

Virtual Country Seminar New Zealand

Focus: Food, via MS-Teams

on Tuesday, 29 March 2022

Situation

With an export volume of 103.5 million € in 2020 (+18.9 % compared to 2019), New Zealand is a comparable small but very interesting export destination for the German Food industry. This very high growth rate of German agricultural exports continued in the first eleven months of 2021: they have already reached € 110.2 billion with an increase of 19.0 %. The biggest export categories in the first 11 months of 2021 are meat and sausages (36.5 Mio. €, +337 %), dairy products (10.2 Mio. €, - 45.4 %) and sweets (5 Mio. €, +3.1 %)

Partners

The seminar is organised in close collaboration with the [AHK New Zealand](#).

Objective

Participants will be able to assess the current market situation and their potential market opportunities.

Additional services

All participants receive detailed market information on the country for further use (export statistics, consumer and trade statistics, presentations via GEFA OneDrive Account).

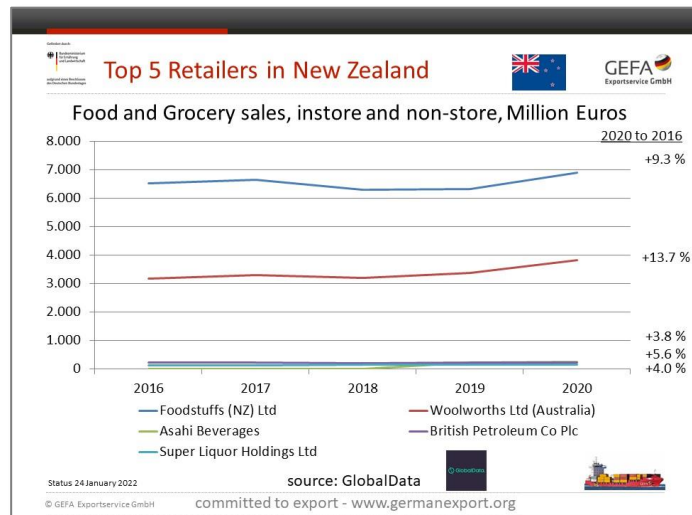


Figure: Top 5 food retailers in New Zealand

Agenda in CET / NZST	
08:00–08:05 am CET 20:00–20:05 pm NZEST	Greetings and introduction: GEFA Exportservice GmbH, Mr Holger Hübner, Managing Director
08:05–08:30 am CET 20:05–20:30 pm NZEST	The Food sector in New Zealand, AHK New Zealand, Ms Monique Surges, CEO
08:30–08:45 am CET 20:30–20:45 pm NZEST	New Zealand in brief: export statistic, retailer and consumer data: GEFA Exportservice GmbH, Ms Sonja Hammann, Project Manager
08:45–09:10 am CET 20:45–21:10 pm NZEST	Requirements of a food retailer for its international suppliers: Four Candles Food Market, Mr Chris Fisher, CEO
09:10–09:45 am CET 21:10–21:45 pm NZEST	Import of food and agricultural products from the EU to New Zealand: Impex Distributors Ltd., Mr. David Down, General Manager
09:45–10:10 am CET 21:45–22:10 pm NZEST	Requirements for suppliers and importers of Foodstuffs NZ (PAKnSAVE, FOUR SQUARE, NEW WORLD, FRESH COLLECTIVE, Gilmours, LiquourLand) Ms Rachel Carter, Head of Grocery, Non-Food, Confectionery, Seasonal and General Merchandise
10:10–10:15 am CET 22:10–22:15 pm NZEST	Q&A and closing words, GEFA Exportservice GmbH, Mr. Holger Hübner

The speakers in brief

<u>Speaker</u>	<u>Vita</u>
<p>Mr Chris Fisher, Owner Four Candles Food Market</p>	<p>Four Candles Food Market is a premium food retailer in Auckland. He offers independent retail consulting services to a number of organizations and volunteers with SME NZ businesses looking for retail support.</p> <p>Chris first set foot into the food industry back in 1997 as a Buying Manager for Lidl UK. In New Zealand he has worked as the merchandising General Manager for Countdown Supermarkets and other big industry players.</p>
<p>Mr David Down, General Manager Impex Distributors</p>	<p>Impex was founded in 1998 when the company started importing chocolates from Switzerland. This soon grew to a range of high-quality food stuffs from Europe and around the world. Our seasonal lines include chocolate, marzipan and Christmas Stollen. You will find our products all around the country, from novelty shops to restaurants, health shops to supermarkets. Current owners David and Leah Down took ownership of Impex in 2015 and look forward to continuing to bring the world's finest food to your table.</p>
<p>Ms Rachel Carter, Head of Grocery Non-Food, Confectionery, Seasonal and General Merchandise Foodstuffs NZ</p>	<p>We're a bunch of grocers who believe we have a responsibility to be a positive force for the communities we live in and to the people who call this great island nation home.</p> <p>To make sure New Zealanders get more out of life, we aspire to be one of the most customer driven retailers in the world. We want to truly understand our customers, consistently deliver what they value, and prove our loyalty to them through our actions.</p> <p>For those who work with us, we're committed to creating an awesome place, for awesome people to achieve awesome things. Because it's our people who add the magic to the experiences our customers have with us.</p>
<p>Ms Monique Surges, Chief Executive Officer AHK New Zealand</p>	<p>The German New Zealand Chamber of Commerce (GNZCC), the representative office of the German business community in New Zealand, was founded in 1983 in Auckland and has since been an important partner in the economic relations between Germany and New Zealand as well as an important contact for New Zealand and German companies for market information and support for market entry in the respective country.</p>
<p>Mr Holger Hübner, Managing Director Ms Sonja Hammann, Project Manager GEFA Exportservice GmbH</p>	<p>GEFA has been implementing export projects worldwide since 2010. These include country and export seminars, trade fair participations, business trips, b2b matchmaking events and promotional campaigns. Since 2020, 21 country seminars have already been realised.</p>

For registration, please use the following registration form.

Please return until **18 March 2022** to

huebner@gefaexportservice.com

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Dear Mr Hübner,

We book bindingly the participation in the above-mentioned virtual country seminar at the price of 245 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 GEFA partner [AHK New Zealand](#).

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