



“Denmark NOW”- Danish Food Week Nanjing, 10 – 19 June 2016

Organized by

**THE ROYAL DANISH CONSULATE GENERAL IN
SHANGHAI**

The concept of Danish Food Week

Danish Food Week will essentially consist of two core elements:

- A pop-up shop that will take place in Golden Eagle’s flagship department store’s high end supermarket - Gmart.
- A Danish gastronomy week by a Danish top-chef at the 5-star Fairmont Hotel in Nanjing.

The flagship department store is located in the very heart of Nanjing’s exclusive downtown shopping area, Xinjiekou.

Its spacious 3,000 square meters large Gmart supermarket is one of the Golden Eagle Retail Group’s 25 supermarkets in Jiangsu Province.

The Golden Eagle Department store appeals to the upper consumer segment and has approx. 2 million VIP members. According to the Golden Eagle Group, each member spends over 250,000 RMB per year in the department store and supermarkets.

The Danish Food Week will give your company direct access to customers with a high purchasing power and an onsite promotion platform for sales, product displays, sample tastings and – potentially - a long term agreement with the Golden Eagle Group.

The Danish Food Week will also be promoted online by Golden Eagle Group’s marketing and online sales departments.

In order to ensure a broader branding of Denmark, there will be a parallel Danish tourism promotion at the entrance to the Gmart. Moreover, a Danish top chef will perform a live cooking show in Gmart, including a variety of the exhibited products.

In order to enable the citizens of Nanjing to get a taste of Danish gastronomy, the General Consulate will invite a Danish high-end chef to create and perform a Danish gastronomy week at the restaurant of the luxurious Fairmont Hotel in Nanjing.

Companies participating in the Food Week will appear as sponsors of the gastronomy week. Visibility and firm association with this exclusive event will be ensured through appearance on promotional material (e.g. at entrance to restaurant) and by having products displayed in the restaurant.

We offer you

- An official opening ceremony of the pop-up shop of the Danish Food Week with the presence the Danish Consul General in Shanghai.
- A unique platform for off- and online sales – backed by strong marketing efforts of the Golden Eagle Group of Danish Food Week.
- Potential longer term business arrangement with the Golden Eagle Group.
- Exposure of your brand/products during the Danish gastronomy week in a very unique setting.
- Promotion of your product/company in a highlighted Danish context.
- Local media coverage.

Participating in “Denmark NOW” – Danish Food Week

PACKAGE PRICE: 10.000,00 DKK



IMPORTANT NOTES

1. The Golden Eagle Group is very open and forthcoming in relation to this project – and towards Danish products in general. However, they do reserve the right to be selective regarding the products.
2. Technically it will be necessary for all participating companies to sign a direct agreement with the Golden Eagle Group regarding the Danish Food Week. It is a standard contract and the main elements are:
 - Golden Eagle charges a commission of sales revenue. It varies from product to product, but maximum is 20 %.
 - Golden Eagle's payment term is 30 days monthly after the Danish Food Week.
 - Golden Eagle charges RMB 10,000 deposit as an assurance in case of subsequent customer complaints. The deposit will be fully refunded in three months – if no such claims should arise.
 - Participating company shall arrange its own sales personnel. If not possible, separate arrangements can be made with Golden Eagle against a fee.
 - Participating company can choose to build its display area at own expense, or have a standard promotion display from Golden Eagle free of charge.
 - Printing of individual company PR material at own expense (joint promotional material will be taken care of by Consulate General).

Contact information

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NEXT STEP

The proposal is valid until **April 5** and is subject to the enclosed General Business Conditions.

We hope the proposal matches your expectations. We look forward to discussing it with you and will contact you shortly to receive your comments.

Date and Place:

Signed by:

The Trade Council





GENERAL BUSINESS CONDITIONS OF THE TRADE COUNCIL

General Business Conditions as per 10 June 2009

1. Purpose

1.1 The General Business Conditions apply to the Trade Council's/The Foreign Service's assistance to Danish and foreign enterprises in commercial cases, cf. part 2 of the Executive Order No. 246 of April 10, 2008 on payment for the services of the Foreign Service.

