



## Export Sector Tea and Coffee



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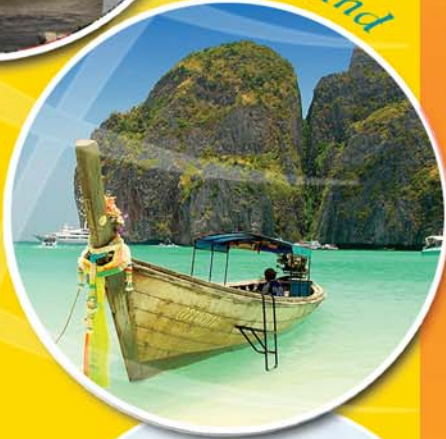
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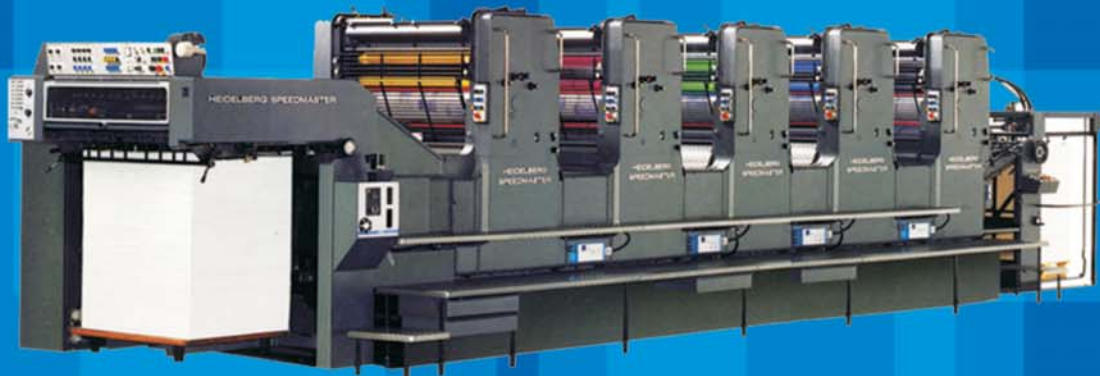
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## From the President's Desk



Dear all,

*Happy New Year 2011!*

First of all, I would like to extend my deep gratitude and heartfelt thanks to all members for showing their confidence and unanimously bestowing me the leadership in the 18<sup>th</sup> Annual General Meeting of NGCCI. And I believe I will continue the legend of the chamber's high image. As the first bi-national chamber of the country, in its eighteen years of history many landmark has been established in enhancing the bilateral trade between Germany and Nepal. This was possible only by dynamic leadership extended by the past presidents and Immediate past president for which I would like to express my appreciation to them.

Due to our country's unfavorable situation, the export to Germany is in decreasing trend, which challenges us of upcoming task to improve the trade volume and to promote effectively products like tea and coffee, among others. Thus, this issue of newsletter is dedicated to tea and coffee presuming very high potential to export in our partner country Germany and in EU countries beside other existing products. The main objective of dedicating this issue in tea and coffee is to consolidate and propagate the information in details. I hope our effort will be successful.

NGCCI has been always enthusiastic and involved intensely in promoting tourism in Germany since 1994 and this year too we continued to participate in CMT in Stuttgart specially emphasizing in Nepal Tourism Year 2011. Beside CMT, we also organised a delegation visit of tourism related business for B2B business meetings in Germany and France in March. Likewise, our efforts in tourism promotion will always continue to multiply the German visitors in Nepal.

Recently Mr. Hans-Wolfgang Busch, Head of Division for Japan, South and Southeast Asia, Australia and New Zealand at the Federal Ministry of Economics and Technology (BMW) visited Nepal and NGCCI had the opportunity to meet and interact with him during second Stammtisch program at German Ambassadors' residence. The outcome of the meeting was in very encouraging direction for the development of trade volume between two countries. He has assured to bridge strongly in the economic cooperation for the further improvement of trade volume between the two countries and to extend cooperation on any need for strengthening the chamber's activities.

I hope this issue of NGCCI News will be very informative and valuable. I would like to thank all the members who supported by placing advertisement, CIM Expert Mr. Sebastian Metz, CEO Ms. Saraswati Maharjan and chamber's personnel for their hard work to publish this issue.

Lastly, I would like to urge all members: Let us all join hand together to promote the Nepalese tea and coffee.

Thank you

**Gopal Sunder Lal Kakshapati**

President

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# NEWS & ACTIVITIES

## NGCCI Celebrates 18<sup>th</sup> Annual General Meeting

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NGCCI Tourism Delegation to Europe

Support for Business Partner Research in Germany

New NGCCI-Presentation "Economic Presentation of Nepal"

German Automobil Company Volkswagen starts in Nepal

the Annual Report of the year 2009/2010 and Annual Operational Plan of the Year 2010. The audited balance sheet of the Chamber for the fiscal year 2065/2066 was presented for deliberation and adoption by the Chamber's Treasurer Mr. Anup B. Malla.

The presentations were followed by floor discussion in which NGCCI Members present participated actively. The floor passed both the presentations after clarifications by the concerned office bearers on the questions raised by the members.

Membership Certificates were also presented to the new Members of the Chamber.

The 18<sup>th</sup> AGM also elected the new President Mr. Gopal S.L Kakshapati and 11 Executive Board Members namely Mr. Pushkar Man Shakya, Mr. Senon Dorje Lama, Mr. Ashoke SJB Rana, Mr. Anup Bahadur Malla, Mr. Ashoka Kumar Agrawal, Mr. Kishore Raj Pandey, Er. Gyanendra Lal Pradhan, Mr. Chandra Prasad Dhakal, Mr. Dharma Raj Rajkarnikar, Mr. Santoo Shrestha and Mr. Krishna Chandra Kayastha.



*Chief Guest Hon'ble Finance Minister Mr. Surendra Pandey Inaugurating the 18th AGM*

## NGCCI celebrates 18<sup>th</sup> AGM under the theme "Peace & Prosperity"

The 18<sup>th</sup> Annual General Meeting of Nepal German Chamber of Commerce and Industry ( NGCCI ) was held successfully under the theme "Peace & Prosperity" on December 17, 2010 at Hotel Radisson, Kathmandu.

The Business Session was chaired by the President, Mr. Rohini Thapaliya who delivered welcome remarks. H.E. Ms Verena Gräfin von Roedern, Ambassador of the Federal Republic of Germany and Honorary President of NGCCI delivered opening remarks at the Business Session. General Secretary Mr. Purna Man Sakya presented

The Inauguration Session was graced by Hon'ble Minister for Finance Mr. Surendra Pandey as the Chief Guest for the day who inaugurated the ceremony. Addressing the gathering, Hon'ble Minister assured that the political impasse will be over in near future and the country will take its course smoothly.



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Chief Guest and other speakers with Newly Elected Executive Board Members

Delivering welcome remarks, the chairperson of the ceremony Mr. Rohini Thapaliya, President of NGCCI, shed light on different activities conducted by NGCCI for fostering economic cooperation between Nepal and Germany.

On the occasion, Dr. Jagadish Chandra Pokhrel, Hon'ble Vice Chairman, National Planning Commission delivered keynote address on the theme of the AGM. He expressed his concern over the prevailing political instability. Addressing the function, H.E. Ms Verena Gräfin von Roedern, Ambassador of the Federal Republic of Germany and Honorary President of NGCCI highlighted on Germany's economic cooperation with Nepal. Mr. Kush Kumar Joshi, President, FNCCI put forth his opinion on the need to identify new avenues of cooperation with Germany, especially in joint ventures. President Mr. Thapaliya presented token of appreciation to the speakers for the day.

