

Food & Drinks: Opportunities for Estonian Companies in Business with China

Venue: Hotel Viru, Viru väljak 4, 10111 Tallinn

Date: September 14, 2018

Program

- 9.00 – 9.20 Welcome, registration
- 9.20 – 9.30 Introduction of Speaker and the program
Rafael Jimenez, Enterprise Estonia
Pablo Recio, EIBENS Consulting
- 9.30 – 9.55 How the US-China trade conflict could affect European exporters.
What Estonian products could benefit from it?
- 9.55 – 10.40 Consumer Trends in FMCG.
What are demanding the consumers in China?
- 10.40 – 11.00 Break. Coffee. Networking
- 11.00 – 11.45 How to prepare for a Food Fair in China. Practical advice
- 11.45 – 12.15 Q&A
- 12.15 – 12.30 Conclusions. Follow up. (Rafael Jimenez)

Please register for the seminar on the event [webpage](#) before **11.9.2018**

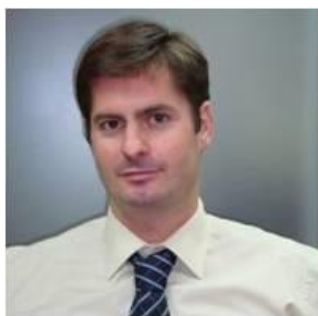
Participation is free of charge for businesses.

The seminar is **in English**.

The seminar is financed from the European Regional Development Fund.

For further information, please contact Kai Kreos (kai.kreos@eas.ee) or Rafael Jimenez (rafael.jimenez@eas.ee)

Expert



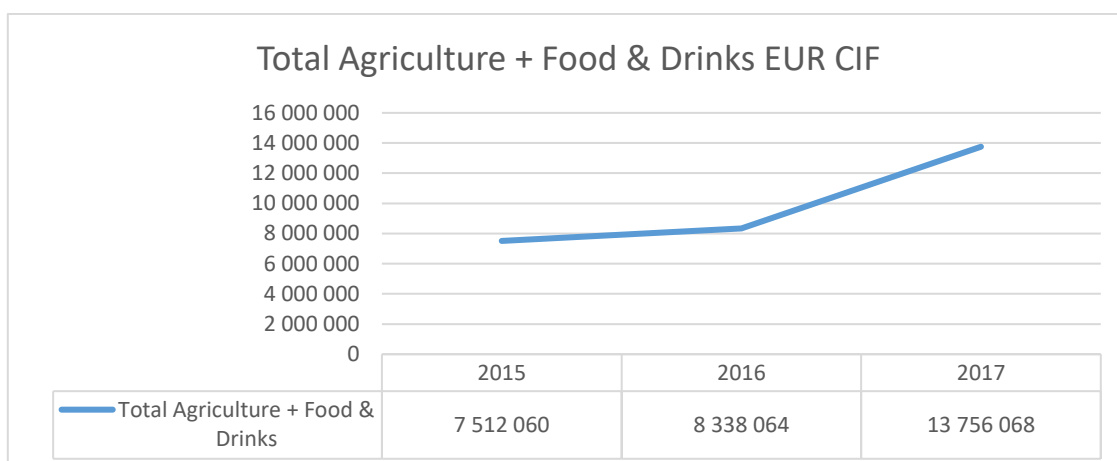
Pablo Recio is the founder and Managing Director of EIBENS Consulting. Pablo is a seasoned professional with hands-on experience in all sort of food and drinks categories, as well as agro-products. He has led the entry in China market of a number of foreign brands. Most recently, his consulting practice has conducted research on China's lamb and beef market for Spain trade institutions, having authored also a number of reports of reference in various categories of products in China, such as beer, snacks, or fruit. His area of expertise includes also seafood or animal fodder, and treasures an in-depth knowledge of the imported food and drinks distribution channels in China.

Pablo speaks Mandarin fluently, Master in International Business Management, has lived in China for 13 years. He is a frequent speaker in China related food & drinks international forums. In May 2018, he was one of keynote speakers on occasion of the visit to China of Phil Hogan, European Commissioner for Agriculture and Rural Development

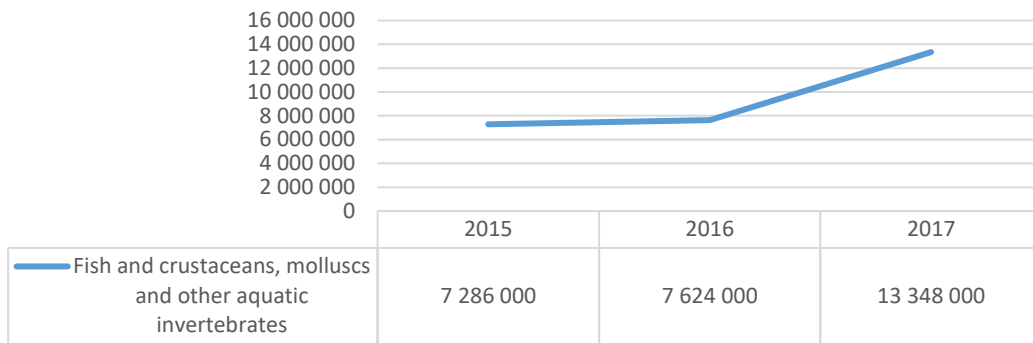
About Estonia exports of food and drinks to China

Some background data for participants.

