

Virtual country seminar Chile

Focus: Food, via MS-Teams

on Thursday, 18. March 2021

Situation

With an export volume of 121 million euros in the period from January to November 2020 (+21 % compared to the same period in 2019), Chile is an exceptional example of growing exports even during the global Covid-19 pandemic. The biggest winner in percentage points is meat and meat products with a growth of 1,966 %, climbing from around 600,000 Euros in value in 2019 to 12 million Euros in 2020. The biggest exports are still dairy products, followed then by meat and meat products, bakeries, and beer.

Necessity of implementation

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

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.

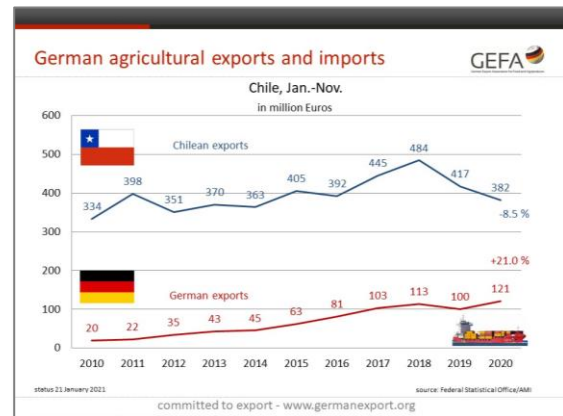


Figure: Agricultural goods exchange Germany and Chile, Jan.-Nov.

Agenda on 18 March, in German Time, in English	
2:00 pm	Greetings and introduction: GEFA e.V., Mr. Holger Hübner
2:05 pm	The export promotion program of the German Federal Ministry for Food and Agriculture (BMEL): BMEL Representative
2:15 pm	Greetings and introduction: German Chamber of Commerce and Industry, Ms. Charlotte Worbes
2:30 pm	Overview of the current economic situation and the situation in the Chilean food industry against the background Covid-19: Agricultural attaché in Chile, Argentina and Uruguay, Mr. Hermann Intemann
3:00 pm	Requirements of the leading retailer, <i>Cencosud</i> and their upscale super market chain <i>Jumbo</i> , in Chile for imported products: Cencosud/ Jumbo Chile, Ms. Pilar Ariztía
3:30 pm	The practical requirements for importing foreign products to Chile: Customs Agency <i>Browne</i> , Mr. Sergio Cabezas
4:00 pm	Short discussion and end of the seminar

For registration please use the following registration form.

Please return until **10.03.2021** to

hammann@germanexport.org

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Dear Mrs. Hammann,

we book bindingly the participation in the above-mentioned virtual country seminar 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:

Street:

Postal Code + City:

Mr. / Ms.:

Phone:

Mobile:

E-Mail:

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

Place

Date

legally binding signature