



DANISH PREMIUM BEER PROMOTION

The Royal Danish Embassy in Beijing would like to invite you and your business partners to our Danish premium beer promotion.



China's beer industry is entering a new era, as it finds itself needing to satisfy a new set of cravings. Chinese consumers see imported premium beers as part of a modern lifestyle and an adventurous experience, in which they can try new flavours and brands. In response to the increasing demand, the imported beer in China experienced a 59 % year-on-year increase.

Therefore, there is a good reason for the Danish side to take part in this development as Denmark boasts a strong micro brewing culture, with good quality products known for pushing the boundaries of exploration in brewing, using exotic ingredients and brewing a wide range of different styles.

Goal: The primary objective of this event is to enhance the export possibilities for Danish microbreweries by establishing contact to the central key stakeholders within the rising Chinese craft beer industry.

How: The event will take place in Beijing and will include concrete B2B meetings as well as visits to local stakeholders within the Chinese craft beer. Thereby giving participating companies an opportunity to meet and get information from local manufacturers about the key trends in the market at the moment, as well as seeking out the possibility of establishing collaboration with Beijing based bars and craft beer brewers. Overall participating companies will have the possibility to present your products to a variety of different key stakeholders (distributors, F&B managers, press and consumers).

Due to the high demand the event will target Danish companies already active in the Chinese market as well as companies planning to enter in the near future. Therefore, for creating as much value as possible for both, the event will have a two-piece business-strategy:

Companies planning to enter the Chinese market:

- Focus on B2B meetings with potential distributors in order to establish concrete business opportunities, matched with a fact finding trip in order to gain more knowledge about the local market.

Companies already exporting to the Chinese market:

- Arrange B2B meetings with potential F&B partners (F&B managers in high-end hotels, bars, upscale super markets) in order to increase existing sales channels, matched with a fact finding trip in order to gain more knowledge about the local market.

Value: The event provides a unique opportunity for promoting your company's product, and also helping your company in term of starting or expanding your business in China. In addition, it also gives you and your business partners a unique opportunity getting access to central key stakeholders (potential distributors, F&B managers, processing facilities and officials).

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

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