



## Market Knowledge Workshop

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# Europe's Food & Beverage Industries: Perspectives from a New Yorker living & working in the EU

## Team Leaders:

- 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
- Length of workshop & fee are based on agreement
- 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 → Żurek

### 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'

## CONUS Business, Advice & Training

- Steven L. Hanft, M.A., President, **CONUSBAT** & Team Workshop Leader
- Dr. Annelie Struessmann, EU Food & Cosmetic Regulatory Director, **CONUSBAT**
- Michael Ghilissen, M.A., HEC-ULg Strategic Branding Lecturer & France/Benelux market knowledge
- Caryl Garus, M.A., Poland & Eastern Europe market knowledge + other EU F&B experts

**Subscription:**

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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 .....***

- Steven L. Hanft, M.A., President, **CONUSBAT** & Team Workshop Leader
- Dr. Annelie Struessmann, Regulatory & Technical Director, **CONUSBAT**

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**Memberships:**

- Institute for Food Technology & Sepawa/Germany
- Stratecon International Food Group
- American Chamber of Commerce/Germany, KvK/Netherlands, AABC/Netherlands