



INVITATION

DANISH DRINKS
FOR DISTRIBUTION
2019

AARHUS, DENMARK
5-6 SEPTEMBER 2019

MEET DANISH MANUFACTURERS OF ALCOHOLIC BEVERAGES AT DANISH DRINKS FOR DISTRIBUTION 2019

Michelin Stars Award Show 2019 in Aarhus

For the first time, Aarhus has hosted the Michelin Stars Award Show, and this year's edition underlined that Denmark is still to be recognized as the gastronomic frontrunner with a total of 35 stars awarded to 28 restaurants across the country.

The Danish manufacturers participating in the Danish Drinks for Distribution 2019 are a part of this innovative culture and many of them have won international medals. Therefore, Denmark is a very attractive and interesting market to set focus on in relation to identifying new drinks for your portfolio in order to grow your business.

Bilateral Meetings

The event includes up to 12 pre-booked bilateral business meetings in individual agendas (based on distributors' and importers' priorities).

Objective

To facilitate business co-operation / contracts.

Target Group and Sector

The event is relevant for *international distributors and importers in the alcoholic beverage sector targeting hotels, bars, restaurants, catering and gourmet shops.*

Free Travel and Lodging for 8 Distributors / Importers

We will cover travelling cost to Aarhus and lodging expenses for 1 night, for the 8 most qualified distributors / importers. Selection upon registration.

VENUE

THURSDAY 5 SEPTEMBER 2019

Helnan Marselis Hotel
Strandvejen 25
DK-8000 Aarhus C

www.helnan.dk/marselis

AGENDA

- 14:00** Participants' registration and delivery of documentation
- 14:30** Welcome by Susanne Baden Jørgensen, International Senior Consultant, Agro Business Park
- 15:00-19:00** Bilateral pre-booked business meetings based on individual agendas (from distributors' / importers' priorities)
- 19:30** Networking dinner at Restaurant Marselis at the Helnan Marselis Hotel



VENUE

FRIDAY 6 SEPTEMBER 2019

Food Festival
Tangkrogen
Marselisborg Havnevej 2
DK-8000 Aarhus C

www.foodfestival.dk

FOOD FESTIVAL

Food Festival is an experience-hub for food lovers and a place where the food industry meets in beautiful and inspiring surroundings to make new partnerships, initiatives, export and innovation.

AGENDA



- 08:30** Departure from Helnan Marselis Hotel to Food Festival
- 09:00** Welcome by Anna Lund, Director of Food Festival
- 09:30-11:30** Bilateral business meetings with / visits to producers' exhibition stand at Food Festival, based on distributors' / importers' priorities
- 11:45** Lunch at VIP restaurant



CALENDAR

From 12 April	Invitation and catalogue with Danish manufacturers' profiles are sent to distributors / importers
12 April to 31 May	<ul style="list-style-type: none">• Distributors / importers apply for the event• Distributors / importers provide a copy of their passport (for flights arrangements)• We validate the applications
31 May to 1 July	We send the following documents to distributors / importers: <ul style="list-style-type: none">• Travel plan you will need to confirm• Hotel booking
From 15 August	Flight tickets and meeting schedules will be sent by e-mail to each distributor / importer
5 September	Bilateral business meetings in Aarhus, Helnan Marselis Hotel
6 September	Bilateral business meetings in Aarhus, Food Festival

CONTACT

ORGANISER

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CO-ORGANISERS / PARTNERS

Local [Enterprise Europe Network](#) partners in Europe, [Food Festival](#), [engagefood](#), [Business Region Aarhus](#) and [Food Nation](#).