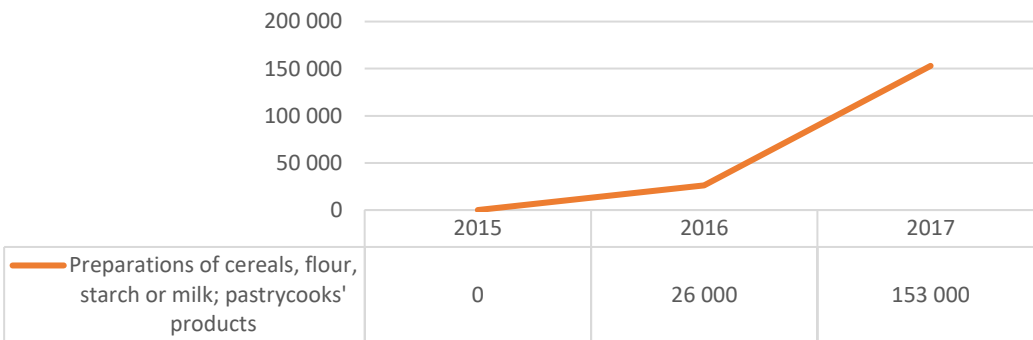
China imports from Estonia, food and drinks



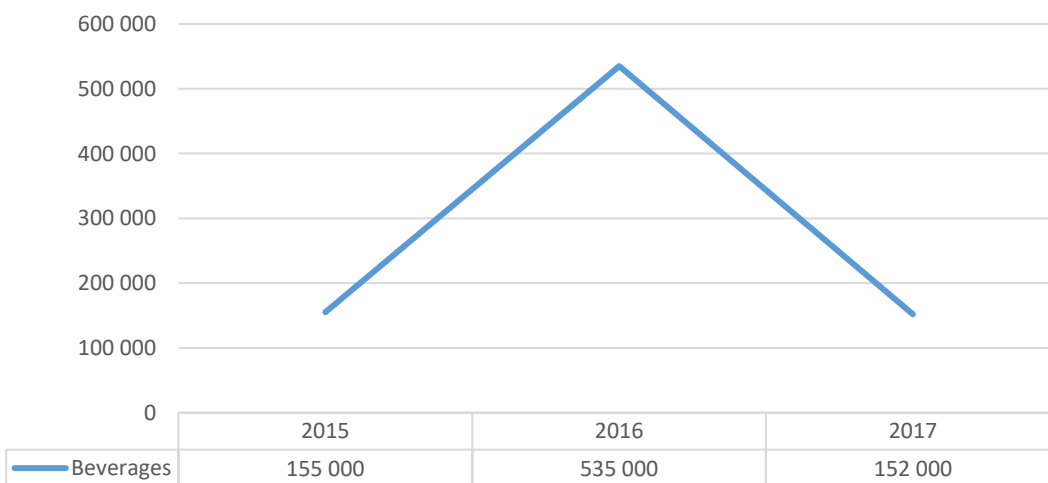
Fish and crustaceans, molluscs and other aquatic invertebrates EUR CIF



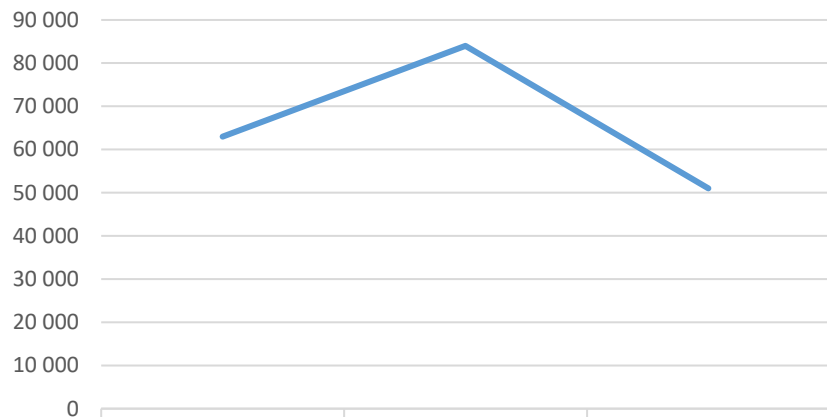
Preparations of cereals, flour, starch or milk; pastrycooks' products EUR CIF



Beverages EUR CIF

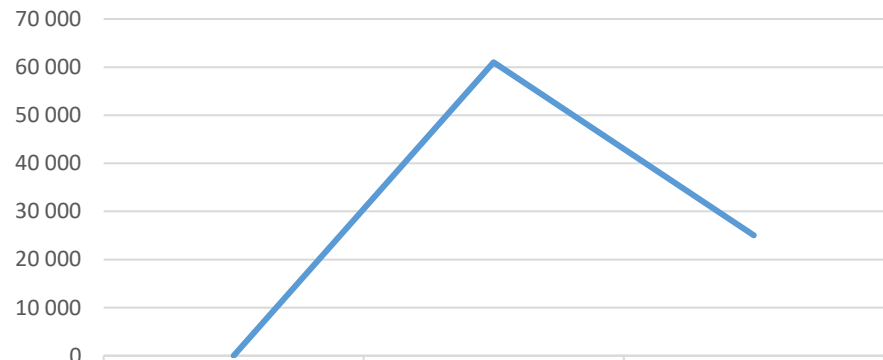


Miscellaneous edible preparations EUR CIF



	2015	2016	2017
Other edible preparations	63 000	84 000	51 000

fruit and nuts EUR CIF



	2015	2016	2017
Edible fruit and nuts	0	61 000	25 000

Sugars and sugar confectionery EUR CIF



	2015	2016	2017
Sugars and sugar confectionery	0	0	19 000