



HAPPY DENMARK HELLO GUANGZHOU 2016



Currently the Chinese economy is undergoing a remarkable transformation from an export-oriented type into consumption-driven one. Also in China 13th Five-Year Plan, the GDP in 2020 will be doubled compared to the one in 2010. This plan also assigns a priority to increasing domestic consumption, improving social infrastructure and opening to the outside world in an all-around way. Meanwhile, local consumers are fond of imported food brands more compared with domestic brands as for the food scandals in the recent a few years. And Denmark itself represents high food security standard in Chinese consumers' eyes.



Taking all these 'advantages' or 'disadvantages', the Consulate General in Guangzhou has successfully organized two 'Happy Denmark Hello Guangzhou' in 2014, with the aim of promoting Danish food brands in an environment surrounded by various Danish elements, and is planning to do an new event in 2016. The 2016 event is planned to be carried out on the 3rd Sep 2016, at China Plaza (中华广场, to be finally confirmed), Guangzhou.



The Day will feature:

- Consul General's presence and speech
- Performance with Danish elements through the whole day
- Games/lucky draw through the whole day
- Media coverage in different channels
- Product tasting throughout the event for the whole day
- Product selling through the whole day

Goal: The primary objective of this event is to promote and strengthen brand awareness among local consumers through on site event, also through media coverage. At the same time, it is a good opportunity to do sales at the event

How: By providing a unique Danish environment through series tailor made activities

Value: This event presents a unique opportunity for promoting your products under a label which symbolizes security and high standard in the eyes of the Chinese consumers

Price: DKK 50,000 – DKK 60,000/company, this price is based on minimum four companies' participation at this joint promotion



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

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