Delivering acceptance speech, President elect, Mr. Gopal S.L. Kakshapti expressed his commitment to maintain the legendary image and persist in upholding the testimony of the chamber.



President Elect Mr. Gopal S.L. Kakshapti delivering acceptance speech

Large number of distinguished guests representing from the trade and industry sector in Nepal, government

offices, German community in Kathmandu, various diplomatic missions and other important figures including journalist were present at the Inaugural Ceremony.



Distinguished guests at the inaugural session

### NGCCI Awards

At the program, Chief Guest Hon'ble Minister for Finance Mr. Pandey also handed over the NGCCI award. Paramount Carpet Industries P. Ltd was awarded Best Exporter of the Year Award 2009 for highest export in the year 2009 and the Best Importer of the Year Award was awarded to Papermat Pen Industries among NGCCI members. Mr. Sunil Kumar Dhungel, Project Director, Middle Marsyangdi Hydroelectric Project was honored with "Hydropower Excellence Award 2010" in recognition to his valuable contribution to sustainable promotion, support and development of Hydropower & Energy in Nepal.



Chief Guest Hon'ble Finance Minister Mr. Surendra Pandey handing over NGCCI Award

### Welcome to Newly Elected Executive Board Members

The CEO and NGCCI Secretariat staff welcomed all the new Executive Board Members elected and declared on 18th AGM and newly nominated Executive

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Members of NGCCI in the traditional Newari culture with tika, mala and shagun on Monday, December 20, 2010 at NGCCI Secretariat.



*Newly elected Executive Board Members at the Welcome Program*

The first Executive Committee Meeting with new Executive Board Members was also held on the same day. In the meeting President Mr. Gopal Sunder Lal Kakshapati welcomed all newly elected Executive Board Members and briefed about the task and responsibilities of the Executive Board Members.

Token of Appreciation was also presented to outgoing President Mr. Rohini Thapaliya by President Mr. Kakshapati.



*President Mr. Gopal S.L. Kakshapati presenting Token of Appreciation to outgoing President Mr. Rohini Thapaliya*

## Nomination of the Executive Members

At the first Executive Committee Meeting, as per the NGCCI Statute, Chapter 4, Article No. 18.1.4 and 18.1.5, President and Executive Committee nominated Mr. Santosh C. Kunwar, Managing Director, All Nepalese Tea & Coffee Centre Pvt. Ltd., Mr. Naresh Lal Shrestha, Chairman, Bagmati Paper Industries Pvt. Ltd and Mr. Herbert Wesely, Managing Director, Logo Industries Nepal Pvt. Ltd.

## NGCCI Executive Board 2010-2013

Mr. Gopal Sunder Lal Kakshapati	President
Mr. Rohini Thapaliya	Immediate Past President
Mr. Pushkar Man Shakya	Vice President
Mr. Senon Dorje Lama	Vice President
Mr. Kishore Raj Pandey	Vice President
Mr. Anup Bahadur Malla	Secretary General
Mr. Ashoka Kumar Agrawal	Treasurer
Mr. Dharma Raj Rajkarnikar	Secretary
Er. Gyanendra Lal Pradhan	Secretary
Mr. Santosh C. Kunwar	Secretary
Mr. Ashoke SJB Rana	Executive Member
Mr. Chandra Prasad Dhakal	Executive Member
Mr. Herbert Wesely	Executive Member
Mr. Krishna Chandra Kayestha	Executive Member
Mr. Naresh Lal Shrestha	Executive Member
Mr. Santoo Shrestha	Executive Member

Honorary President of NGCCI is Her Excellency Ms. Verena Gräfin von Roedern, Ambassador of the Federal Republic of Germany to Nepal.

## Welcome Program for Mr. Henning Hansen, Deputy Head of Mission, Embassy of the F. R. of Germany to Nepal

Mr. Henning Hansen, Deputy Head of Mission, Embassy of the F. R. Germany to Nepal visited the NGCCI Secretariat on January 5, 2011. President Mr. Gopal S. L. Kakshapati and the NGCCI Board Members warmly welcomed Mr. Hansen.



*President Mr. Gopal S.L. Kakshapati and Executive Board Members welcoming Mr. Hansen*

President Mr. Kakshapati introduced all Executive Board Members and briefed activities conducted by NGCCI and upcoming activities. He remarked that the German Embassy has been always supportive for NGCCI



## NEWS & ACTIVITIES

activities and added NGCCI has been working closely with German Embassy for dissemination of business information and promoting economic activities between Nepal and Germany. Mr. Hansen thanked all Executive Members for the honor and welcome. He expressed that he is happy to work together with NGCCI.

### NGCCI coordinated Nepal's participation at the Annual CMT Tourism Fair 2011

Nepal German Chamber of Commerce and Industry (NGCCI) coordinated country's participation in Caravan, Motors and Tourism Fair (CMT), the Europe's largest public exhibition for tourism and leisure beside caravan and motor in cooperation with Nepal Tourism Board (NTB), Deutsche Gesellschaft fuer Internationale Zusammenarbeit (GIZ) Nepal and National Tea and Coffee Development Board. The fair was staged at the new fair grounds at the New Stuttgart Trade Fair Centre, the new Landesmesse in Stuttgart Germany, from January 15- 23, 2011.

NGCCI has been coordinating the country's participation in CMT at Stuttgart, Germany since 1994 in cooperation with Mrs. Ann Katrin Bauknecht, Honorary Nepalese Consul General of Stuttgart. Nepal first participated at the fair in 1994 with a small information counter. In 1995 Nepal at the invitation of the state of Baden Wuttemberg and Messe Stuttgart participated as the partner country. Since then, Nepal is taking part at the fair regularly marking 17 years history of continuous promotion of Nepalese tourism in German market.



*President Mr. Kakshapati presenting souvenir to Lord Mayor of Stuttgart Dr. Wolfgang Schuster*

Participation in CMT 2011 was successful to promote Nepalese tourism, present and promote Nepal as holiday-destination for the German as well as European

market, disseminate Nepal as a safe destination to travel, promotion of business contacts between travel and tour operators and promote Nepal Tourism Year 2011. The participating companies were - Royal Mt. Trekking Pvt. Ltd, Nature Trail Travel and Tours Pvt. Ltd, Jyapu Travels and Tours Pvt. Ltd, Jomsom Travels Pvt. Ltd. Nepal promotional collateral and souvenirs with the theme of Nepal Tourism Year - 2011 were widely distributed during the exhibition.

### Nepal Stall in CMT 2011

Nepal Stand was located at the main entrance of the main Hall No. 4 Touristik Hall, stand 4B13, the most prominent hall at prime location with two sides open. The stand nicely decorated with beautiful pictures of natural, cultural and adventurous tourism attraction of Nepal which attracted lot more visitors at the Nepal stall.



*Nepal Stall in CMT*

The exhibitors with their professional German partners and attractive holiday packages presented country's tourist attractions ranging from cultural products to scenic beauty and adventure products with active participation and interaction with the visitors. Trekking in the mountains of Nepal was the main subject of the query of the visitors to Nepal stall.

### Promoting Nepalese Tea & Coffee in the Fair

NGCCI also promoted Nepalese tea and coffee serving Nepalese high quality orthodox tea and coffee free of cost to all visitors as refreshment in cooperation with NGCCI Member All Nepalese tea and coffee Centre, Plantec Coffee Estate Pvt. Ltd. and National Tea and Coffee Development Board.

### Nepal Tourism Event "Together for Tourism-Nepal Tourism Year 2011"

A special Nepal Tourism Event-" Together for Tourism: Nepal Tourism Year 2011" was organized on

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January 18, 2011 at the ICS- Press Center in C 4.1 of the Trade Fair Centre, Stuttgart.



