



Post-tour Brazil Shopping Line

EKF, DI, L&F and the Danish Embassy in Brazil invite you to visit selected Brazilian cooperatives **20-22 March 2019**.

THE SHOPPING LINE CONCEPT is an initiative focusing on bridging relations between Danish exporters and large companies around the world. Join this delegation and meet Brazilian cooperatives that each year invests millions in new products and solutions.

The Confederation of Danish Industry, the Danish Agriculture & Food Council, EKF Denmark's Export Credit Agency and the Danish General Consulate in São Paulo have the honour of inviting you to join this delegation visit to Brazil. Selected cooperatives were visited in 2017 with great success – and they are all looking forward to vol 2.

You can join directly from the Danish State Visit in Buenos Aires, Argentina, with Her Majesty The Queen of Denmark – or take part in this delegation separately.

THE SHOPPING LINE CONCEPT is an initiative focusing on bridging relations between Danish exporters and larger companies around the world. The objective of the delegation is to match Danish companies delivering new solutions, know-how and technology to the different parts of the agriculture and food processing sector in Brazil that invest into both agriculture, food production, ingredients, and food.

Denmark's Export Credit Agency is making credit lines to the targeted Brazilian companies that can be

utilized when buying technology and equipment from Danish companies. They simply get a creditcard for multiple shopping from Danish suppliers.

WHY JOIN?

The Brazilian companies invest heavily in solutions and new technology. Joining a project-based delegation will give you targeted B2B meetings with companies already visited and screened by EKF, the local international banks and the Danish Embassy.

You will get:

- Matched interest with the Brazilian customers.
- B2B Meetings with decision makers from key Brazilian companies.

WHO SHOULD JOIN?

Any company supplying the agriculture and food processing sector. The cooperatives invest in solutions and new technology.



Confederation of Danish Industry



Danish Agriculture & Food Council



UDENRIGSMINISTERIET
The Trade Council

Post-tour Brazil Shopping Line

THE PROCESS

1. CONDITIONS FOR PARTICIPATION

Registering for this business delegation does not ensure your participation. To make sure that the meetings are relevant for both you and the Brazilian companies there will be a screening process after your registration.

2. BACKGROUND

The Danish Embassy in Brazil, EKF and the Brazilian banks have identified and established a dialogue with large Brazilian companies within food production and processing. All Brazilian companies have shown great interest in innovative Danish solutions.

Initial negotiations and presentations were made in 2017 and the Brazilian cooperatives have asked for a re-visit.

3. EXPORT CATALOGUE

In order to arrange meetings with the most relevant Brazilian companies you need to fill in a company profile. The catalogue forms the basis for the Brazilian companies' selection process. It is free of cost to have a profile in the catalogue. More information will follow.

4. JOIN THE DELEGATION VISIT

The Brazilian companies will – before the visit - select the Danish companies they wish to discuss investment plans with. Therefore, the company profile in the Export Catalogue is of great importance. The delegation will be divided into smaller groups of 7-9 companies.

The Brazilian companies are interested in smaller groups to allow them to be detailed and to give you time to make a proper presentation.

MARKET INFORMATION

In spite of a Brazilian recession, the Brazilian agricultural and food production industries has continued to grow, and is forecasted to reach a total value of sales of USD 213.5 billion in 2017.

As the production shifts from the local market to focus more on exports the Brazilian producers of both animal protein and grains are expanding, optimizing and enhancing their production facilities, focusing on among other things more automatization, food safety and more value-adding processed products.

Brazilian consumers are also seeking better and safer products and with the economic outlook looking better in 2018 the wheels of the 208 million people large Brazilian consumer-market is also slowly setting in motion. Packed foods were valued at USD 90.8 billion in 2015, and is expected to continuously grow rapidly and reach USD 140.1 billion by 2020.

Brazil is an agricultural powerhouse, and was the world's fourth leading exporter of agri-food and seafood products in 2015. Today Brazil is dominating the poultry, bovine, soy, sugar, coffee and orange juice markets while also being among the World leaders in pork and corn. The Brazilian agricultural sector employs 15.7 pct. of the total Brazilian workforce. Parana state where all the targeted cooperatives are located has fastest growth of the 28 Brazilian states.

COOPERATIVES INFORMATION

The Brazilian cooperatives include (tbc):

- **LAR:** works within poultry, pork processed food products, animal feed, wood, egg-production and they have 15 supermarkets.
- **C.Vale:** works within poultry, fish, animal feed, processed foods and pork.
- **Frimesa:** works within pork, poultry, dairy and processed foods.
- **Copacol:** works within poultry, fish, processed food, vegetables and they have 6 supermarkets.



Confederation of Danish Industry



Danish Agriculture
& Food Council



UDENRIGSMINISTERIET
The Trade Council

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BINDING REGISTRATION

We hereby register for participation in the event as described in the invitation:

Full participation: DKK 12,500 excl. VAT per participating company (2 participants per company)

The price is calculated on a basis of 8 participating companies and approved 50 per cent subsidy by The Danish Trade Council. Local transportation mentioned in the tentative program are included in the price. Flights and hotels are not included in the price. Extra company representative 1,500 DKK per person.

