

## Virtual country seminar United Arab Emirates

Focus: Food, via MS-Teams

### on Wednesday, 23 June 2021

**Situation:** With an export volume of 187 million € in 2020 (-30.1 % compared to 2019), the UAE are the second most important export target market for the agricultural and food industry in the Middle East. Milk and dairy products, sweets, and bakeries are the biggest product groups from German exporters. The global Covid-19 pandemic had a strong impact on the country's HoReCa sector which led to a decline in food imports from Germany.

**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:** The seminar is primarily aimed at small and medium-sized German companies in the food industry.

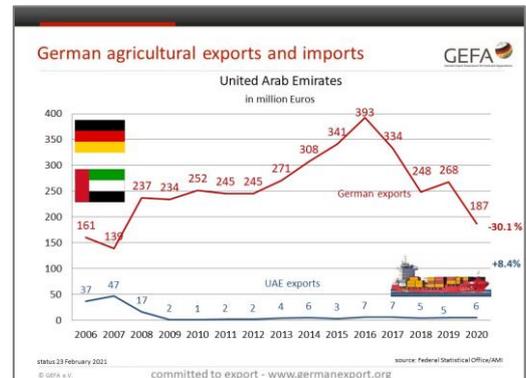


Figure: Agricultural goods exchange between Germany and UAE

Agenda on 23 June, in German Time, in English	
9:00 am	Greetings and introduction: Managing Director at GEFA e.V., <b>Mr. Holger Hübner</b>
9:05 am	Welcoming remarks and presentation AHK UAE: CEO at German Emirati Joint Council for Industry and Commerce, <b>Mr. Oliver Oehms</b>
9:10 am	The export promotion program of the German Federal Ministry for Food and Agriculture (BMEL), <b>BMEL Representative (tbd)</b>
9:20 am	The UAE in brief: export statistic, retailer and consumer data, GEFA GmbH, <b>Ms. Sonja Hammann</b>
9:25 am	Overview of the food market in the UAE: Director at Germany Trade and Invest, <b>Ms. Heena Nazir</b>
09:40 am	Labelling, Requirements for importing foreign products, Registration: AHK UAE, <b>Mr. Oliver Oehms</b>
09:55 am	Requirements for importing foreign products to the UAE: Head of Sales at DHL, <b>Mr. Ralf Schreiber</b>
10:25 am	Practical experience from an importer and distributor: Financial Director at Ghassan Ahmed Al Sulaiman Trading (GAAST), <b>Ms. Sabine Khourdaji</b>
10:45-11:05 am	Discussion and end of seminar

This seminar is a joint event by the Federal Ministry of Food and Agriculture and GEFA e.V. For registration, please use the following registration form.

Please return until **14.06.2021** to

[hammann@germanexport.org](mailto:hammann@germanexport.org)

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Virtual country seminar  
**United Arab Emirates, focus: Food**  
via MS-Teams  
**on Wednesday, 23 June 2021**

Dear Ms. Hammann,

We book bindingly the participation in the above-mentioned virtual country seminar by the Federal Ministry of Food and Agriculture and GEFA e.V. 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:

Address:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

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

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Place

Date

legally binding signature