*President Mr. Kakshapati addressing the Tourism Event in CMT*

H. E. Mr. Suresh Prasad Pradhan, Ambassador of Nepal to Federal Republic of Germany highlighted on tourism development and achievements in Nepal and called upon the German people to visit Nepal during Nepal Tourism Year 2011. Mr. Gopal S.L. Kakshapati, President, highlighted on various tourism attraction of Nepal for German visitors. Similarly, Mr. Gobinda Oli, Sr. Officer, NTB updated the present German tour operators and media regarding all the positive developments, peace and security for visitors and preparations for NTY 2011 campaign. On the occasion, delivering vote of thanks, Past President of NGCCI Mr. B.K. Shrestha, thanked all for their support and cooperation to make Nepal's participation successful.



*President Mr. Kakshapati, Past President Mr. Shrestha, Ambassador of Nepal H.E. Mr. Pradhan & other participants at the event*

A new and attractive DVD, the destination montage was presented by Nepal Tourism Board showing prominent features and giving important information about Nepal as a favourite tourist destination which was acclaimed by the audience. The program was moderated by Ms. Saraswati Maharjan, CEO, NGCCI.

The program was attended by around 50 national and international journalists, travel tour operators

including representatives from CMT Messe. Nepalese exhibitors were also present at the program. The program was followed by cocktail reception.

## Lakhe Performance in the Fair - Promoting Nepal, Nepalese Culture and NTY 2011

The weekend days of the CMT Fair are overcrowded. On the weekend day NGCCI managed the Lakhe performance at the fair which attracted big crowd. The Lakhe visited the fair distributing NTY 2011 Invitation written in German language specially prepared in handmade Nepali Paper to the visitors and travel tour operators.



*Lakhe at Nepal Stall*

Thanks to Nepalese friends in Germany who voluntarily supported this effort for promoting Nepal, Nepalese culture, tourism and on top of that Nepal Tourism Year 2011.

## Meetings with Governor and Lord Mayor in Beberach, Germany

Ms. Saraswati Maharjan, CEO, NGCCI visited Beberach on January 26, 2011 after CMT Stuttgart, in Germany. During her short visit she had the pleasure of having meetings with Dr. Heiko Schmid, Governor of Beberach.



*CEO Ms. Saraswati Maharjan with Dr. Heiko Schmid, Governor of Beberach and Mr. Helmut Lange, reknown journalist in Beberach*



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She briefed about Nepal and NTY 2011, and invited Dr. Schmid to visit Nepal. She also informed about NGCCI and its activities during the short meeting. Dr. Schmid, who also visited CMT Fair is planning to visit Nepal soon. CEO Ms. Maharjan also had brief meeting with Mr. Hans Berg, Lord Mayor of Beberach. She is really grateful to Dr. Schmid and Mr. Berg for their overwhelming response and warm welcome.



*CEO Ms. Maharjan presenting Nepalese Coffee to Mr. Hans Berg, Lord Mayor of Beberach*

Thanks to Mr. Helmut Lange and Mrs. Anne- Marie Lange for their generous effort and initiative for arranging these meetings.

## NGCCI Presentation in Annual NGO Conference in Cologne, Germany

The Annual Conference of NGOs was organized by German Nepal Friendship Association in cooperation with Friedrich-Ebert Foundation in Cologne, Germany on January 29, 2011. Mr. Ram Pratap Thapa, Honorary Consul General of Nepal in Cologne and also founder of NGO Forum has been taking this initiative to assist and bring the needed aid to Nepal. The meeting was the platform for communication and information exchange for German NGOs which work exclusively for Nepal. More than 50 NGOs were present at the conference.



*From Left: Ms. Anne Sengpiel, Mr. Ram Pratap Thapa, President of German Nepal Friendship Association/Honorary Consul General of Nepal, Mr. Wolfgang Hruschka, Head of South Asia Division, BMZ and Ms. Saraswati Maharjan, CEO, NGCCI at the Conference*

From NGCCI, Ms. Saraswati Maharjan, CEO, made presentation on NGCCI and its activities and possibilities of integrating social activities into economic activities. Possible cooperation with NGOs for activities in Nepal was also discussed at the conference.

## NGCCI Stammtisch - Official Visit from German Ministry of Economics and Technology to Nepal

Nepal German Chamber of Commerce and Industry (NGCCI) organized jointly with the Embassy of the Federal Republic of Germany to Nepal on January 31st, 2011 the NGCCI "Stammtisch" - NGCCI's Business Networking Event - at the Ambassador's Residence. More than 40 representatives from Nepalese companies and German institutions joined the high-level program which had been organized to honor the official visit of Mr. Hans-Wolfgang Busch, Head of Division for Japan, South and Southeast Asia, Australia and New Zealand at the Federal Ministry of Economics and Technology (BMWi).

Mr. Busch visited Nepal from 30th January to 1st February 2011 in order to hold official talks with representatives from Nepalese Ministries, German and international institutions in Nepal.

The "NGCCI Stammtisch", being a platform of discussion and networking for the Nepal-German business community, was organized with the objective to tighten the economic relationship between the two countries and to discuss further possibilities for closer bilateral cooperation in the fields of trade and investments.



*Mr. Busch addressing in NGCCI Stammtisch*

H.E. Ms. Verena Graefin von Roedern, Ambassador of the Federal Republic of Germany to Nepal, stated in her opening speech the challenges for the Nepalese as well as German business community to do business in Nepal and stressed, consequently, that successfully coping with these challenges is a crucial determinant



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to foster bilateral trade and investment. Mr. Gopal S.L. Kakshapati, President of NGCCI, highlighted the trade relations between both countries, pictured further business potentials on the basis of the current trade volume and developments and outlined possible ways for closer cooperation between NGCCI and the German foreign trade institutions. Mr. Busch, impressed by the presence and active engagement of the Nepal-German business community, shared with the participants that his ministry is aware of the chamber's activities. Furthermore, the German Ministry of Economics and Technology has started already to look deeper into possibilities of closer cooperation and how the bilateral economic relationship could be strengthened any further. Mr. Busch informed the audience about the meetings he had in Nepal in order to familiarize himself with the economic situation. Er. Gyanendra Lal Pradhan, Secretary of NGCCI, presented the hydro-power sector in Nepal and emphasized the business potentials for German companies in this area.

### NGCCI Workshop on Corporate Social Responsibility and its relevance for Nepalese Exporters

NGCCI organized on September 23, 2010 in cooperation with NBI (National Business Initiative) a workshop about Corporate Social Responsibility (CSR) and its export related importance for Nepalese companies. The workshop took place in the office of NGCCI.

CSR is an approach whereby companies ensure that every business decision and operation promotes social environmental welfare while making profit. Companies (or entrepreneurs) actively seek to increase positive and avoid negative external impacts of their business activities on the environment, consumers, employees, communities and all other stakeholders. Far from being a charitable undertaking, CSR means to develop win-win-situations for businesses and stakeholders.

CSR is becoming increasingly an important topic for suppliers in developing countries who export their products to developed countries like the European Union because European companies are urged to follow the standards and implications of CSR. Consequently, the whole supply chain has to meet the requirements of CSR. The necessity for European companies came up due to higher social awareness and activism of

stakeholders and due to companies own conviction to assume its social responsibility.

The objective of the workshop was to inform NGCCI-Members about CSR, the challenges and benefits for Nepalese companies and how it can promote export opportunities.



*President Mr. Rohini Thapaliya delivering welcome speech at the workshop*

After the welcoming speech of Mr. Rohini Thapaliya, President of NGCCI, Ms. Catrin Froehlich, CIM-Expert for CSR in NBI, held her presentation on CSR and pointed out the major aspects and its implications for Nepalese exporters. During and also after the presentation the participants - around 15 NGCCI Members- used the possibility to ask questions and to discuss within the group their personal experiences.

