



German Food & Beverage National Pavilion Store

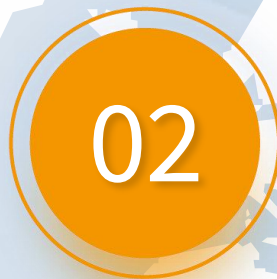
Incubation platform for the entry of German food & beverage into the Chinese market



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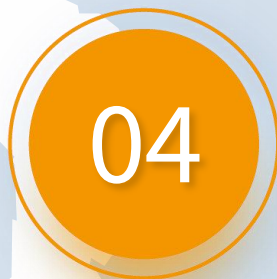
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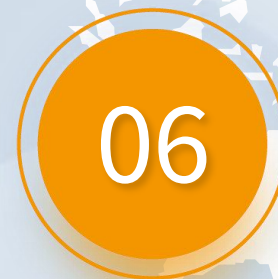
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PROJECT PROSPECTS

PROJECT OVERVIEW

The import market of billions of EUR will continue to grow

- China is a vast consumer market, particularly in the food sector, with tremendous potential. In 2019, the market size of the Chinese food industry has reached 6.9 trillion RMB (about 907.9 billion EUR with exchange rate of 7.6), and it is expected to reach 10 trillion RMB (about 1300 billion EUR with exchange rate of 7.6) by 2025.
- An increasing number of Chinese consumers are willing to pay additional prices for high-quality food. In 2021, the total amount of imported food was 135.46 billion USD (about 123.1 billion EUR with exchange rate of 1.1), a year-on-year increase of 25.7%. From January to November 2022, the amount of imported food was 188.03 billion USD (about 170.9 billion EUR with exchange rate of 1.1), a year-on-year increase of 6.5%. Chinese consumers have a strong inherent trust in German quality.
- An increasing number of German companies are seeking to enter the Chinese market, but they often lack the necessary business experience in China.



Quick Start in China: CBEC (Cross Border E-Commerce)

	General Trade	Cross-Border E-Commerce
Legal Entity	Register in China	Register out of Mainland China
Trademark and intellectual property requirements	Local Registration in China	Original Registration in Mother Country
Complexity	Products go through distributors/exporters/importers/local Chinese distributors/end customers.	Products are sold directly from overseas/duty free warehouse to Chinese end consumers
Preparing Time	At least one year	Three months
Product entry requirements	Need Chinese Label Need GB standard	Don't Need Chinese Label Don't Need GB standard



INTRODUCTION



INTRODUCTION

Project Endorsement Guarantee

Reputation

Official support of AHK
Greater China



Support

Endorsement for the
Chinese platforms of the
German Food & Beverage
National Pavilion



Operation

Professional e-commerce
operation
Deeply cultivate logistics
and channels

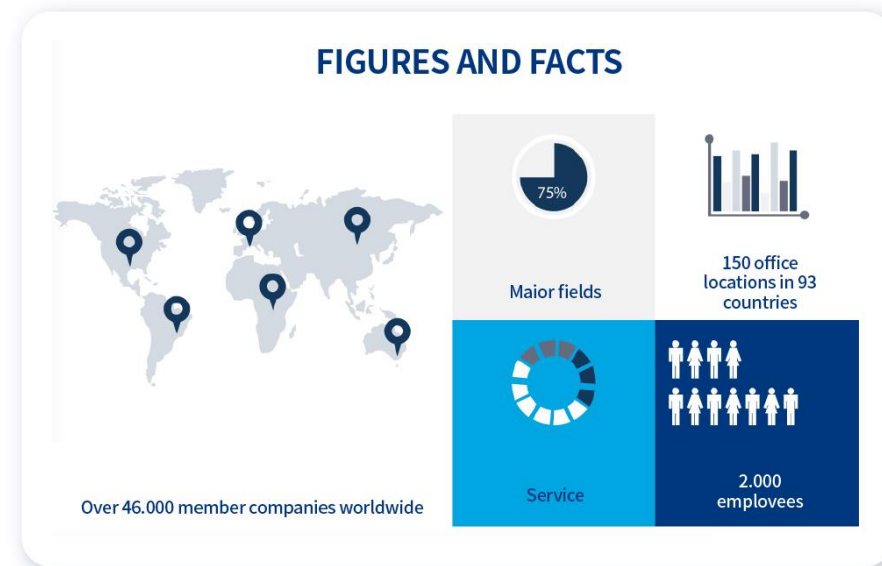


INTRODUCTION

AHK Greater China—125 year history: German Chamber of Commerce Abroad Greater China