NOTE: The price is based on 8 participating companies and an expected 50% subsidy from the Trade Council of Denmark. The subsidy is obtained only if there is a 25% participation from SME companies. Please fill out the attached "Virksomhedsskema". The subsidy from the Trade Council of Denmark is only given to Danish companies with a Danish CVR number, residing in Denmark, not their subsidiary companies abroad, so these forms must be filled-in and signed by the Danish company in charge of the activity (local company address is not valid). On the registration form you can if relevant add the contact information of the local participating company. Invoice will always be issued in DKK to the Danish company address.

We reserve the right to offer you participation at a different price should any of the above criteria's change. Should this result in a higher price than quoted, you have the right to cancel your participation. Other expenses not mentioned above are at own expense including visa, flights, dine & drink and hotel.

Company _____

Address _____

Postal Code _____ City _____

Danish CVR number _____

Contact person _____

Participating person _____

Title _____

Mobile & e-mail _____

Date, signature
& company stamp _____

Please return this completed "**Registration form**" and "**Virksomhedsskema**" to the Danish Agriculture & Food Council to Eva Friis Mortensen, emo@lf.dk or Susanne Z. Teilmann, szt@lf.dk

No later than Friday 8th March 2019

Registration is made in accordance with DAFC's terms of participation (attached)



Bilag 10 - Virksomhedsskema

Dette erhvervsfremstød modtager tilskud fra The Trade Council (TC) i Udenrigsministeriet under programmet "Fælles erhvervsfremstød". Skemaet **skal** udfyldes af alle deltagende virksomheder.

Det skal understreges, at virksomheder, som ikke har udfyldt skemaet, eller som har udfyldt skemaet mangelfuldt, **ikke** vil være tilskudsberettiget. Du kan læse nærmere om programmet på Udenrigsministeriets hjemmeside.

Identifikation af fremstødet (udfyldes af koordinator):

Projektets titel	Post-tour Brasilien Shopping Line 2019
Projektansvarlig	Susanne Zwergius Teilmann
Projektets reference	126-2018/2018-34919

Virksomheden forpligter sig i henhold til retningslinjerne for programmet "Fælles erhvervsfremstød" til at deltage i fremstødet, dvs. være til stede og deltage i præsentationer, kontaktmøder mv. Det er dog muligt, at virksomheden kan lade sig repræsentere af et datterselskab eller en lokal agent, som virksomheden har en samarbejdsaftale med.

Oplysninger om virksomheden (udfyldes af deltagende virksomhed)

Navn på støttemodtagende virksomhed (hovedkontor i Danmark):		CVR-nummer:
Adresse:		
Postnummer:	By:	
Virksomhedsform:	Hovedtelefonnummer:	
Omsætning seneste regnskabsår (mio. DKK):*	Antal ansatte:*	
Modtaget "de minimis"-støtte fra dags dato, dvs. det indeværende og de to forudgående regnskabsår, ekskl. det aktuelle projekt: ** Sæt kryds i én af følgende: <input type="checkbox"/> Ja <input type="checkbox"/> Nej		Hvis "ja", angiv beløb i DKK:
Navn på person som deltager i fremstødet:		
Direkte mailadresse:		

Undertegnede, der er ansat i og bemyndiget af ovenstående virksomhed til at ansøge om deltagelse i Fælles erhvervsfremstød og Delegationsbesøg til Danmark, erklærer på tro og love, at ovenstående oplysninger er korrekte***, og at virksomheden er bekendt med EU's "de-minimis"-regler.

Dato:	Navn på tegningsberettiget underskriver:
Underskrift:	

*En virksomhed betegnes som SMV, når virksomheden har under 250 ansatte samt en årlig omsætning på max. 375 mio. kr. i seneste regnskabsår.

Støtte i form af tilskud til "Fælles erhvervsfremstød" i henhold til EU-reglerne for "de minimis"-støtte, jf. Kommissionens forordning (EU) nr. 1407/2013 af 18. december 2013 om anvendelse af artikel 107 og 108 i traktaten om Den Europæiske Unions funktionsmåde på "de minimis"-støtte. Virksomheder må ikke modtage "de minimis"-støtte, der overstiger grænsen, som "de minimis"-forordningen fastsætter, dvs. EUR 200.000 over 3 regnskabsår. **Såfremt der ikke er modtaget støtte, skal dette angives ved at sætte kryds i nej-feltet.

*** Ifølge lov nr. 53 af 31. januar 2001 om visse aspekter af Danmarks Eksportråds virke, § 7, stk. 1, gælder: "Med mindre højere straf er forskyldt efter anden lovgivning, straffes med bøde den, der i forbindelse med en ansøgning om tilskud afgiver urigtige eller vildledende oplysninger eller fortier oplysninger af betydning for en sags afgørelse."

Conditions for participation in export promotion events under the auspices of the Danish Agriculture & Food Council – DAFC, 25 November 2013

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of DAFC is comprised by:

- 1) a binding registration form filled in and signed by a duly authorised representative of the company, and
- 2) these present general conditions for participation.

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by DAFC are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

DAFC is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to DAFC.

DAFC's handling of services is conditional on not being delayed or prevented by *force majeure*, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of DAFC. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. DAFC's cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, DAFC reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. DAFC reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that DAFC's terms of payment are not met, DAFC reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, DAFC is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be applied for by DAFC. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to DAFC. Thus DAFC has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with DAFC, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.

Danish Agriculture & Food Council