### NGCCI organizes AOP Workshop 2011

NGCCI organized "NGCCI's Annual Operational Plan 2011" workshop on January 7, 2011 to discuss the planned NGCCI activities for 2011 with NGCCI Members.

President Mr. Gopal S.L. Kakshapati welcomed the participants and briefly informed about the new concepts and plans of the Chamber for the year 2011 and requested the members for their active participation in the Chamber activities.



*President Mr. Kakshapati and General Secretary Mr. Malla briefing Annual Operational Plan 2011 at the workshop*

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General Secretary Mr. Anup B. Malla detailed the Annual Operational Plan 2011. Besides the regular activities the chamber is planning other sectoral promotion and development activities. The objective of the workshop was to provide platform for interaction and to receive feedback on the proposed activities and proposals for new activities from the NGCCI Members in order to consider these ideas for the future NGCCI activities.

## NGCCI organizes Press Conference

NGCCI organized the NGCCI Press Conference on February 21, 2011 to inform the press journalists about its various activities and services in 2011 which aims to enhance the economic relations between Nepal and Germany. Around 30 press journalists from reknown media and NGCCI Executives were present at the conference.



*NGCCI Officials at the Press Conference*

Welcoming the participants, President Mr. Gopal S.L. Kakshapti informed about NGCCI and its activities. General Secretary Mr. Anup B. Malla informed about NGCCI, its services and major programs conducted by NGCCI. He also highlighted the latest figures of the German-Nepal foreign trade in the Fiscal Year 2009/10. Germany is one of the few countries with a positive trade balance for Nepal ( after Bangladesh, Bhutan and Canada ) although the trade balance came down from a comfortable surplus of 541 million NRP in 2008/09 to 69 million NRP in FY 2009/10. He further added, NGCCI in its effort for the promotion of export to Germany is planning to work for export promotion with special focus on products identified by NTIS 2010 coordinating with concerned organizations in Nepal and Germany.

Informing about trade fairs in Germany, President Mr. Kakshapti said, Germany is world's leading Trade Fair destination, many Nepalese business professionals take part in hundreds of Trade Fairs organized in Germany. Besides CMT tourism fair, NGCCI is also the

official representative for USETEC (former RESALE) - World's Leading Trade Fair for Used Machinery and Equipment. NGCCI is also planning to explore possibilities for coordinating and representation of major Trade Fairs in Germany. He also shed light on the trade fair program 2011 in Germany, presented selected trade fairs and pointed out the opportunities for Nepalese companies.

The program was followed by questions and answer session with the participants. NGCCI as the focal point for the Nepal-German businesses also distributed all relevant data and information to the participants during the press conference.

## Brief Presentation and Interaction Program on KfW Carbon Fund Mission

NGCCI organized a Brief Presentation and Interaction program on "KfW Carbon Fund Mission" on March 13, 2011 at NGCCI in cooperation with German Financial Cooperation ( KfW ).

Delivering welcome remarks, President Mr. Gopal S.L. Kakshapti informed about NGCCI and its activities. Officials from German Financial Cooperation ( KfW ) - Carbon Fund Mission, Germany, Ms. Carolyn Neufeld and from KfW India Office Ms. Ramya Parijat and Dr. Usha Rao made presentation on KfW - Carbon Fund - Overview, KfW Carbon Fund purchase programs, program of Activity (PoA), CDM process and CDM opportunities in Nepal. At the program, Er. Gyanendra Lal Pradhan, Secretary, NGCCI and Energy Committee Chairperson highlighted on energy scenario in Nepal.

The KfW Carbon Fund is KfW's procurement platform for project-based carbon credits issued under the flexible mechanisms of the Kyoto Protocol. The KfW Carbon Fund offers tailor-made services for CDM/JI (Clean Development Mechanism/Joint Implementation) projects. Enterprises taking part in KfW procurement programs will be able to meet their obligations under the European trading Scheme in a cost-efficient manner.

KfW Carbon Fund- helps enterprises to develop beyond the limits of climate protection - in a manner both efficient and ecologically sound. KfW supports climate protection projects worldwide.

Main objective of this program was to inform Nepalese companies about KfW Carbon Fund Mission and benefits for Nepalese companies. The program was followed by lively interaction with the participants.



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### Presentation and Interaction Program on Labour Law in NGCCI

NGCCI organized on December 6, 2010 in cooperation with the FNCCI Employers' Council an interaction program and presentation on "Overview of the existing Labour Law provisions in comparison to the proposed new Labour Act".

Due to the recent social and political developments in Nepal the labour entrepreneur relations became one of the most crucial issues for the further progress of Nepal's economic development. As labour is a decisive factor in the production process its disruption can lead to substantial problems for all company's stakeholders - and with focus on the export sector, it determines directly the export capacities of the company. Furthermore, the labour situation in a country plays an important role in the decision process of foreign investors to start business cooperation in a country.


Labour issues have seen a lot of changes, an amendment of the existing labour law is in preparation, new instruments and methods to prevent and resolve disputes and conflicts have been introduced to Nepal and the awareness of the economic stakeholders rose significantly.



*President Mr. Thapaliya delivering welcome remarks*

The objective of Interaction Program was to inform NGCCI Members about the latest development and to support the export capacities of member companies.





After the welcoming speech and a thematic introduction by Mr. Rohini Thapaliya, President of NGCCI, Mr. Yagyaman Shakya and Mr. Roman Awick, Labour Law Experts from the FNCCI Employers' Council, presented the latest developments and main achievements of the proposed new Labour Act in comparison to the existing labour law. Furthermore, the labour law experts pointed



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# NEWS & ACTIVITIES

out that entrepreneurs can already improve on their individual company level their labour entrepreneur relations by adapting a so-called “workplace cooperation process”. Workplace cooperation is an informal and flexible process which is controlled by the actors themselves and which seeks to prevent disputes by taking greater responsibility of both employer and employees’ side without intervention of the government. Workplace cooperation can prevent conflicts and disputes from the early beginning and can improve significantly the working conditions and working environment and through this the employees’ motivation and identification with the daily work. After the presentation the participants from different industrial sectors used the opportunity for a lively interaction with the FNCCI Experts.

#### Documents available on NGCCI Homepage:

- » Article about “Workplace Cooperation” published in The Himalayan Times
- » Presentation “Developments of Labour Act”, 06-12-2010
- » Presentation “Labour Law Reform Process Nepal”, 06-12-2010
- » Existing Labour Act (1992)

## Delegation of Savings Bank Foundation for International Cooperation from Bonn, Germany

NGCCI received a delegation from the Savings Bank Foundation for International Cooperation from Bonn, Germany on September 9, 2010. The delegation was led by Mr. Niclaus Bergmann, Acting Managing Director of Savings Banks Foundation for International Cooperation. The other members of delegation were Mrs. Nicole Brand, Project Manager, Savings Banks Foundation for International Cooperation, Mr. Peter Rhode, former GTZ Office Manager Nepal, Mr. Klaus Remmer, CEO Service-Center of the Savings Bank Essen and Dr. Thomas Kurze, Chairman of the supervisory board, Böhme - Kurze - Zumbrink Capital Management.

President Mr. Rohini Thapaliya, Members of the Executive Committee of NGCCI and Secretariat staff warmly welcomed the delegates. The meeting discussed the economic trends and developments, current political scenario and banking situation in Nepal. Vice President Mr. Ashoke SJB Rana, Executive Member Mr. Kishore Raj Pamdey, CEO Ms. Saraswati Maharjan and CIM Expert Mr. Sebastian Metz were also present at the meeting.



