

Virtual Country Seminar Australia

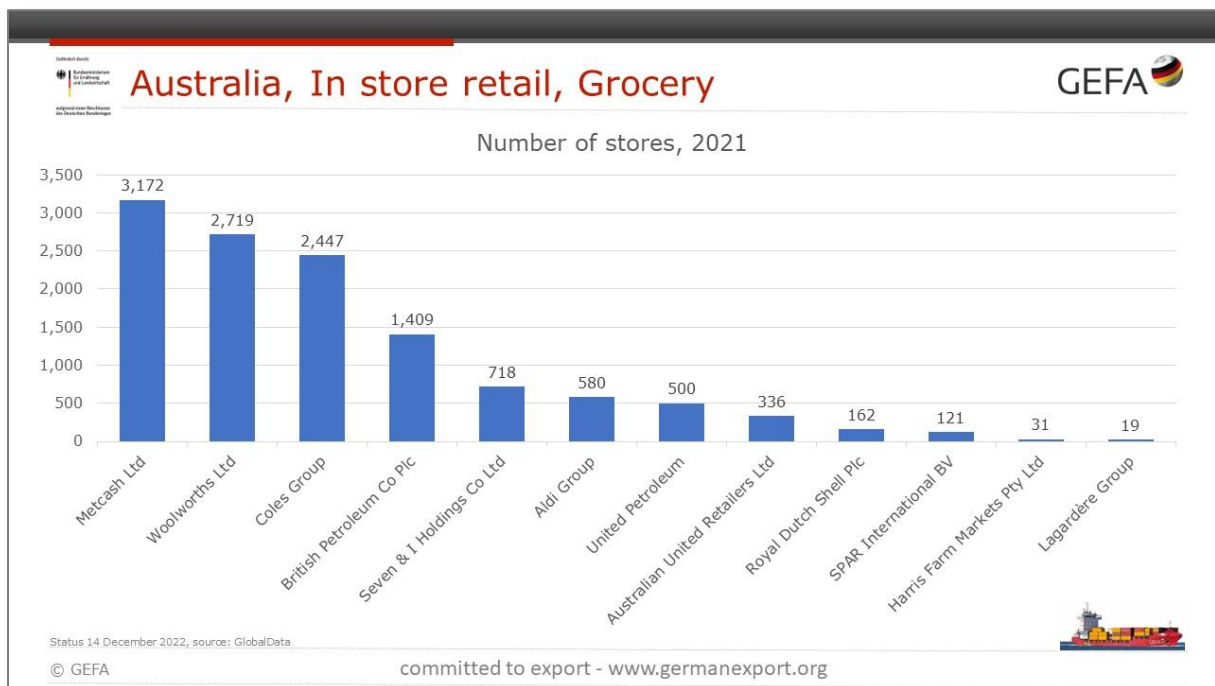
Focus: Food, via MS-Teams

on Tuesday, 14 February 2023

- only for companies of the GEFA branch organisations -

Initial situation

Although German exports are increasing in value as of 31 October due to inflation (+15.8 %), they are currently declining significantly in terms of volume (-6.1 %). Not so Australia: German exports in the sector increased in value (+21.2 %) and volume (+0.7 %) in the first ten months of this year. In 2021, German exports to Australia have overall reached 370.3 million €. The biggest export categories in 2021 were sweets & confectionary (€ 104.1 m., -3.9 %), bakery products (€ 59.7 m., +31.5 %), dairy products (€ 30.5 m., +20.3 %), processed fruits, vegetables and potatoes (€ 13.5 m., +16.6 %) and beer (€ 10. m., -26.1 %).



Partner

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

Objective

Presentations by speakers with years of experience will provide participants with expert knowledge about the current market situation and enable them to assess their potential market opportunities.

The seminar is aimed at companies / export employees who are either newcomers to the Australian market or those who want to update / deepen their existing knowledge.

