



Food & Beverage Industry in Northern Portugal – Cooperation with Germany

Within the scope of the “Qualify. Teca” project, developed by the Business Association of Agueda AEA in cooperation with the Business Association of the Municipality of Oliveira de Azeméis (AECO), for the ‘Equipment, Services and Ingredients for the Food Industry’ sector, **Ian Healey** joined **Cyriacus Schultze**, international food and wine expert, in Northern Portugal. The two associations have a joint mission to promote the aggregation of and the recognition of the ‘Equipment, Services and Ingredients for the Food Industry’ sector, regionally, nationally and internationally, as a major cluster for the Portuguese economy, within the scope of Portugal 2020 and specifically of the Support System for Collective Actions (SIAC) – Qualification, and included in thematic objective nº 3 – “Reinforce the Competitiveness of SMEs” of the Competitiveness and Internationalization Operational Program, supported by the European Fund for Regional Development (FEDER).

The visit was made up of meetings with various (several) local companies and an introduction to their different fields of expertise, all involved with the international food industry and interested in extending their export potential.

Cyriacus Schultze (r) held the Keynote speech during the seminar and workshop



The seminar organizers were very satisfied, including Angela Amorim, AECO (c) and Patrícia Gonçalves, AEA (r)

At the heart of this mission was a seminar focussing on Germany and the specific challenges to reaching into this market.

The Keynote address from Cyriacus Schultze, President of Food and Wine Culture Business Consultants was very well received by an enthusiastic audience. The comprehensive subject matter was divided into three chapters:

- Selling in Germany
- Market entry strategies
- Leading trade fairs in Germany

Selling in Germany

- Introduction to the German food and beverage (F&B) sector
- German business manners and cultural differences to other EU countries
- Language barriers, dresscode, mindset
- Banks and payment systems
- Backbone of the economy: The German “middle class”
- Decision makers, B2B sales structures, hierarchies and working ethics
- Particularities and expectations towards foreign companies, that want to export to Germany
- Different regions in Germany (geographical, political, businesswise)
- The F&B industry: Salesforce, key facts & figures, statistics and numbers

Market entry strategies

- Local market dynamics
- Growth markets
- Enabling your business to trade in Germany
- How to develop a bespoke entry strategy
- Market research, analysis and identification



Visit to Fajota in Águeda

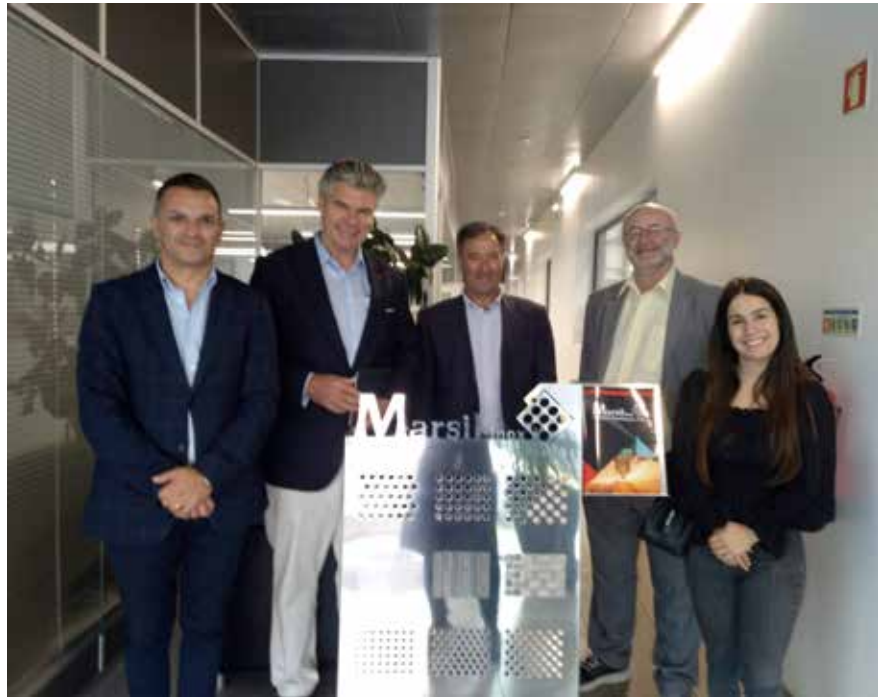
- Blue Ocean Strategies
- Options or next steps if you already have a local sales rep, agent or office in Germany

Leading trade shows and exhibitions

- Finding your spot and the “right“ business partners
- The most relevant trade shows for your company
- Booth design and size
- Directories and links
- Accompanying advertising activities and promotions
- Alternatives to trade shows: Specialty magazines, internet, social media

Ian Healey underlined the importance of finding the right trade show for the

Visit to Ramalhos in Águeda, meeting with Catarina Sucena, Export Manager



Visit to Marsil inox in Vale de Cambra, welcome by Franciso Fernandes, (r), Commercial Director

target market and introduced some of the current trade magazines available, explaining the similarities and differences between them. Advertising has developed from the traditional print options and digital promotion has become ... a realistic and cost-effective addition for a supplementary marketing strategy.

AEA’s goal, together with AECO, is to bring companies from Portugal more strongly into the German and other markets and in doing so, to support industries in their export growth.

The companies visted included:

- Ramalhos - Highest Quality Industrial Ovens.
- Fajota - Hardware and Components for the Refrigeration Industry.
- Vista Alegre - Specialist Porcelain Factory
- Marsil inox. - Service Provider in Equipment Manufacturing Industry, including Laser Cutting and Robotic Welding
- EUMEL - A Metalomechanic Company in several branches including plastic injection molding and stainless steel accessory processing

Meeting with EUMEL, Rosélla Gonçaves, Commercial Director, (2nd from right)





- Equiproin - Designer and manufacturer of stainless steel products for wine, beer and other industries
- Metalogonde Indústria Metalomecânica - A leading company in the handling of solid and liquid raw materials in bulk. Designer and builder of industrial facilities for the storage and processing of powdered, granulated and liquid products.
- BTL Indústrias Metalúrgicas - A company specialized in the development of projects and tailor-made solutions for industry, specializing in engineering, acquisition, design and construction of integrated systems, equipment and "turnkey" solutions.
- Gofil - Goncalves e Filhos, Bottling and Corking Machinery

Visit to Equiproin in Ossala, meeting and tour with José Ribeiro, President (3rd from right)



António Pinto Moreira, President of AEEOA (l) and Miguel Coelho, President AEA (c) hosted the three day event.

It was a fantastic experience to be a part of this event, especially the warm welcomes during the visits to so many different and qualified companies in their own fields, as well as to join in the workshop for the main players of the Food & Beverage Industry in Portugal and to talk about developments in the food trade and export opportunities for these companies.

Thanks especially to Cyriacus and Patrícia for the excellent teamwork. [fimt](#)

Ian Healey

Aliança is a working winery and host to an exclusive experience - Art Wine & Passion

