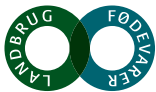




INVITATION

World Food 2010
Moscow, Russia
September 14th to 17th, 2010

Co-financed by
Ministry of Foreign Affairs of Denmark
The Trade Council



**Danish Agriculture
& Food Council**

export 
promotion denmark
- event management, event production & graphic solutions

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It is with great pleasure that the Danish Agriculture & Food Council and Export Promotion Denmark, EPD, hereby invite you to participate in one of our joint pavilions at this year's World Food exhibition in Russia.

The reason for participating is simple

Things are getting better for the Russian economy, which just has recovered from one of the biggest economic crisis in the Country's history. But due to huge investment packages from the Russian government, the economy is showing positive signs and the growth rate in GDP is expected to be 3%.

Russia's food industry, comfortably the largest in Central and Eastern Europe (CEE), expanded extraordinarily between 2002 and 2008, registering value growth of almost 250% on the back of an "oil- based" economic boom. Although Russia's GDP per capita remains low relative to most developed states, per capita food consumption is high.

Although the onset of the global financial meltdown in H208 has curbed the food industry's trajectory somewhat, according to economic sources the immature industry is expected to recover rapidly once the economy steadily corrects. Through to 2014, and despite a slower rate of growth in 2009, the food consumption is forecasted to increase by a further 71.53% and reach RUB11, 195bn (US\$443.4bn). On a per capita basis, between 2009 and 2014, food consumption is expected to increase by just under 76%, as measured in local currency terms.

At the same time, according to official statistics, around one-third of consumers could be identified as 'middle class', with sufficient income and access to funds to buy white goods and a new car and to make investments in improving or acquiring a new flat.

World Food is the place to be

World Food is where you will meet the Russian food industry. This includes buyers as well as sales representatives interested in everything from retail and catering to equipment, technology and ingredients for food production.

World Food is growing

World Food is the leading food exhibition in Russia and Eastern Europe. This year's World Food is expected to be the largest so far with exhibitors from all over the world. The exhibition is a fantastic opportunity for you to promote your products and your company, meet and talk with potential business partners and strengthen and expand your presence in the Russian market.



Great demand for participating in World Food

The Danish meat sector has been represented at World Food for several years, but this year the Danish Agricultural & Food Council and Export Promotion Denmark are also offering other parts of the food sector the opportunity to participate. This year we offer a joint stand in the meat Pavilion and a joint stand in the Country hall.

We offer you a specific exhibition package with the following advantages:

1. Meeting facilities in a pavilion, which provides your company with a better potential cost wise for attracting potential customers than most Danish companies could achieve on their own.
2. The stand will have an open lay-out without stand walls between each stand, giving the guests an open and inviting and more spacious impression of the area.
3. Networking as well as knowledge and experience sharing with exhibitors targeting groups of companies at least similar to you target groups. These exhibitors also have extensive experience in selling, marketing and distributing products to the Russian food sector.
4. A turnkey exhibit in an attractive pavilion frame, where you can present your company and products, as well as practical advantages in terms of your planning and participating in the exhibition.
5. Product presentation by a Danish Chef. We will bring a Danish Chef, who will serve appetizers and small meals for your customers and contacts during the exhibition period.

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The EPD/Danish Agricultural Council service package includes:

- Exhibit delivery, design and individual consultancy, decoration and packaging
- A small staffed information counter for receiving messages and directing guests
- Coordination of services provided by the exhibition organisers, including exhibition catalogue.
- Coordination of joint freight and customs clearance
- Coordination of joint travel and hotel reservations through travel agency BCD Travel

We are expecting high demand for participation and are selling exhibits in the joint pavilion on a first-come first-served basis. EPD will provide assistance in all aspects related to your participation in the exhibition.

We offer you a turnkey stand participation for the price of DKK 39.500,-.

The price is based on min. 60 sqm/ 6 exhibitors and includes an expected subsidy from Danish Trade Council.

We ask that you return the attached binding registration form to us no later than April 16 2010. We will then send you further information.

We look forward to hearing from you and are of course available should you need any further information.