AHK Greater China is part of the German Chambers of Commerce Worldwide Network (AHK) which includes 150 offices in 93 countries. With the five main offices and eight supporting offices in Greater China, AHK focus on trade and investment between these two regions.

AHK grants consent letters and provides official support to the German Food & Beverage National Pavilion.



INTRODUCTION

DCTA (China) Supported by AHK Greater China for full platform operation

The German Food & Beverage National Pavilion is a sales platform specifically built for German food enterprises in China, supported by the AHK Greater China. DCTA, the appointed domestic operator, is specially designated to operate the German Food & Beverage National Pavilion on CBEC platforms of China. It undertakes the operation of German food brands and products entering Chinese market, completing the entire service from supply chain to brand communication and sales operation.

DCTA will set up the German food stores on Tmall, JD and Douyin platforms, and guide and serve German food enterprises throughout the process to realize the sales on Chinese CBEC platforms.



INTRODUCTION

International Food Trade Operations Expert——DCTA

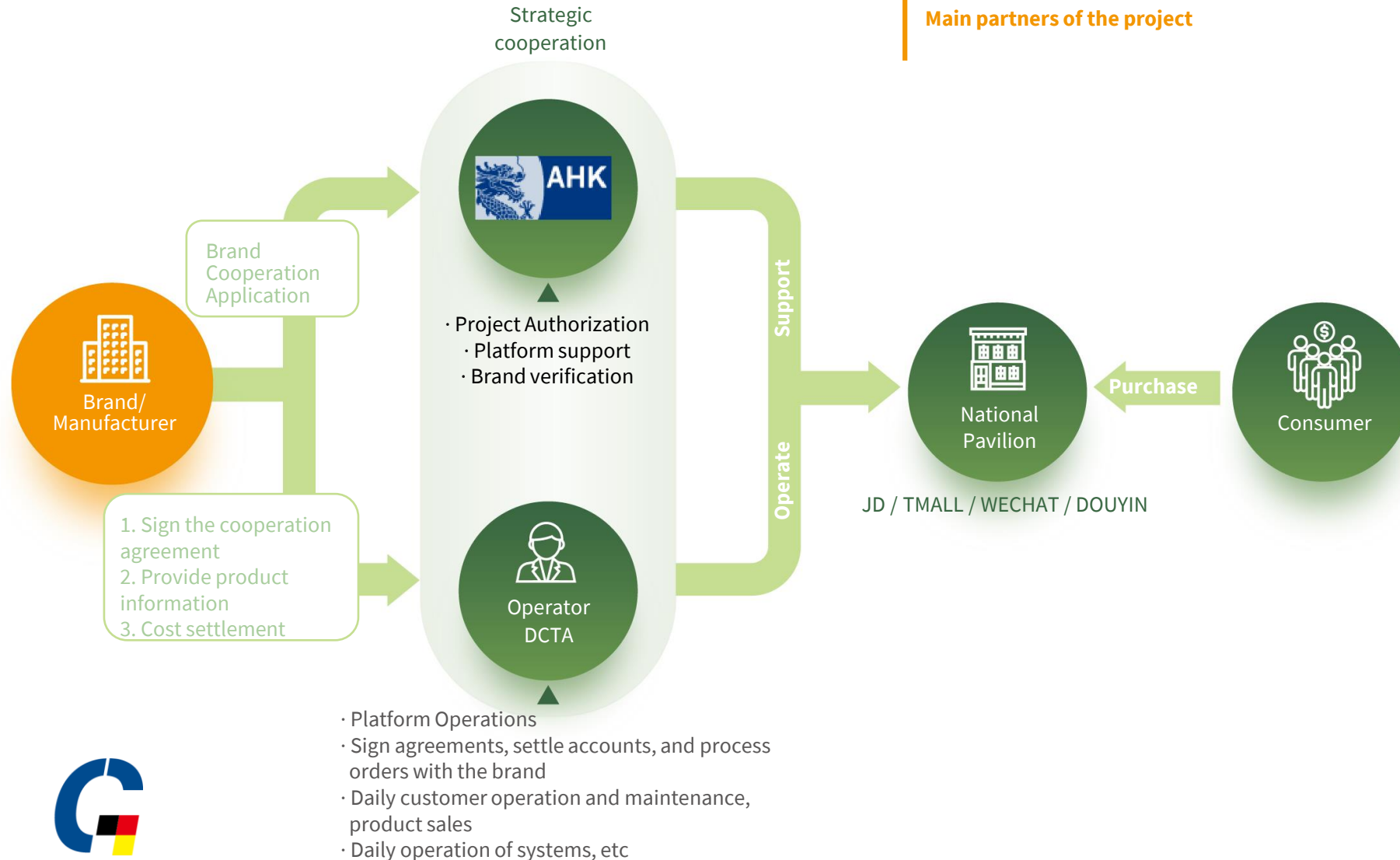
TIANJIN DCTA CO.,LTD. was established on August 1, 2013. It is the exclusive distributor responsible for sales and marketing of Bebivita brand in Mainland China. Bebivita is one of the top 3 German baby food brand. DCTA has rich practical experience in operating overseas brands, channel networks, marketing matrix, and a strong team. And has long-term cooperation with major platforms to achieve the first global warehouse in Tianjin Port, opening a new supply chain model of three warehouses in one, and it was exclusively interviewed and reported by Tianjin TV station.

