

Virtual country seminar USA

Focus: Beverage & Food, via MS-Teams

on Monday, 18 October 2021

Situation

With an export volume of 1.9 billion euros in 2020 (-4.7 % to 2019), the USA, after many years of continuous and above-average increases, is still the third strongest export destination market. The biggest export categories are still sweets (416 Mio. Euros, +8.4 %), bakery goods (148 Mio. Euros, -0.4 %) and processed fruit and vegetables (118 Mio. Euros, +17.9 %) followed by beer (108 Mio. Euros, +17.2%).

Partners

The seminar is organised as a cooperation event by the German Federal Ministry for Food and Agriculture (BMEL) and GEFA e.V. in collaboration with the AHK Atlanta.

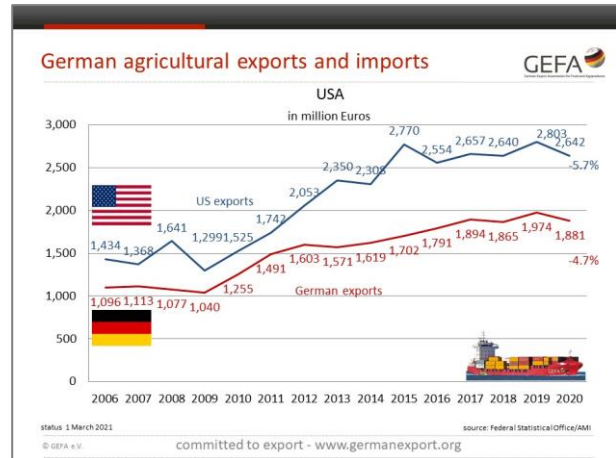


Figure: German Food exports to the USA

Objective

The overriding goal is to further increase export activities to the USA. It will enable the participants to assess the current economic situation and Covid-19-related changes in the marketing situation and to make concrete conclusions for their export activities.

Target group

The seminar is primarily aimed at small and medium-sized German companies in the food and beverage industries.

Agenda in MEZ / EDT	
15:30 MEZ 09:30 pm EDT	Greetings and introduction: GEFA e.V., Mr. Holger Hübner
15:40 MEZ 09:40 pm EDT	The export promotion program of the German Federal Ministry for Food and Agriculture (BMEL): Mr. Michael Hauck
15:45 MEZ 09:45 pm EDT	USA in brief: export statistic, retailer and consumer data: GEFA e.V., Ms. Sonja Hammann
15:55 MEZ 09:55 pm EDT	Overview of the current economic situation and the situation in the USA food industry: German American Chamber of Commerce of the Southern U.S., Inc., Mrs. Michaela Schobert
16:25 MEZ 10:25 pm EDT	The practical requirements for importing & selling in the US: European Deli, Ms. Terri Nelson
16:45 MEZ 10:45 pm EDT	Best practices for private label sales in the USA: Coppenrath Bakery USA, LP, Mr. Toby Richter
17:10 MEZ 11:10 pm EDT	Short discussion and end of the seminar

Please return until **06.10.2021** to

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Dear Ms. Hammann,

We book bindingly the participation in the above-mentioned virtual country seminar at the price of 90 Euro. The costs are per company and plus VAT.

We agree that a short overview of our participant(s) may be made available to the Federal Ministry of Food and Agriculture for project evaluation.

Our responsible contact for further project coordination is:

Contact

Company:

Street:

Postal Code + City:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

We have the following specific question for (please specify):

Place

Date

legally binding signature