

Asian Productivity Organization

Hirakawa-cho Dai-ichi Seimei Bldg. 2F
1-2-10, Hirakawa-cho, Chiyoda-ku
Tokyo, 102-0093 Japan



Tel:(81-3)5226-3920 Fax:(81-3)5226-3950
E-mail: apo@apo-tokyo.org
URL: www.apo-tokyo.org

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PROJECT NOTIFICATION

1. **Project Code** 09-AG-37-GE-SMN-A
2. **Project Title** Multicountry Observational Study Mission to a Nonmember Country on Exporting Processed Agrifood Products (Germany)
3. **Duration** 8–12 October 2009 (five days)
4. **Venue** Munich and Cologne, Germany
5. **Implementing Organization:** APO Secretariat
1-2-10, Hirakawa-cho, Chiyoda-ku
Tokyo 102-00093, Japan
Phone: 81-3-5226-3924
Fax: 81-3-5226-3954
e-Mail: agr@apo-tokyo.org
6. **Number of Participants** Up to 18 qualified participants
(See 12. Qualification of Participants)
7. **Closing Date for Nominations** 25 August 2009
8. **Objectives**
 - 1) To study the trends and developments in importing, wholesaling, and retailing of agricultural and processed food products in Germany and other major markets in the EU;
 - 2) To identify opportunities for exports of agricultural and processed food products through networking and dialogues with importers and attendance at relevant sessions of the Anuga 2009 Food and Beverage Fair in Cologne; and
 - 3) To help participants develop their export promotion strategies to gain access for their products to German and other major EU markets.

9. Background

Many countries in Asia produce a wide range of agrifood products that have great potential in global markets. One such potential market is Germany and neighboring EU members. Germany is the world's third-largest economy in US dollar exchange-rate terms, fifth-largest by purchasing power parity, and the largest economy in Europe. With its population of over 81 million and average annual per capita income of about US\$31,000, Germany is a lucrative market for exporters of food products. Currently, Germany is a net importer of a wide range of food products with a total annual import bill of about US\$40 billion. But the competition for the German market is intense. The retail market is dominated by domestic products and those from other EU countries due mainly to geographic advantages and the duty-free movement of intra-EU trade. Regulatory requirements that food and beverage products comply with German/EU food laws and specific requirements regarding packaging and labeling also give domestic and other EU producers a comparative advantage. Thus, exporters of food and beverage products from Asia desiring to gain access to this market need to understand the regulatory requirements and consumer behavior in this sophisticated market that values and rewards quality.

The APO, in line with its objective of supporting the competitiveness of SMEs in member countries, is undertaking this study mission to Germany to help policymakers, executives, and managers of agribusiness and food and beverage companies understand the importance of export promotion and networking in gaining access for their products to global markets. This mission will coincide with the Anuga 2009 Food and Beverage Fair in Cologne, held 10–14 October 2009, where exhibitors from almost every country in the world will demonstrate their products, conduct cross-border business, and make international contacts. The biennial fair attracted 163,348 visitors and over 6,000 exhibitors from 95 countries in 2007, making it the biggest food and beverage fair in the world. Participants in this mission will have the opportunity to examine the latest industry and market trends, innovative new products, packaging concepts, and exporters' promotional techniques at this fair. They will also have the opportunity to interact with exhibitors, suppliers, and buyers to explore possible networking and other transactions. Participants will also have the opportunity to speak with representatives of a food importers' association and visit selected wholesale and retail food markets in Germany to observe how wholesale markets work and trends in the retail trade of agricultural and processed food products. Their experience and exposure in this mission will help them improve their enterprises or national strategies for export promotion and exporting food products to Germany and other markets in the EU.

10. Tentative Scope and Methodology

The tentative main topics to be covered during the mission are:

- a) The drivers of the food product market in Germany and the EU: Producer support policy, demographic changes, income factors, consumer behavior, and key players in the supply chain;
- b) Trends in the production and trade (import-export) of agrifood products in Germany;
- c) Relevant rules and regulations on imports of food products in Germany and the EU;
- d) Quality and safety standards and assurance systems required by food importers and the retail chain in Germany; and

- e) Promotion of agrifood products and beverages through the Anuga Food and Beverage Fair: Opening windows of opportunities for Asian agrifood products in the German and other EU markets.

This study mission will involve discussion sessions, visits to companies and wholesale and retail markets for agrifood products, and attending the Anuga 2009 Food and Beverage Fair. The discussion sessions will include presentations by key players in the food industry in Germany, officials from regulatory agencies, industry associations, and experts on food safety and import policies and regulations.

The tentative itinerary and program of activities of the study mission are:

<u>Date</u>	<u>Activity</u>
Wed., 7 October 2009	Arrival of participants in Munich, Germany
Thurs., 8 October	Opening session Presentation and discussion of resource papers
Fri., 9 October	Visit to wholesale and retail food markets Visit to importers association
Sat., 10 October	Visit to organic farms/organic market Afternoon: Move to Cologne
Sun., 11 October	Visit to Anuga Food Fair in Cologne
Mon., 12 October	Reflection on Anuga fair experience and company visits Action plan preparation and discussions Summing-up session Closing session
Tue., 13 October	Return of participants to respective countries

11. Qualifications of Participants

- (a) Age : Preferably between 30 and 55 years.
- (b) Education : Preferably university degree or equivalent qualification.
- (c) Present Position : CEO and managers of agrifood exporting companies; officials of agricultural and trade promotion agencies and related organizations, food industry associations, exporters' associations; and academics involved in research and extension related to export promotion and management.
- (d) Experience : At least two years of experience in a key management position in an agribusiness or food-processing company, or in an organization involved in marketing and export promotion.