Through 10 years of friendly cooperation between the two sides, DCTA and Bebivita have established a long-term strategic cooperation relationship. By deeply cultivating the mother and infant group in the Chinese market, and radiating to families across the country, DCTA has cultivated 400,000 VIP members and 7,000 channel partners, achieving a giant customer network.



INTRODUCTION

Main partners of the project



INTRODUCTION

German Food & Beverage National Pavilion Platform Base



Tmall

Annual GMV 7.49 trillion RMB

Annual average consumption/user 9,200 RMB

Daily active users 124 million

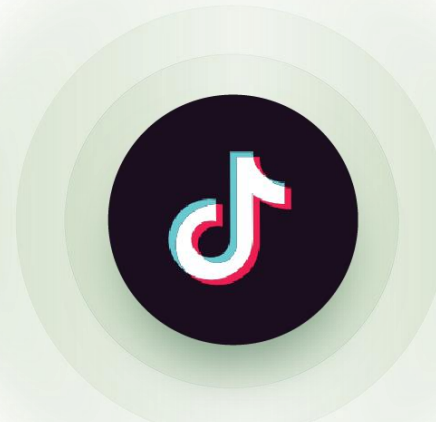


JD

Annual GMV 3.31 trillion RMB

Annual average consumption/user 5,782 RMB

Average unit price/user over 600 RMB



Douyin

Annual GMV 1.41 trillion RMB

Daily active users over 600 million

Daily views over 240 billion



POTENTIAL PARTNERS

Manufacturers and distributors of the following categories are qualified

Covering all food products and mother and baby foods, including **8** major categories and **56** food categories