GEFA service package

- **Practical orientation:** Speakers are experienced practitioners with many years of references.
- **Target market specific market data:** participants additionally receive current trade market data (source: GlobalData) and the export statistics (source: AMI) on the Australian market
- **One-off cost contribution:** several company representatives can participate
- **Implementation in English:** The seminar will be held in English.
- **AHK consultancy services:** For individual support on the Australian market.

Agenda on 14 February	
Central European Standard Time (CEST) / Australian Eastern Daylight Savings Time (AEDT)	
8:30–08:35 am CEST 18:30–18:35 pm AEDT	Greetings and introduction: GEFA Exportservice GmbH, Mr Holger Hübner, Managing Director
08:35–08:50 am CEST 18:35–18:50 pm AEDT	The Food sector in Australia: AHK Australien, Mr Mathias Suter, Manager Food & Beverage Cluster
08:50–09:00 am CEST 18:50–19:00 pm AEDT	Australia: export statistic and retailer data: GEFA Exportservice GmbH, Mrs Paulina Minzila, Project Manager
09:00–09:45 am CEST 19:00–19:45 pm AEDT	ALDI Australia – buying strategy: Mr Oliver Bongardt – ALDI Australien
09:45–10:05 am CEST 19:45–20:05 pm AEDT	Overview of the legal basis for importing foodstuffs to Australia: Ms Nicole Tumiaty – Hall & Wilcox
10:05–10:25 am CEST 20:05–20:25 pm AEDT	The Australian Beverage market: Markus Patz – Dan Murphy's
10:25–10:30 am CEST 20:25–20:30 pm AEDT	Q&A and closing words: GEFA Exportservice GmbH, Mr Holger Hübner, Managing Director

The speakers in brief

<p>Mr Oliver Bongardt, Managing Director National Buying, ALDI Australia</p>	<p>With a distinguished career Oliver Bongardt had a distinguished career at Aldi Australia as well as Aldi Einkauf in Germany spanning over 20 years. Since November 2013, he is Managing Director National Buying at Aldi Australia and has profound knowledge of the supply requirements and buying expectations in the Australian market.</p>
<p>Ms Nicole Tumiaty, Special Counsel, Hall & Wilcox</p>	<p>Nicole is a special counsel in Hall & Wilcox's Corporate and Commercial team. Nicole has over 20 years' experience as a corporate lawyer, working in both Australia and the United Kingdom. Nicole has acted on a broad variety of matters and transactions including public and private mergers and acquisitions, public and private fundraisings, general corporate and commercial advice, structuring, joint ventures, and other commercial agreements.</p>
<p>Mr Markus Patz, Wine Merchant, Dan Murphy's</p>	<p>Markus is a passionate wine industry professional with over thirty years of experience in international sales, retail marketing, business & brand development and events management. His current role is wine merchant at Dan Murphy's since December 2018. Dan Murphy's is the leading company within the Endeavor Drinks Group, one of Australia's largest wine retailers active across the country. He is an awarded liquor retailer and being recognised as one of Australia's top wine educators.</p>
<p>Mr Mathias Suter, Manager Food & Beverage Cluster, AHK Australien</p>	<p>The German-Australian Chamber of Industry and Commerce (AHK Australien) was founded in 1977 and supported hundreds of German businesses entering the Australian market with a special focus on small to medium-sized enterprises. This includes businesses from the food and beverage sector who we specifically support since early 2021 through the establishment of the Food & Beverage Cluster. We are the experts for all bilateral trade, market entry and market expansion questions.</p>
<p>Mr Holger Hübner / Mrs Paulina Minzila International 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, 24 country seminars have already been realised.</p>

For registration, please use the following registration form.



Deutsch-Australische
Industrie- und Handelskammer
German-Australian Chamber
of Industry and Commerce



Please return until **31 January 2023** to

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Tuesday, 14 February 2023

Dear Ms Minzila,

We book bindingly the participation in the above-mentioned virtual country seminar at the price of 265 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 Australien](#).

We are a member of the GEFA sector organisation:

Our responsible contact for further project coordination is:

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