increase your company's sales here in China.

**How:** By creating a unique showcase opportunity for Danish food companies, where it will be possible to have a concrete dialog with potential Chinese counterparts about future cooperation. This will also imply social media coverage by our Public Diplomacy department.

**Value:** This event presents a unique opportunity for promoting your company's products under a label which symbolizes quality and innovation in the eyes of the Chinese consumers. In addition, the event will give you a unique opportunity getting access to key stakeholders (business, managers, retailers, distributors, government and media).

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

**Poul Jacob Erikstrup, Minister Counsellor, Food Sector**

Mail: [prejik@um.dk](mailto:prejik@um.dk) Telephone: +86 (10) 8532 9987