Tea



Alcoholic drinks



Coffee



Cereals/
Beverages



Drinks



milk products



Grain, oil,
rice flour



dry food



Nut



Seasonings/
Jams



Eggs/egg products



Vegetables/ fruits



Aquatic/ meat/
jerky product



Candied
fruit/dried fruit



Biscuits/puff
ed food



Cake



Chocolate



Candy/Jelly



Infant cow/goat
formula



Supplementary
baby foods



Nutritional baby
products



Maternal
formula



Maternal nutrition
products







More food





German Food & Beverage National Pavilion Store

LAUNCH PLAN

Preparation period: May 2023 to August 2023

-  Recruiting German food brand, with the first batch of over 12 brands and over 100 SKUs
-  Open the German Food Flagship Store on Tmall, JD, Douyin and other CBEC platforms
-  Open brand account on social media platforms, cooperate with over 100 KOL(Key Opinion Leaders) with over 100 thousand views
-  Holding project launch meeting with AHK Greater China and mainstream media coverage

Launch period: August 2023 to October 2023

-  Promotion to attract the first batch of VIP customers
-  Establish a private community to continuously provide after-sales services to customers



OPERATION PLAN



BUSINESS TERMS

Cooperation Requirements for brand

Cooperation fee: ~~8,000 euros~~

Provide samples worth 3,000 Euros (ex-work price)

Arranging international logistics

Launch period of the German Food & Beverage National Pavilion

Fee of entrance in the store:

Free

Supply Chain Services	Customs clearance and warehousing entering
	warehousing
Operation Services	One piece transportation fee
	Product details page design
	Product platform launching
	Promotional activities
	KOL distribution
Brand communication services	Channel distribution
	Brand communication
	Exhibition&store display
	Tasting activities
Feedback services	KOLcommunication
	Consumer feedback
	Sales data



BUSINESS TERMS

Cooperation Prospects



- First cooperation fee: Free
- Brand introduction and product launching
- DCTA launched marketing activities at the German Food & Beverage National Pavilion with the first batch of samples, creating a foundation for the Chinese market

- The brand provides products to the German Food & Beverage National Pavilion according to the purchase plan and supply price
- DCTA is fully responsible for operations, marketing, and product sales

- Long term cooperation with the German Food & Beverage National Pavilion
- The brand authorizes DCTA or has DCTA assist in opening brand flagship stores in China
- DCTA assists the brand in converting cross-border products into general trade products and authorizes DCTA as the general agent for product marketing and sales in China



BUSINESS TERMS

Cooperation Process



Application

1. Scanned copy of the actual Handelsregister
2. Scanned copy of authorization (proving agency or distribution relationship, if it is the brand itself, it is not necessary)
3. Brand and Product List (incl. Product Ingredients List or Packaging Image)
4. Scanned copies of brand's registration documents in Germany
5. Express delivery of samples (5-10 units per SKU) for product selection

Pitch

1. Business Consultation Meeting
2. Product selection and pricing (supply price, retail price, promotion minimum price)
3. Decide the value/quantity of the first batch of samples

Passing

1. Sign cooperation agreements, authorization letters, and commitment letters
2. Complete the authorization materials for listing on CBEC platforms and media platforms
3. Product shipment, customs clearance, and warehousing: pcs/SKU (small package express) and remaining samples (international logistics)

Cooperation

1. Record product information
2. Products launching on CBEC platforms, and media platforms
3. Record on ERP system
4. Complete product listing



Next Steps

Reihfolge	To Do
1.	Marke ist schriftlich (via Email) einverstanden mit dem Business Terms. Marke schickt Infoblatt über die Marke bzw. Produktkatalog mit dem Hinweis, welche Produkte wir wählen können.
2.	AHK meldet sich mit der Vorauswahl der Produkten und die Produkttabelle
3.	Marke bestätigt die Vorauswahl und sendet die Probe nach der Vorauswahl per Express nach China
4.	Marke füllt die Produkttabelle und wir stimmen die Pricing ab.
5.	AHK meldet sich mit der Auswahl der Produkten und der Verteilung von den 3000 Euro nach Artikel, nachdem die Probe empfangen ist.
6.	Marke bestätigt die Auswahl sowie die Verteilung, unterzeichnet den Vertrag und lässt die Produkten liefern.



**Welcome to the German Food & Beverage National Pavilion
to share new opportunities of Chinese consumption!**

German Food & Beverage National Pavilion Store
JOIN US!



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