

**Are you thinking about expanding your business to the Chinese region? Take part in this trade mission to China. The Netherlands Export Combination and FAREA will organise in June 2019 a trade mission to China where the globally known cities Shanghai en Xiamen will be visited. The trade mission will have a focus on the sector Food & Food Ingredients. This mission will give Dutch companies the opportunity to build or expand their network in China. During this mission you will have the chance to discover and explore the Chinese market, have individual meetings with potential clients and a one to one contact with decision makers.**



Shanghai & Xiamen - China



10th-16th June



### FOOD

The Chinese food industry shows a lot of potential to Dutch companies due to various factors. Multiple food scandals have increased the demand for foreign products. The demand for imported food ingredients increases annually with 15%, which made China the biggest market for imported food and food ingredients in 2018. The Chinese customer shows a growing interest for biological products, food supplements and pet food.

### PROGRAMME

Prior to the mission a kick-off meeting will take place where the entire mission programme will be announced. During the trade mission there will be business matchmaking with potential business partners, which will be selected based on your intake. Besides this the programme will consist of company visits within the sector, storechecks, individual meetings, a network reception and a seminar.

On the right you can find a draft of the concept programme, the final programme will follow after subscription for the trade mission.

### COSTS

The costs involved for this mission will be €2950,- per company, exclusive travel- and accomodation costs, costs for local interpretation and exclusive VAT. Included in the price are the kick-off meeting, individual intake, travel proposal, guidance at location, participation in the seminar, the network reception, at least 3 matchmaking appointments and at least 2 company visits. See the Terms and Conditions. *This trade mission offers the possibility of using financial aid via a mission voucher, worth max. €1.500,-, provided by the Netherlands Enterprise Agency. For further information about the mission voucher, please get in touch with us.*

### PARTICIPATION

The maximum number of participants is set on 15, where participation is guaranteed on the first come, first serve basis. Would you like to participate in this trade mission or do you have any further questions? Please get in contact with [Joost van Dam](mailto:Joost.van.Dam@nec.nl) or via telephone via +31 (0)33 433 0131.

**The deadline of subscription has been set on 1st April 2019.** This mission will be organised by NEC and FAREA (local Dutch-Chinese consultancy - [www.farea.be](http://www.farea.be)).

<b>10th June</b>	Travel day Amsterdam - Shanghai
<b>11th June</b>	Kick-off, company visits and store checks Shanghai
<b>12th June</b>	Individual matchmaking and network reception
<b>13th June</b>	Individual appointments in Shanghai
<b>14th June</b>	Seminar and departure to Xiamen
<b>15th June</b>	Company visits & storechecks Xiamen
<b>16th June</b>	Individual appointments and evaluation Xiamen
<b>17th June</b>	Travel day Xiamen - Amsterdam