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## NEWS & ACTIVITIES



*The delegates at NGCCI*

Savings Banks Foundation for International Cooperation is a joint organism of the Savings Banks Finance Group in Germany. The implementation of the international projects is sponsored, among others, by the Federal Ministry for Economic Cooperation and Development (BMZ), the KfW Banking Group, the EU and the World Bank. It provides technical assistance and capacity building to financial service providers with a mandate to serve the rural and urban poor and specializes in savings banks. The organization is planning to expand its activities in Nepal.

### NGCCI Tourism Delegation to Europe, Paris and Berlin

NGCCI organized from 06 to 11 March 2011 a Nepalese Tourism Delegation to Paris, France and Berlin, Germany and has realized in 2011 its second activity - besides the Nepalese participation at the tourism trade fair CMT Stuttgart - supporting the common efforts to boost the tourism sector during the Nepal Tourism Year 2011 and to increase substantially the number of foreign tourists to Nepal. France and Germany are major European outbound tourism countries - at 2nd and 3rd position respectively - and strategic markets for Nepal's tourism sector. Therefore continuously presence, aiming to establish new and to maintain existing business relations is important.

Participating delegates were Mr. Kishore Raj Pandey, Vice President of NGCCI / Head of Delegation and Executive Director of Saathi Nepal Travel & Tours, Mr. Sudama Karki Managing Director of Around The

Himalayas, Mr. Arun Regmi, Managing Director of Kathmandu Experience Travels & Tours, Mr. Vishwaraja Gyawali, Founder Director of socialtours - socialtreks, Mr. Birendra Thapa, Chief Executive Officer of Travel Makers Nepal and Mr. Sebastian Metz, CIM-Expert for Export Promotion at Nepal-German Chamber of Commerce and Industry (NGCCI).



*Participants at the conference program*

NGCCI organized in France in cooperation with the French Association of Tour Operators (SNAV) a conference program with b2b-Meetings with French tour operators. During the program Mr. Kishore Pandey presented facts and figures about the Nepalese tourism sector and pointed out the latest tourism related developments. Its presentation was completed by showing the NTB tourism promotion clip showing the scenic, cultural and natural diversity and beauty of Nepal. He underlined during the discussion session that a trustful and reliable partnership is crucial in the tourism business



*Vice President and Head of Delegation Mr. Kishore Raj Pandey handing over souvenir from NGCCI to Mr. Laloue, Deputy General Secretary*

# NEWS & ACTIVITIES

and that Nepalese tour operators are aware of their responsibility towards their European partners. During the second part of the conference the participants used the occasion to talk bilaterally in order to establish the first contact with the perspective to generate new business. Mr. Philipp Laloue, General Secretary Adjoint of SNAV, closed officially the program and pointed out that it is necessary to continue the common efforts to bring tourism companies of both countries together. NGCCI thanked the representative of SNAV for the continuous support for the organization of this event.



*Nepal Stall in ITB Berlin*

The delegation program continued with the visit of the ITB Berlin where the participants benefitted from several networking events as well as from individual business meetings. Moreover, some of the delegates were also exhibitors on the official Nepal stand and on individual stands. The representatives from NGCCI, Mr. Pandey and Mr. Metz, used the possibility during ITB to build up new relations with European tourism associations as for example with the German Association of Tour Operators (DRV) in order to widen its network.

Mr. Sebastian Metz from NGCCI presented the participants of the tourism delegation and outlined briefly NGCCI activities and the tourism sector in Nepal during an ITB program which was organized by SNV / CBI Netherlands in order to promote on an international level "The Great Himalaya Trail", a common initiative by SNV/CBI and the Nepalese Ministry of Tourism aiming to enlarge the portfolio of existing tourist products in Nepal. Another possibility for networking for the delegates was the Nepal Press Conference during ITB, organized by Nepal Tourism Board. The tourism delegation program ended on Friday evening, March 11, 2011

highlighted by an invitation for dinner organized by H.E. Mr. Suresh Prasad Pradhan, Ambassador of Nepal to Federal Republic of Germany, in his residence in Berlin.



*Mr. Metz, CIM Expert in NGCCI, presenting at ITB conference*

Further information about the delegation program, program documents and the detailed profile of the delegates can be found on the NGCCI homepage.

## Support for Business Partner Research in Germany - NGCCI cooperates with CCI Hamburg

NGCCI is continuously expanding its network to German associations and chamber of commerce in order to facilitate the establishment of new business relations for NGCCI Members and through this the entry on new markets and to new businesses.

Handelskammer Hamburg (Chamber of Commerce in Hamburg) offers to NGCCI Members to publish members company profiles and business interests in the monthly published Chamber Magazine "hamburger wirtschaft". Through this, Nepalese exporters and importers have got the possibility to find new business partners in Germany.

Please contact the NGCCI Office for further information and how you can benefit from this service.

## New NGCCI-Presentation "Economic Presentation of Nepal"

NGCCI provides to its members and interested partners and companies an extensive presentation about Nepal's economic situation. Furthermore, valuable information about the different economic sectors in



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Nepal are given in order to support company's research for business opportunities in Nepal.

NGCCI provides this presentation to its members with the objective to improve the level of available information about the current economic situation and to support its members regarding the promotion of possible business opportunities towards their (potential) business partners.

The presentation contains the following topics: Basic and Economic Data about Nepal, Political Situation, Economic Outlook, Foreign Trade and Nepal-German Trade Relations, Foreign Direct Investments, Sector Presentation (Agriculture / Food Industry, Energy, Handicraft, Textile Industry, Tourism, Machinery / Equipment and Construction), Nepal's International Agreements and Information for Foreign Investors.

### Volkswagen in Nepal - Opening of World-Class Showroom and Service Center

Volkswagen, one of the world's largest automobile manufacturers, marked its arrival in Nepal with the opening of its Showroom and Service Center in Kathmandu. The Showroom, located at Panipokhari, Kathmandu, was jointly inaugurated in September 2010 by Mr. Armin Keller, Executive Director Sales India and Far East and Mr. Henning Hansen, Charge d'Affaires, Embassy of the Federal Republic of Germany in Nepal.

Volkswagen (which means "People's Car" in German), headquartered in Wolfsburg, Germany, is the largest automobile manufacturer in Europe with a market share of over 20 percent. Volkswagen is also a leader in emerging markets like China, Brazil, and South Africa.

"The Volkswagen Corporate identity showroom underlines the importance of Nepal to Volkswagen," says Mr. Keller. The showroom is designed according to the new Volkswagen worldwide corporate identity. The workshop, located inside Balaju Industrial District, is equipped with state of the art diagnostic equipment, a full complement of Volkswagen special tools and electronic access to all factory service and parts information.

The inauguration marks Pooja International's, the authorized importer of Volkswagen in Nepal, introduction of six new VW-models to Nepal: New Beetle, Jetta, Passat, Passat CC, Tiguan and Touareg. In near future, Pooja International will also introduce the Polo and Vento to Nepal.



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Nepal-German Foreign Trade in FY 2009/10

Export Sector Presentation: Tea and Coffee

Presentation of NGCCI Members

Plantec Coffee Estate

Gorkha Tea Estate

Nepali Gardens

All Nepalese Tea & Coffee Centre

EU Trade News

Due to the decline of exports the overall Nepal-German foreign trade declined also in the FY 2009/10. The total bilateral trade fell from 5,029 million NRP to 4,713 million NRP this stands for a decline of -6.3% in comparison to the previous year. Imports from Germany rose by 3.5% in comparison to FY 2008/09 to 2,322 million NRP.

Germany is one of the few countries with a positive trade balance for Nepal (after Bangladesh, Bhutan and Canada) - although the trade balance came down from a comfortable surplus of 541 million NRP in FY 2008/09 to 69 million NRP in FY 2009/10.