2. Agreement

2.1 Assistance by the Trade Council must be paid for according to the current rates and for cases that are paid according to hourly rates and where the time spent exceeds half an hour in accordance with a written agreement between the Trade Council and the enterprise. The written agreement must contain information about the expected time consumption, the hourly rate - or if deemed more expedient, an overall price for the specified service - as well as an estimate of possible expenses.

3. Prices etc.

3.1 For assistance serving the purpose of supporting the business community's export efforts and other commercial activities abroad, a fixed price per hour or fraction of an hour or a fixed overall price for the service must be paid. There is, however, a minimum fee per individual solved case.

3.2 For certain types of assistance, for instance the procurement of publications, statistical material, credit reports or customs information etc., a fixed fee must be paid provided the time consumption is less than one hour. A fixed fee shall be paid for lectures.

3.3 In cases where the enterprise requires that the assistance be provided outside the normal office hours of a mission, an additional 50 per cent must be paid, and on days where the mission is closed, an additional 100 per cent must be paid.

3.4 Prices and fees are in Danish kroner unless stated otherwise. Assistance provided in Denmark is subject to value added tax.

3.5 Any expenses, for instance for purchase of materials, information, access/connection to databases, travel expenses, telecommunication etc., must be refunded.

4. Terms of Payment

4.1 The Trade Council collects its payment when the service has been rendered. However, depending on the circumstances a partial or advance payment may be required.

4.2 Payment must be made no later than 30 days after the invoice date. A fee may be charged for late payment and interest may be charged according to the general rules.



5. Termination

5.1 The enterprise has the right to terminate the agreement with immediate effect. The enterprise must in such case pay for the assistance provided hitherto and for any expenses that the Trade Council has paid or committed itself to pay.

6. Professional secrecy and confidence

6.1 By virtue of their terms of employment, the staff of the Ministry of Foreign Affairs, including the Trade Council, is obliged to maintain professional secrecy in relation to information, including competition-sensitive information concerning enterprises and trade secrets, to which the staff become party in the course of their work and concerning which they have signed a pledge. The duty of professional secrecy also continues after the employee has left the service. Failure to comply with this duty of professional secrecy can lead to criminal liability under the Penal Code.

6.2 The Ministry of Foreign Affairs/the Trade Council treats information received from partners and companies confidentially within the framework of Danish legislation. This includes competition-sensitive information, trade secrets and commercial or operational matters. As a public authority, the Ministry of Foreign Affairs/the Trade Council is subject to the rules in the Danish Public Administration Act and the Access to Public Administration Files Act, including the provisions concerning the right of access to documents. The rules contained here, including the right of access to documents, are perceptive and may not be dispensed with in relation to a third party through statements, agreements or the like. The Ministry of Foreign Affairs/the Trade Council will consult with the enterprise/partner prior to responding to any request for access to documents pursuant to the Public Administration Act or the Access to Public Administration Files Act. The Access to Public Administration Files Act contains provisions according to which factual information which is of substantial importance to the matter in question may be exempt from access. On the basis of a specific assessment according to section 12 of the Access to Public Administration Files Act, information on, among other things, the private circumstances of individual persons, including their finances, as well as information on operating or business procedures may be exempted.

7. Liability for Damages

7.1 The Trade Council is liable to the enterprise according to the general rules of Danish law, always provided that **the Trade Council is not liable for loss of profits, loss of income or any other indirect loss. Payment of damages cannot exceed the remuneration agreed upon or the fee according to the current tariff.**

8. Disputes

8.1 Agreements comprised by these General Business Conditions shall be subject to Danish law.

8.2 Any dispute arising out of or in connection with agreements comprised by these General Business Conditions, which cannot be settled by negotiation, must be settled by the ordinary courts of law.