



Europe's Food & Beverage Industries:

Perspectives from a New Yorker living & working in the EU

Trainers:

- **Steven L. Hanft, M.A.**
- **Dr. Annelie Struessmann**

Length: Tailored to needs

Language: AmEnglish

Topics

- EU's Data & Demographics
- Analysis of Industry Segments
- Processing Industries
- Regulatory Affairs & Market Issues
- Import & Distribution
- Food Retailing & Distribution
- Working the EU Markets

SEMINAR CONDITIONS

Target Clientele

- All F&B manufacturers, exporters
- Business executives, sales & marketing staff
- R&D, Food & Flavor Technologists
- Customer Service representatives

Approach

- Tailored to client needs
- Costs (excl. VAT & travel): € 600- /Half-day
€ 1.150- /day
- Flat rates available for workshop >1 day

Insight into Europe's F&B Industries

The EU 27 Member States

- Geography: Nations, Data & Demographics
- Major Cities, Economy & Infrastructure
- Cultural & economic differences in the EU's 27 member states on the food sector
- Current Issues

Analysis of Industry Segments

- **Anise** → **Brot** → **Gruyère** & **Gouda Cheese** → **Parmesan** → **Spätzle** → **Žurek**

Food Processing in Europe

- Major Players & SMEs
- F&B Ingredient Producers

Market Issues

- EU Food Safety & Regulatory Legislation
- Consumer Health & Nutrition
- Governmental Agencies
- Current Food Trends & Tastes

Food Distribution

- Importers / Marketers / Distributors

Food Retailing in Europe

- Innovative Food Retailing
- Chain Hyper-/Supermarkets
- Department Stores, Pharmacies, etc.
- Current Trends
- Sampling various 'Tastes of Europe'

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Anticipated Seminar Structure

Seminar's Focus Content.....
Nr. of Participants.....
Participant's Background.....
Seminar's Duration.....

Working the EU Markets

- Perspectives from a New Yorker living & working in the EU
- Building Business Relationships
- Avoiding Pitfalls in the EU Markets
- Sales Training: Trade Fairs, Business Meetings & Delegations, etc.
- Practice Elevator Speech, Presentations

CONUS Business, Advice & Training

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