## Nepal-German Foreign Trade FY 2009/10

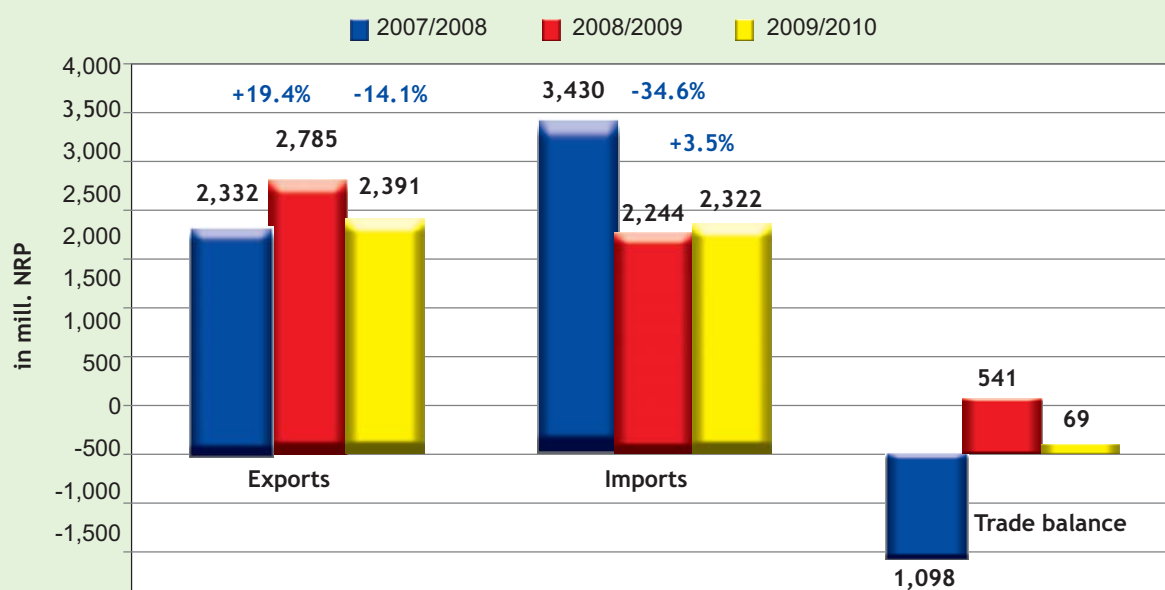
In FY 2009/10, Nepal's overall exports decline by -11.1% to 2,391 bn NRP whereas imports continue to increase by 29.1% to 3,756 bn NRP. This development has further widened the trade deficit which is about 1,365 bn NRP (+41.5%) in FY 2009/10.

Germany is one of the biggest export markets for Nepal and ranked on 4th place after India, USA and Bangladesh. During the FY 2009/10 the German export market could maintain its export market position but the export volume decreased by -14.1% to 2,391 million NRP in comparison to the previous year - the export development for India (-8.4%), USA (-20.7%) and Bangladesh (-28.4%) respectively.

## Exports to Germany

The decline of exports to Germany was in major parts driven by a decline of the export categories "Textiles, clothing and accessories" (-9.6%), "Food" (-19.0%) and "Others" (-52.6%), see Table 1. The export of carpets - almost 60% of total exports to Germany - further dropped down by -6.8% from 1.53 bn NRP to 1.42 bn NRP. The German market is one of the biggest export markets for the Nepalese carpet industry and ranked on second position after the USA. Furthermore the exports of woolen shawls decreased by -39.7% (242.1 million NRP) while exports of clothings slightly increased by 3.5% (270.8 million NRP) in comparison to the previous year. Textiles and apparels are the major export products and make about 88% of the total exports. Declining food

Nepal-German Trade 2008-2010



Source: Trade and Export Promotion Centre

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exports to Germany were caused by decreasing exports of lentils, coffee and spices while the exports of tea (+13.3) and medical plants further increased. Germany is with an export volume of 33.2 million NRP the second biggest export market for Nepalese tea - mainly orthodox tea - after India. The exports of paintings came down by -69.4% to 75.4 million NRP.

**Table 1:**

**Exports to Germany FY 2009/10**

Product Group	Value in '000 NRP	% of total Imports	Change to previous year
Food (+Tobacco)	51,266	2.1	-19.0
Mineral products	56	0.0	43.6
Chemical, pharmaceutical substances and plastic	9,632	0.4	13.7
Leather and articles thereof	3,977	0.2	-45.2
Wood and articles of wood (+Paper)	33,659	1.4	-21.4
Textiles, clothings and accessoires	2,096,225	87.7	-9.6
Glass, ceramics, stones and articles thereof	12,758	0.5	-47.3
Metals and articles thereof	2,217	0.1	-63.8
Machinery and electrical equipment	66,455	2.8	-5.7
Vehicles, etc.	419	0.0	-82.4
Others (medical devices, furniture, artwork etc.)	114,371	4.8	-52.6
<b>Total</b>	<b>2,391,035</b>	<b>100.0</b>	<b>-14.1</b>

Source: Trade and Export Promotion Centre

## Imports from Germany

The total imports from Germany experienced a slight increase of 3.5% to 2.3 bn NRP in FY 2009/10 in comparison to the previous year. The development of the various product categories is quite different, see Table 2. Imports of "Machineries and electrical equipments", the major import goods from Germany that stand for more than 50% of the total imports,

increased by 7.5% to 1.2 bn NRP. A closer look to this category reveals that Germany is an important supplier for mechanical machineries especially for the packing, printing, food, tobacco and textile sector. Imports of mechanical machineries increased by 2.6% to 932.1 million NRP. Imports of electrical machineries and equipments increased by 29.7% in comparison to the FY 2008/09.

Remarkable is the development of imports of vehicles (+128%) especially of motor cars which rose from 6.5 million NRP to 80.4 million NRP in FY 2009/10. Germany could also improve its role as a supplier of medical devices and Laboratory equipments: imports increased by 13.8% to 275.7 million NRP. The imports of chemical and pharmaceutical substances and plastic rose by 11.4% to 265.7 million NRP in FY 2009/10.

**Table 2:**

**Imports from Germany FY 2009/10**

Product Group	Value in '000 NRP	% of total Imports	Change to previous year
Food (+Tobacco)	106,557	4.6	-34.8
Mineral products	2,496	0.1	-89.0
Chemical, pharmaceutical substances and plastic	265,692	11.4	13.8
Leather and articles thereof	273	0.0	1505.9
Wood and articles of wood (+Paper)	57,365	2.5	-62.9
Textiles, clothings and accessoires	15,001	0.6	-18.1
Glass, ceramics, stones and articles thereof	7,184	0.3	-83.0
Metals and articles thereof	98,066	4.2	-15.2
Machinery and electrical equipment	1,192,166	51.3	7.5
Vehicles, etc.	277,776	12.0	128.8
Others (medical devices, furniture, artwork etc.)	299,242	12.9	13.4
<b>Total</b>	<b>2,321,818</b>	<b>100.0</b>	<b>3.5</b>

Source: Trade and Export Promotion Centre



## Cover Story

### Export Sector Presentation: Tea and Coffee

#### Nepal's Tea and Coffee Sector:

Nepal's tea industry started around 150 years ago in the Himalayan area. Colonel Gajaraj Singh Thapa, Chief Administrator of Ilam district, set up two plantations - the Ilam and Saktim tea estates (each 103 acres) in 1865. The first factory for processing was built in the district of Ilam in 1878.

Although tea was known as a commercially viable crop, it was not until 1982 that its significance as an export good was identified by the government with the designation of five eastern districts (Jhapa, Ilam, Panchthar, Terhathum and Dhankuta) as tea zones. From then onwards, the government provided continuously assistance to the tea growers and processors for its development. In 1992, the National Tea and Coffee Development Board (NTCDB) was established with the objective to promote and strength the tea and coffee sector through policy formulation, technical and managerial support and in 2000 the National Tea Policy was introduced in order to further support the growth of the sector - among others through privatization of state owned tea plantations.

