

Virtual GEFA Export Seminar USA

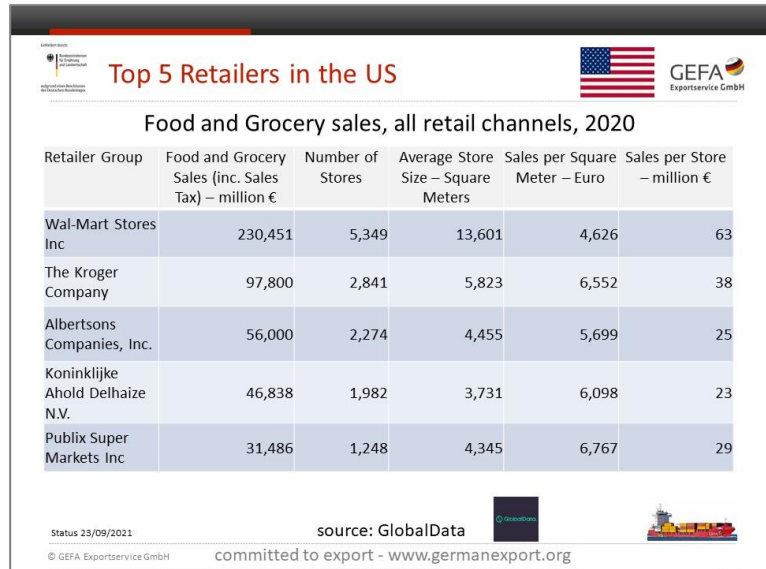
Focus: Food, via videoconferencing software MS Teams

28-29 June 2022

Participation only for members of the GEFA branch organisations

Initial situation

The USA is currently the third strongest export target market for the German agricultural and food industry in third countries. The market size and the market's role as a global trendsetter for food make this market so interesting. In 2021, the exports of the German sector increased by **9.4 % in value** to 2.1 billion euros, and by as much as 8.2 % in volume. The largest export categories continue to be confectionery (2021: 484 million euros, **+16.7 %**), other food of plant origin (207 million euros, +12.2 %), bakery products (147 million euros, -0.2 %) followed by processed fruit and vegetables (125 million euros, +5.0 %).



Retailer Group	Food and Grocery Sales (inc. Sales Tax) – million €	Number of Stores	Average Store Size – Square Meters	Sales per Square Meter – Euro	Sales per Store – million €
Wal-Mart Stores Inc	230,451	5,349	13,601	4,626	63
The Kroger Company	97,800	2,841	5,823	6,552	38
Albertsons Companies, Inc.	56,000	2,274	4,455	5,699	25
Koninklijke Ahold Delhaize N.V.	46,838	1,982	3,731	6,098	23
Publix Super Markets Inc	31,486	1,248	4,345	6,767	29

Abbildung: Top 5 Retailer der USA; Quelle: GlobalData

Target group

Presentations by practitioners enable participants to assess their market opportunities for the USA. They will receive the necessary information for market entry into this demanding and challenging export market.

Target group

The seminar is aimed at **newcomers (companies / export employees)** in the German food industry to the US market.

GEFA service package





- **Practical orientation:** Speakers are experienced practitioners with many years of references.
- **Product group reference 1:** the lectures take into account the participants' product groups.
- **Product group reference 2:** optional deepening of the topic in workshops
- **Target market specific market data:** participants receive additionally current trade market data (source: GlobalData) and the export statistics (source: AMI) to the US market
- **One-off cost contribution:** several company representatives can participate
- **Limitation of the number of participants:** Participation is limited to 12 companies in view of the desired level of quality and the consideration of the participant commodity groups.
- **Implementation in English:** The seminar will be held in English.

Agenda, Tuesday, 28 June 2022	
14:00 pm CEST / 8:00 am EST	Greetings and introduction: Holger Hübner, GEFA Export Academy
14:05 pm CEST / 8:05 am EST	Competitive situation in the sectors: Arnim von Friedeburg, German Foods North America, LLC
14:45 pm CEST / 8:45 am EST	Key consumer trends: Honor Strachan, Market Analyst, GlobalData USA
15:30 pm CEST / 9:30 am EST	break
15:45 pm CEST / 9:45 am EST	Requirements of importers and trade for international suppliers: Ms Terri E. Nelson, European Deli
16:30 pm CEST / 10:30 am EST	Importers and distributors – how to find? Walter Dittmann, Diwa Import Services
17:00 pm CEST / 11:00 am EST	Customs tariffs and import procedures: Walter Dittmann, Diwa Import Services
17:30 pm CEST / 11:30 am EST	Requirements for logistics: Walter Dittmann, Diwa Import Services
18:15 pm CEST / 12:15 pm EST	Q&A Session and the end of the today

