



## ACCESSING THE CHINESE MARKET FOR FOOD PROCESSING



The Trade Council of Denmark in China is planning to host a program concerning the possibility for Danish food tech companies to enter the Chinese market for food processing in the near future.



In response to increasing demand, total meat production in China should reach 93 Mt by 2022 and pr. capita consumption will increase by 7kg. p.a. over the period. Accommodating the increasing meat consumption is a high priority area, which is why meat production and consumption is supported through subsidies, investments, and favourable policies for medium- to large-scale industrial operations. And while increasingly prosperous consumers are eating fewer grains in place of a more protein-rich diet, the meat consumption is estimated to keep up its spectacular growth as economic growth rates continues and the middle class continues to increase.



Therefore, there is a good reason for the Danish side to take part in this development. The Danish sector for food processing contains long-standing tradition and substantial know-how, and from a Chinese point of view the sector possesses a great level of competencies that can contribute to the fast development and modernization of the country's food processing sector. Food safety is also a topic of essential character, where the Danish sector for years has been a key player, as it has been addressing food safety issues throughout the entire value chain.

Meeting central decisions makers is therefore also an essential step towards a successful entry. For Danish companies wishing to take part in this development now is the time to enter this fast-growing market.

**Goal:** The primary objective of this event is to establish contact to central key stakeholders in the food processing industry, with the purpose of getting Danish companies into this fast-growing market.

**How:** Through an intensive program, The Trade Council of Denmark in China will showcase Danish strongholds within food processing to central Chinese decision-makers with an intensive focus on the possibilities to feed in throughout the entire value chain to the China's fast-growing market. Additionally, we will show how a close cooperation with strong research and innovation sector, has contributed to Denmark's leading position from a global perspective.



**Value:** This event will give you and your business partners a unique opportunity getting access to central key stakeholders (government, officials and business). Furthermore, we will be arranging B2B meetings with potential distributors, processing facilities and managers during the visit.

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

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