Nepal's total tea plantation area is, stated in 2008/09, officially around 16,700 ha (only 3,500 ha in 1996/97) with an overall production of around 16.2 million kg tea thereof around 2 million kg of orthodox type which is produced on 7,600 ha in the Hill region (mainly in Ilam district). 34% of CTC Tea (and 67% of orthodox tea) is produced by a large number of smallholder farmers respectively 66% by bigger estates (tea garden). Nepal has got 40 tea processing factories whereof 23 are situated in the Terai region. Nepalese tea plantations, benefiting from diverse agro-climatic conditions, have comparatively young bushes with 29% of smallholder farmers owning bushes less than 5 years old. The bushes are grown both from clones (Terai) and seed stock (Hill region) varieties.

Nepal's tea exports increased sharply in quantity and value over the last decade, especially to India which is the main trading partner for Nepal - exports to India amounted to 1.1 bn NRP in FY 2009/10 which stands for 93% of total tea exports. Almost 90% of Orthodox and nearly 40% of total CTC Tea production is exported to

India - in FY 2009/10 about 8.1 million kg processed tea. Other foreign markets have still a marginal part. In 2009/10 the total tea export is about 1.2 bn NRP (8.5 million kg tea), -3.7% in comparison to FY 2008/09. Tea constitutes 2% of the total export earnings of Nepal commodities at present. Germany is the second biggest export market for Nepalese tea (mainly orthodox tea) - in FY 2009/10 the export volume was around 33 million NRP.

The coffee sector in Nepal is quite young and much smaller in comparison to the tea sector but it has shown a remarkable growth as coffee production has gone up by four fold during the last five years. Nepal's coffee plantations produce on 1,500 ha around 430 t of raw beans yearly. Coffee is mainly produced in the mid hills region as it has got suitable climate, topography, soil and rainfall for Arabica coffee. Nepal exported 125 million NRP (green beans) in FY 2008/09 to India, USA, Japan, Germany and Korea.

#### Export Markets presentation EU and Germany:

##### Introduction

Due to climatic conditions, no production of coffee beans and tea leaves takes place within the EU but coffee and tea are almost always further processed in the EU. Only very little coffee and tea ready for human consumption is imported in the EU. For example, German imports of green coffee amount for 95% of the total volume of coffee imports. German imports of roasted coffee amounted to 287 million Euro (59 million t) in 2008.

Coffee is roasted in the EU, while tea is blended in specific blends preferred by EU consumers. The processing companies buy the raw material from developing country producers and therefore do not compete directly with developing countries on the market. On the other hand, opportunities for developing countries for processed products remain very limited; also due to huge investments necessary to build up the processing industry.

Coffee and tea are mostly traded through the main EU trading centers and not always directly into consuming countries. The main tea trading centers are in the UK and Germany and for coffee in Germany and Italy. Other countries less often import directly from developing countries but are partly supplied by EU traders. Therefore, rising consumption in one country

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does not always translate into increased opportunities for producer countries in that particular EU country.

Germany is of great importance, as already mentioned, as a direct importer of coffee and tea from developing countries, but also as a processor, consumer and a re-exporter. Moreover, Germany is also the EU's largest organic food market, and continues to grow.

## Consumption and trends in EU and Germany

The EU is one of the biggest coffee consumers in the world and accounts for one third of global coffee consumption. Total coffee consumption in the EU amounted to 2.4 million tonnes in 2008, or 5 kg per capita. Between 2004 and 2008, EU coffee consumption decreased by an average annual rate of 0.8%. Germany, Italy and France are the main consuming countries, accounting for over 50% of EU consumption.

Germany alone is with a market share of 24% and 573 thousand tonnes coffee in 2008 (or 7.6 kg per capita) the largest coffee consumer in the EU but the consumption shows an average annual decrease of 2.2% between 2004 and 2008.

### INFOBOX: Types of Coffee Consumption

Within the EU, the preferred forms in which coffee is consumed vary a lot and depend on the preferences of the "national taste and trends". There are at least four different types of how coffee is consumed:

*Ground roasted coffee*, used for filter coffee systems or in coffee pods, is the principal type of coffee consumed in the EU. With the increasing prevalence of sophisticated coffee machines for household use, direct sales of *roasted coffee beans* are increasing fast.

*Decaffeinated coffee* accounts for around 10% of all coffee sales. However, there is a large range between EU countries in this percentage.

The share of *soluble coffee* in the total coffee consumption varies as well considerably among EU member countries; in Germany, soluble coffee comprises less than 8% of total coffee consumption, whereas in the UK, a typical tea-consuming nation, this share amounts to about 80%.

Less important than in the US market, but emerging in the EU along with the trend towards convenience food product, are *ready-to-use coffee drinks* like iced coffee. These are mostly produced in the EU.

Sustainable coffee is becoming more important in the market, gaining increasing market shares and is increasingly supported by European supermarkets and roasters. Certified coffees accounted in 2002 for around 1% of the total market while this increased to almost 8 million bags or 6% of the market in 2008. The relative importance of the different sustainable certification schemes varies considerably per country. Germany, France and the United Kingdom are Europe's largest markets for sustainable coffee. In Germany, organic coffee accounts for 2 to 3% of the total coffee market and the consumption of Fair-Trade coffee increased by 11% annually between 2003 and 2007, totaling 4.4 thousand tonnes in 2007.

EU consumption in tea amounted to 251 thousand tonnes in 2008 (16% of the global tea consumption), of which more than 50% was consumed in the United Kingdom. Other leading EU markets for tea are Poland (12%), Germany (9.5%), France (6%), Ireland (4%) and The Netherlands (3.3%). Tea consumption in the EU shows an increase of 1% annually, between 2004 and 2008. The leading EU markets for organic tea are the United Kingdom and Germany; in other European countries, consumption of organic tea is still limited. The certified tea market is less developed and dynamic than the certified coffee market but with some already established certification organisms also entering this market it is expected this will change.

Although per capita tea consumption is comparatively still low (0.29 kg), Germany was in 2008 the third largest market for tea in the EU. Total German tea consumption increased by 2.3% between 2004 and 2008, amounting to 24 thousand tonnes in 2008.

### INFOBOX: Types of Tea Consumption

As for coffee there are as well different types of teas consumed within the EU:

*Traditionally, black and green teas* are the most consumed teas in the EU but the market has seen a decline in sales of mainstream black tea bags. In 2008, 63% of the global tea was black tea and 30% was green



# ECONOMY

tea with the balance consisting of Oolong, Jasmine and Puérh teas. Due to changing food habits and health reasons green tea is increasingly gaining popularity especially in the West Europe/Germany, also reflected in increasing EU imports of green tea. The imports by Germany consist for 76% of black tea and 24% of green tea, which is relatively more than the EU in general, where black tea still accounts for 87% of volume imports (excluding herbal and fruit teas).

*Flavored teas* include fruit teas and perfumed teas were introduced as a response to an increased demand for variety in tea consumption. These teas, mostly made on the basis of black and green tea, are blended in the EU and show a stable growth in consumption during the last years, at the expense of conventional black tea.

*Herbal teas* and infusions are becoming increasingly popular in the EU, especially in Germany and there is a certain tendency that consumption is shifting from black tea towards herbal teas.

