

Luther.



Food & Beverage in Asia –

understanding the market opportunities and the impact of AEC on the industry

Invitation

Frankfurt (27.6), Cologne (29.6) Hamburg (30.6) and Munich (1.7)

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We are pleased to invite you to our seminar:

Food & Beverage in Asia – understanding the market opportunities and the impact of AEC on the industry

Food & Beverage security and supply are topics of utmost importance, gaining relevance year by year. Our seminar shall provide you with insights into the ASEAN, India and China's F&B consumer market and production base, from both a business and legal perspective. The Free Trade Agreements concluded between the ASEAN, India and China, not to mention the establishment of the ASEAN Economic Community (AEC), allow for tariff free trade within the ASEAN as well as between the ASEAN, China and India. With a steady growth of GDP, increased living standards and consumer demand for higher quality F&B products, ASEAN, with its population of 625 million people, is an important market not to be ignored (ASEAN, China and India have a combined population of approximately 3,329 million!). The region also provides great opportunities for F&B production. If a product is produced in the ASEAN, it can be exported tariff free into other parts of the ASEAN, as well as into India and China. While ASEAN nations are very diverse, it is precisely this diversity that makes the region so attractive as a production base. This is evidenced by Singapore being a hub/shared services center for the region and its potency in the high tech production market, Malaysia as being a place for the production of "halal" products and Thailand or Myanmar as being excellent places for the production of canned fish, fruit or vegetables.

We hope to see many F&B producers and suppliers of the F&B industry at our seminar, including packaging, filling and agriculture machinery manufacturers as well as traders and distributors. We would like this event to serve as a valuable opportunity to exchange valuable information between one another.

Luther Rechtsanwaltsgesellschaft mbH

Agenda

- 3.00 pm Registration
- 3.30 pm Welcome note
- 3.35 pm Opportunities from securing sustainable raw materials (food security), to processing them according to international standards (food safety) and market access issues: lessons learnt from case studies in co-creating sustainable food ecosystem in China, India and Malaysia
Aylwin Tan, Chief Customer Solutions Officer, Ascendas-Singbridge Pte Ltd
- 4.05 pm Legal Aspects of doing business in Asia for the F&B industry, with focus on Singapore, Malaysia, Indonesia, Myanmar
Birgitta von Dresky, Partner of Luther Law firm in Singapore
- 4.35 pm Hands-on experience report by company active in ASEAN
Frankfurt: Frank Hopfenbach, Vice President Sales Administration / Development, Messer Group GmbH
Cologne: Davor Spoljaric, Vice President Application Technology, Messer Group GmbH
Hamburg: Holger Röhrs, Area Sales Manager South & Southeast Asia, MULTIVAC Sepp Haggenmüller SE & Co. KG
Munich: TBD
- 5.05 pm Networking reception
- 6.00 pm End of event

Speakers

Birgitta von Dresky, Partner of Luther law firm in Singapore

Mrs. von Dresky has 15 years of experience in advising European clients on their investments in the Asia Pacific region.

Aylwin Tan, Chief Customer Solutions Officer, Ascendas-Singbridge Group

Mr Aylwin Tan is responsible for formulating and executing marketing and customer engagement strategies for the Ascendas Group. Aylwin has extensive marketing and industry cluster development experience in Europe and Asia for more than 15 years, contributing to many successful government-to-government initiatives as well as private sector projects in Singapore and in the region.

Frank Hopfenbach, Vice President Sales Administration / Development, Messer Group

Frank Hopfenbach joined the Messer Group 18 years ago working in various management positions. In 2011 Frank has been the Managing Director of the Messer activities in Vietnam. In addition to the management of the 3 Vietnamese entities he was elected to the Board of the German Business Association. Since June 2014 he is back in Germany where he is among other tasks also responsible for the reentry of the Messer Group into the ASEAN market.

Davor Spoljaric, Vice President ApplicationTechnology, Messer Group

Davor Spoljaric joined the Messer Group 20 years ago working in various management positions. From 2005 till 2008 Davor has been the Managing Director of the Messer activities in Ukraine. Since 2015 Davor is responsible worldwide for the development of markets through implementation of gas applications.

Holger N. Röhrs, Area sales manager for South & Southeast Asia, Multivac Sepp Haggenmüller SE & Co. KG

Mr. Röhrs has more than 20 years' experience of sales management in Asia. Over the last years he was working for different engineering companies (mostly printing and packaging industry) as responsible manager. Within the Multivac group he is responsible for the development of the Indian and Southeast Asian market.

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Each event will take place at one of our locations from 3 p.m.to 6 p.m. I would like to register to the following event:

(R.S.V.P. until 24.06.2016 to event@luther-lawfirm.com)

Frankfurt, 27.06.2016

An der Welle 10,
60322 Frankfurt a.M.

Cologne, 29.06.2016

Anna-Schneider-Steig 22,
50678 Cologne

Hamburg, 30.06.2016

Gänsemarkt 45,
20354 Hamburg

Munich, 01.07.2016

Karlstraße 10-12,
80333 Munich

I am coming alone.

I am coming with _____

I am not coming but my colleague _____

Name _____

Surname _____

Firm _____

Profession _____

Phone _____

Email _____

Luther.

Luther law firm advises in all areas of business law. Our clients include medium-sized companies and large corporations, as well as the public sector.

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Headquartered in Singapore, Ascendas-Singbridge has projects in 29 cities across 10 countries in Asia, including Australia, China, India, Indonesia, Singapore and South Korea.

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Some of the world's most renowned companies from small and medium-sized enterprises to large corporations representing major commercial and industrial sectors – comprise the OAV's membership.

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