

virtual country seminar Thailand

Focus: processed food, via video conferencing software
on Thursday, 26 November 2020

Initial situation

With an export volume of 164 million euros in 2019 (+14.5 % compared to 2018), Thailand ranks 10th among the most important Asian export target markets for the German agricultural and food industry.

Necessity of the implementation

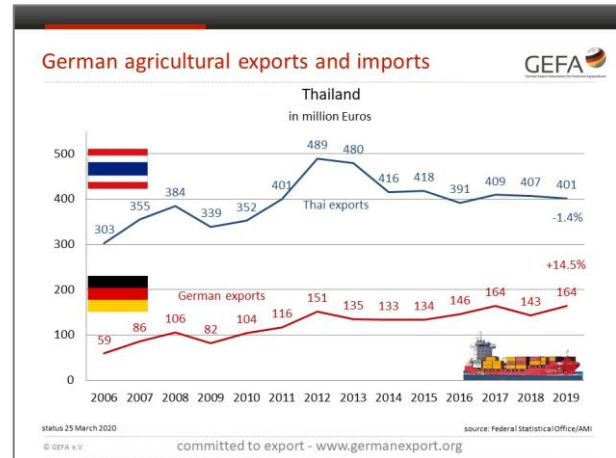
Due to the current Covid-19 situation, the country is currently experiencing a considerable economic slump.

Objective

The overriding goal is to further increase export activities to the country. The seminar 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 in Germany

The seminar is primarily aimed at SMEs in the product groups of bakery and pasta products, beverages of all kinds, canned fruit and vegetables, cereals, confectionery, delicatessen, fish and seafood, spices, dairy products, sausage products, spreads, sweets as well as manufacturers of long-life foods.



Picture: Exchange of food and agricultural products Germany and Thailand

Agenda on 26 November, in German Time, in English

8:00 am	Greetings and introduction: GEFA e.V., Mr. Holger Hübner
8:05 am	The export promotion program of the German Federal Ministry for Food and Agriculture (BMEL): BMEL Representative, Mr. RD Michael Hauck
8:15 am	Overview of the current economic situation and the situation in the Thai food industry against the background Covid-19: Mr. Dr. Bernd Christiansen , BMEL Representative in Thailand
9:00 am	Requirements of the leading retailer, Central Food Retail Company Limited (CFR), in Thailand for imported products: Mr. Nick Reitmeier , Executive Vice President Global Sourcing (in charge for: Central Food Hall, Tops market, Tops SUPERSTORE, Superkoom, Tops daily, Eathai)
9:30 am	The practical requirements for importing foreign products to Thailand: Mr. Pablo de Abadal , Executive Director - Client Management, SINO-PACIFIC TRADING (THAILAND) CO., LTD. (one of the leading importers)
10:00 am	Short discussion and end of the seminar