

US Food & Beverage Industries ©

Trainer: Steven L. Hanft, M.A.

Length: Tailored to Needs

Language: American-English

Topics

- US Data & Demographics
- Analysis of Industry Segments
- F&B Major Players & SMEs
- Current Market Trends
- Regulatory: US-FDA, Food Safety Defense & Security
- NYC! - *Innovative Food Experiences*
- The Organic Market
- Food Importing, Distribution & Retailing
- Working the US Markets
- F&B Trade Associations
- Client Requests

SEMINAR CONDITIONS

Target Clientele

- All F&B manufacturers, exporters / distributors
- Business executives, sales & marketing staff
- R&D / RA / QA personnel, food & flavor technologists
- Customer service representatives, retailers

Approach

- Tailored to client needs
- Nr. of Participants: 1-15 max.
- Costs (excl. travel & VAT): € 450 half-day / € 1.000 full-day
- Flat rates exist for duration >1 day

Overview & Insight into an American 'Flagship' Industry

The USA

- Geography, Data & Demographics
- Major US Cities, their Economies & Infrastructures
- Current Immigration Issues

Analysis of Industry Segments

- From **Additives** → **Zesty Foods**
- Organic Foods

US Food Industry - Processing

- Major Players, SMEs & Sectors
- F&B Ingredient Producers
- Food Distributors

Market & Regulatory Issues

- Kosher & other Certifications
- Consumer Health, Obesity & Diet Plans
- US-FDA & other Agencies (Auditing, etc.)
- Food Safety, Defense & Security
- Current Food Trends & Tastes

Food Distribution

- Importers / Marketers / Distributors

Where Americans shop - Food Retail

- New York City's Premium F&B Markets
- Chain Hyper-/Supermarkets
- Membership Stores, Strip & Mini-Malls
- Department Stores, Pharmacies, etc.

Market Knowledge Workshop

Subscription:

Fax: +49 241 81928 / Email info@conusbat.com

Client Name:.....

Company.....

Title.....

Tel..... Fax.....

Email.....

www.....

Street/POB/Post Code.....

City/Country.....

Anticipated Seminar Structure

Focus Content.....

Nr. of Participants.....

Participant's Background.....

Seminar's Duration.....

Working the USA Markets

- Major Sector Industry Players
- How to build-up relationships with American counterparts
- Improving networking & communication skills / Do's & Don'ts with Americans
- USA: Current trends, demographics & federal government's structure
- Insight in Company hierarchies - 'Boss' & Employee relationship
- Seeking solutions for problems between American & European company subsidiaries
- The American workforce's social background & mentality
- 6000 Kms. away... Tips for staying in contact & reacting to a changing, mobile American workforce
- Sales & Market development
- Overview: Major US cities, their infrastructure & economies

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