- (e) Language Proficiency : Proficiency in written and spoken English is essential.
- (f) Health : Physically and mentally fit to attend an intensive program entailing strenuous travel and several plant/field visits.
- (g) Attendance : Participants must attend all five days of the project to qualify for the certificate of completion.

12. Financial Arrangements

(a) To be borne by the APO

- i) Appropriate hotel accommodation and per diem allowances for all participants for up to six days at the project venue in Munich and Cologne, Germany.
- ii) Other local expenses related to the study mission.
- iii) All deputation costs of resource persons.

(b) To be borne by all participants or participating countries

- i) International airfare between the international airport nearest to the participant's place of work and Munich and Cologne, Germany.
- ii) Any travel expenses related to travel insurance costs, passport, visa fees, and airport taxes.
- iii) Any expenses incurred by participants for stopovers on the way to and from the project venue as well as for extra stay at the project venue before and/or after the official project period on account of early arrival or late departure, or any other reason whatsoever must be borne by the participants themselves/participating countries.
- iv) *Participants' travel insurance premiums:* All participants must be fully insured against accident and illness (including hospitalization and death) for a principal sum equivalent to US\$10,000.00 for the entire duration of the project and travel, and must submit to the APO Secretariat a copy of the comprehensive travel insurance certificate before participation.

Such insurance should be valid in Germany. This insurance requirement is **in addition to** existing government insurance coverage in some member countries. In case any participant is unable to insure herself/himself as stipulated above, s/he should secure this insurance in the host country at the commencement of the project and pay the premium herself/himself, if necessary, from the per diem allowance provided. Neither the APO nor the implementing organizations will be responsible for any eventuality arising from accident or illness.

13. Actions by Participating Countries

(a) Nomination of Candidates

- i) Countries are requested to **nominate two or more qualified candidates**, in the order of preference, to enable selection of the most suitable candidates from each country. Participants in the Project 09-AG-38-GE-TRC-B e-Learning Course on Exporting Agrifood Products in Emerging Global Markets will receive priority in the selection process. Please ensure that all candidates nominated meet the qualifications prescribed above (11. Qualifications of Participants).
- ii) All nominations must be endorsed and submitted by an APO Director, Alternate Director, Liaison Officer, or their designated officer. This should eliminate the mistake of various government/public/private institutions making nominations directly to the APO Secretariat.
- iii) Kindly note that a nomination does not necessarily guarantee that a candidate will be selected. Selection is at the discretion of the Screening Committee. A basic criterion for selection is the homogeneity of the participants in terms of qualifications and work experience.

(b) Required Documents

- i) Nominations should be accompanied by the documents listed below. A nomination lacking any of these documents may not be considered:
 - (1) Two copies of the candidate's biodata on the **APO biodata form** along with passport-sized photograph. The biodata form can be downloaded from the APO Web site. Downloading information is also available from www.apo-tokyo.org. We encourage submitting the biodata form to the APO Secretariat in electronic form as an attachment to a cover e-mail message from the APO Director, Alternate Director, or Liaison Officer. The nomination documents should be sent to the **Agriculture Department**, APO Secretariat (e-mail: agr@apo-tokyo.org, fax: 81-3-5226-3954).
 - (2) **The APO Medical and Insurance Declaration/Certification Form.** Every candidate must complete and submit a copy of the APO Medical and Insurance Declaration/Certification Form with her/his biodata at the time of nomination. Please note that self-declaration is sufficient for candidates without any of health conditions or illnesses enumerated on the reverse side of the medical form. However, for all others, medical certification by a recognized physician on the reverse side of the medical form is required.
- (ii) Member countries are encouraged to submit the necessary documents electronically as mentioned in b)i)-(1)&(2). In that case, there is no need to send a hard copy by postal mail. However, if the documents are submitted by fax, member countries are requested to mail the originals of the documents to the APO as well. If a digital photograph of a nominee is not attached to the electronic biodata form, a hard-copy photograph should be sent to the APO Secretariat by postal mail. Please specify the candidate's name and the project code on the reverse side of the photograph.

(c) Nomination Deadline

- i) Countries are requested to abide by the ***nomination deadline of 25 August 2009***. The APO Secretariat may not consider late nominations as they have in the past resulted in considerable difficulties to the implementing organization(s) in its preparatory work

for the project.


- ii) For countries where nominations are required to be approved by higher government authorities and hence require a longer time, the APO Liaison Officers/NPOs are urged to send in the names of nominees on or before the deadline, indicating that government approval will follow.
- iii) Under normal circumstances, candidates who are selected after the initial screening will be informed of their acceptance at least four weeks prior to commencement of the project.

(d) Others

- i) Selected participants will be notified through the APO Liaison Officer/NPO. Should some candidates fail to qualify or be unable to participate after selection, or should some member countries fail to nominate any candidate, their slots may be filled by alternates from the same or another member country on a merit basis.
- ii) NPOs are requested to inform the APO promptly if a participant should become unable to take part in the program and their reason for withdrawal.
- iii) Each selected candidate is required to arrive at the venue one day before the start of the official program. Also, all participants are expected to return home upon completion of the official program because they are visiting the host country for the specific purpose of attending this APO project.

14. Other Conditions

Other conditions for participation are given in the *APO Guide for Participants* which is available from the APO Liaison Officers/NPOs in member countries and on the APO homepage (http://www.apo-tokyo.org/05part_guide.htm).


Shigeo Takenaka
Secretary-General