Sincerely



Danish Agriculture
& Food Council

Danish Agriculture & Food Council

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NOTE !! NY ADRESSE PR. 1 MAJ

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Michael Stahlschmidt

ms@ees.dk, Dir. Tel.: +45 2124 1711

BINDING REGISTRATION FORM

We hereby register for participation in the joint Danish pavilions as follows:

___ Stand participation in the National Pavillion area, DKK 39.500,-

___ Stand participation in the Meat Pavillion area, DKK 39.500,-

(flight fare and accommodation is not included).

The Danish Agriculture & Food Council is willing to arrange joint transport and sponsorship of own products (transport of max. 500 kg. included)

NB!! at a minimum total pavilion size of 60 m²/ 6 exhibitors

We do not wish to participate

Comments: _____

NB!! Participation can not be made dependant of special placement and design, e.g. corner exhibit and multiple externally facing sides of the exhibit.

Company Name

Address

Postal Code/City.

Telephone

Dir. telephone

Fax

Web

E-mail

Contact person

Date & Signature

NB!! Registration is done according to EPD conditions of participation (see next page)

NB: Please return to Export Promotion Denmark,
Attn.: Michael Stahlschmidt, fax no. +45 3332 1910, no later than April 16 2010

Conditions for participation in export promotion events under the auspices of the Secretariat of Export Promotion Denmark

1. Basis of the agreement/contract

The contractual basis for participation in a collective export promotion event under the auspices of EPD is comprised by: 1) a binding registration form filled in and signed by a duly authorised representative of the company, and 2) these present general conditions for participation

2. Conditions for participation

The extent and conditions of participation as well as the services to be provided by EPD are laid out in the presentation material sent, which includes a description of the practical implementation of the export promotion event. By signing the binding registration form, participating companies give their approval of the presentation material sent and of the prices, conditions and provisions described therein.

EPD is under obligation to supply the services described in the presentation material. The participating companies are obligated to comply with the conditions for planning and implementing the export promotion event described in the material, including meeting the deadlines given for sending in material etc. to EPD.

EPD' provision of services is conditional on not being delayed or prevented by force majeure, including but not limited to war, lockout, strikes, civil commotion, natural disasters or other circumstances beyond the control of EPD. If an export promotion event is cancelled on one or more of the above grounds, the companies registered are under an obligation to pay their share of costs already defrayed during preparation, insofar as these costs cannot be covered by co-financing via export promotion funds.

3. Financial conditions

By returning the binding registration form, the company commits itself to paying the cost indicated for participating in the export promotion event. EPD' cost calculations (see material sent) are based on a minimum number of participants. Should this minimum number of participants not register, EPD reserves the right to cancel the event or send out revised material containing new prices, which will form the basis for the possible implementation of the promotion with a reduced number of participants. EPD reserves the right to adjust the prices given to follow changes in exchange rates, in the event of increases in rental for the premises, and in the event of higher prices due to common decisions about changing and expanding the event relative to the original material sent out.

4. Invoicing

Unless otherwise agreed, invoices will be issued as follows: 1) 100% on account with binding registration, 2) final invoice when the event is over and after all costs, such as any extra services agreed upon, are included. In the event that EPD' terms of payment are not met, EPD reserves the right to consider the agreement repudiated in accordance with section 6. If the invoices issued are not paid by the deadlines set, EPD is entitled to add interest to the amounts due at the prevailing rate for overdraft facilities as of the expiration of the deadline for payment.

5. Co-financing

In the event that co-financing can be expected via general export promotion funds, the representation material sent will indicate that co-financing will be sought by EPD. Participating companies are obligated to provide the necessary documentation and other information relevant to co-financing of the export promotion event.

6. Cancelling the agreement

Registering for an export promotion event is binding once the registration form has been filled in and sent to EPD. Thus, EPD has a claim on the price agreed regardless of whether the company subsequently cancels or reduces its participation. In cases of co-financed promotion, the company's registration is conditional on whether co-financing is granted.

7. Transport and insurance

Unless otherwise agreed with EPD, participating companies are charged with buying their own necessary insurance for their own employees and own goods, exhibition and information materials, covering damage incurred in transit or while the event is being held.

8. Venue

In the event of any dispute or controversy between the parties regarding the interpretation or construction of the conditions for participation or an alleged breach of contract by either party to this Agreement, such dispute or controversy shall be settled by arbitration.

EPD, 18 December 1998