Agenda, Wednesday, 29 June 2022	
14:00 pm CEST / 8:00 am EST	Quotation and calculation: Walter Dittmann, Diwa Import Services
14:30 pm CEST / 8:30 am EST	FDA and USDA in brief – who is responsible? Margaret Eckert, Eurofoods Regulatory, LLC
15:00 pm CEST / 9:00 am EST	Mandatory food labelling & nutrition regulations: Margaret Eckert, Eurofoods Regulatory, LLC
15:45 pm CEST / 9:45 am EST	FSMA, FDA audits und QM systems – what is required? Arnim von Friedeburg, German Foods North America, LLC
16:15 pm CEST / 10.15 am EST	break
16:30 pm CEST / 10:30 am EST	Nutrient content claims, health claims, and other claims: Sonia Hudson, Consumer Safety Officer, Office of Nutrition and Food Labeling, U.S. Food and Drug Administration
17:15 pm CEST / 11:15 am EST	Consumers in view: Importance of marketing, structures and developments, Arnim von Friedeburg, German Foods North America, LLC
17:45 pm CEST/ 11:45 am EST	Increasing challenges through e-commerce and social media, Arnim von Friedeburg, German Foods North America, LLC
18:15 pm CEST / 12:30 pm EST	Q&A Session and the end of the seminar

Optionally bookable: additional one-hour workshop for all representatives of a product group (no company-specific consultation). The basis for this is a company questionnaire.

The speakers in brief

Speaker	Vita
<p>Ms Terri E. Nelson President and CEO</p> 	<p>EuropeanDeli.com, an online retailer of gourmet specialty foods imported from Europe is a leading importer of specialties from Germany and throughout Europe, providing items, which are hard to find at local markets, available to consumers who seek the foods they enjoyed while living and traveling in Europe.</p>
<p>Ms Honor Strachan, GlobalData www.globaldata.com</p>	<p>The world is becoming more complex, uncertain and fast-moving than ever before, which is why GlobalData exists. We create trusted intelligence on the world's largest industries by leveraging our unique data, expert analysis, and innovative solutions.</p>
<p>Ms Sonia Hudson Office of Nutrition and Food Labeling, Center for Food Safety and Applied Nutrition, U.S. Food and Drug Administration http://www.fda.gov</p>	<p>The Center for Food Safety and Applied Nutrition, known as CFSAN, is one of six product-oriented centers, in addition to a nationwide field force, that carry out the mission of the Food and Drug Administration (FDA). FDA is a scientific regulatory agency responsible for the safety of the nation's domestically produced and imported foods, cosmetics, drugs, biologics, medical devices, and radiological products. The Center provides services to consumers, domestic and foreign industry and other outside groups regarding field programs; agency administrative tasks; scientific analysis and support; and policy, planning and handling of critical issues related to food and cosmetics.</p>
<p>Mr Arnim von Friedeburg Owner and Managing Partner</p> 	<p>German Foods North America, LLC distributes over 1,400 foods & beverages (Germany, Europe) to consumers, restaurants & caterers in North America through the online platforms thetasteofgermany.com, germanfoods.org and Amazon; CMA Global Partners works with leading importers & wholesalers and advises exporters from around the world on food safety, importation, labelling, start-up and strategic growth in US markets.</p>
<p>Ms Margaret Eckert, Präsident of Eurofoods Regulatory Advisors, LLC.</p> 	<p>Ms Eckert has been working in the field of US food law for more than 30 years and works very closely with the US authorities. She mainly supports SMEs in fulfilling the complex labelling requirements (focus on labelling). Since the foundation of Eurofoods 12 years ago, she has been successfully supporting producers and distributors from Germany, Europe and all over the world.</p>
<p>Mr Walter Dittmann, Founder of Diwa Import Services</p> 	<p>He has been active as an export manager in various companies for over 20 years, founded and managed an import and distribution company in the USA (Los Angeles / San Francisco) for almost seven years. As sales manager of a large confectionery company, he was responsible for the distribution company in the USA for several employees and 26 brokers. As owner of Diwa sweet, he gained 11 years of experience in supporting several confectionery exporters.</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, including 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>

Please return by **13 May 2022** to

huebner@gefaexportservice.com

GEFA Exportservice GmbH
Holger Hübner
Gertraudenstrasse 20
10178 Berlin
Phone: +49 30 4000 477 13

Virtual GEFA Export Seminar USA

Focus: Food, via videoconferencing software MS Teams

28-29 June 2022

Participation only for members of the GEFA branch organisations

Dear Mr Hübner,

We would like to make a binding booking for participation in the above-mentioned virtual GEFA export seminar at a price of 995 Euro. The costs are per company and do not include VAT. The event will take place if the number of participants reaches at least eight companies.

We would like to book the 60-minute in-depth seminar on specific product groups at a net price of 95 Euro plus VAT (participation of several seminar participants from one product group, no individual consultation) yes no

We are member of GEFA branch organisation:

Our responsible contact for further project coordination is:

Company:

Street

Postcode and City:

Ms / Mr:

Phone:

Mobile:

eMail:

City

Date

legally binding signature