Considering the growing attention for organic consumption in Europe and the increasing focus on sustainability issues by consumers and, consequently, the increasing importance of organic retailing as well as inclusion in mainstream channels, the role of *organic tea* is increasing. Nevertheless, according to industrial

sources, the price of conventional tea at the retail level is much lower in the EU and the majority of end-consumers are still reluctant to pay a high premium for organic tea. In Germany, organic teas increased slightly, achieving a market share of 4.1% in 2008. The Fair-Trade tea market in Germany increased as well only slightly and amounted to 163 tonnes in 2006, about 0.5% of the total market.

The current economic downturn in many EU countries has influenced the coffee and tea markets in various ways. On the one hand, consumers focus more on lower priced products while, on the other hand, the sales of premium (quality) coffee and tea still showed growth as European consumers are calling for more variety and specialties.

Furthermore, the European market is characterized by an increasing awareness of the environmental and social aspects of production and through this more sensitized regarding the importance of "sustainable" coffee or tea. Parallel to this trend, EU consumers shift their food habits towards a healthy life-style. Although certified markets are still limited in size, obtaining certification for coffee and tea can improve the market entry possibilities in the EU. Another advantage of sustainable certified products, which offer in general a higher price as conventional

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# ECONOMY

products, is - especially for Nepalese producers who are able to produce only smaller quantities - that the traded volumes are much smaller in comparison to the conventional market. But Nepalese producers have to consider in this context that every certification raises the production costs and the certification has to be renewed regularly. Therefore, first of all, companies have to analyze the advantages, disadvantages and business perspectives before certifying their products.

Besides this certification issue, it has to be mentioned that EU costumers are looking predominantly for reliable suppliers who can supply them on a regular basis at a competitive price with a constant quality. Furthermore another factor is the traceability that means it must be possible to track and trace the product throughout the value chain. This entails strict and detailed registration and controlled processes.

## Trade structure

On the way from the producer to the end-consumer there are several intermediaries, each one playing a different role and offering different opportunities for the producers to sell their produce. Coffee and tea are produced on large plantations and estates, but also by smallholders which often form a cooperative (enjoying higher prices due to internalized transport facilities, increased market knowledge, direct exports etc). Export can be handled either by *local (export) companies or by foreign traders*, which have export companies in producing countries.

Another intermediary in the trade structure is the Broker who brings buyers and sellers together, for which he gets paid a commission. Customers of the brokers can be trading companies, but are mostly processors. Tea is still for a considerable part traded at auctions which brings buyers (traders, agents and importers/blenders from consumer countries) and sellers (estates/small holder cooperatives) together, to determine the price through interactive competitive bidding on the basis of prior assessment of quality of the tea. These auctions are heavily dominated by a few privileged brokers. The main auction centers are in India, especially in Kolkatta. But more and more tea is sold through forward contracts and private sales. The benefit of this to producers is often considerable; they receive payment faster, endure less uncertainty about sales and price, and can avoid the charges associated

with auctioning tea (broker fees, warehousing). Likewise, the system appeals to buyers, because it guarantees faster delivery (and therefore higher quality). Especially non-traditional exporters sell their tea directly to importers.

Many importing companies maintain also *representatives* in producing countries, either through their own offices or through agents. *Traders* play a very important role in the whole trade structure and they offer very good opportunities for market entry. Vertical integration between traders and processors is most far-reaching within the tea industry and remains limited for the coffee sector. Consequently, the largest tea importers are also major blenders and packers, while some also have their own plantations. A large number of traders operates in the European Union, but trade is dominated by a few multinational companies like Unilever, Van Rees and Tetley/Stansand. The German blender Teekanne also imports considerable quantities into the European Union. It is important to be noted that the most lucrative value-adding activities, blending and packaging, accruing up to 50% of the consumer price, are carried out by blenders in consumption countries.

Processing, as mentioned, mostly takes place in (few) EU-countries and in some cases, European *processors* can be as well an interesting trade channel for Nepalese producers, especially those with their own in-house trading departments. Bt nevertheless, regarding coffee, roasters still tend to buy their coffee from international trade houses or/and specialized traders who trade in non-conventional coffees (high quality, specific origin). The level of concentration within the roasting sector is very high: The top five players (Nestle, Kraft etc.) control around 85% of the market, while national and specialty niche players constitute the remainder.

The next step for the coffee and tea trade is the marketing to retailers which is done either directly by processors to large *retailers* or through *distributors* supplying smaller and specialty players. The latter are also more often dependent on specialty traders and processors.

Importers of *organic coffee and tea* are the most important trade channel for organics producers but they are often not exclusively specialized in these products, but in organic products in general. Being EU's largest



# ECONOMY

organic food market, most organic traders, which have developed processing capacities and through this also supply retailers/discounters with processed organic products, are located in Germany and as well in the Netherlands. In recent years, supermarkets have gained hugely in importance regarding the sales of certified coffee (whereas certified tea is less important) and have developed their own sustainable coffee brands - mostly at the expense of World shops and organic food stores - for which they hire the services of large-sized (though not mega-) coffee roasters and tea blenders. Consequently, as sustainable products are increasingly entering in the mainstream retailing, trading houses of conventional coffee and tea are becoming more active in trading as well sustainable products.

## INFOBOX: Price Structure

It is very difficult to provide information on "typical margins / prices" in the trade of coffee and tea because the margins are influenced by many different factors, among others the type of commodity, quality, the current and expected future harvest situation, the availability or number of sources for the particular commodity, the level of demand and the trend in prices. Nevertheless, the largest margins can be found at the final stages of the value chain, when tea and coffee has been manufactured into a final product, or in marketing and retailing.

Further information for market research can be found in the chapter "Useful Information". The information above can mostly be found in the market research papers of CBI. Please visit also their homepage for further information ([www.cbi.eu](http://www.cbi.eu)).

## Presentation of NGCCI Members

### Plantec Coffee Estate (P) Ltd.

Plantec Coffee Estate is the leading coffee producer in Nepal and possesses the sole single coffee plantation in Nepal producing on 70 hectares very fine washed, shade-grown, sun-dried and hand-sorted Arabicas. The Caturra coffee seeds were imported from Papua New Guinea in 1995 (Sigri) and have adapted very successfully in the terrain. The coffee estate and the pulping activities, being adjacent to the famous Trisuli River, are done via snow-fed waters of the Ganesh Himal Mountain Range. Plantec is using a full wet processing plant.

Plantec were established with the aim of being eco-friendly and as such are certified USDA-NOP Organic and EU OneCert Organic.

Plantec is presently exporting mainly to the European market and to several global buyers. The yearly production is around 140 t of green beans whereof 70% are exported and 30% of the production is roasted for the local market.

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# ECONOMY



Plantec is also very instrumental in teaching farmers about organic farming procedures and preparation of proper composting. Furthermore, the local farmers of this remote region directly benefit from selling their animal waste to our project for prime prices during their off-season when compost is not required by them.



We also assist a local school financially. In addition we distribute our pruning timber from both shade tree and coffee branches, so locals habitants do not destroy our diminishing forests. We strongly support gender equality which is still a sour issue in our country. Please visit our website [www.plantecnepal.com](http://www.plantecnepal.com) for additional details and photos.

## Gorkha Tea Estate Pvt. Ltd.

Gorkha Tea Estate (GTE) is situated at the altitude of 5.000 ft above sea level at Sunderpani - Ilam (Nepal) adjoining with Darjeeling tea region in India. GTE - an exclusive Orthodox Tea producer - possesses 20 hectares land with 15 years old young bushes. Furthermore, GTE have accumulated 300 small tea

producers under three co-operatives: Boudha Dham, Sunderpani and Eco Tea Co-operatives which possess together 150 hectares of tea plantations. All the co-operatives are very active to implement GTE programs for the production of organic Orthodox Tea. For this, Gorkha Tea Estate provides all the technical supports including biogas facilities, distributing cows, spray machines etc.

GTE also applied IMO (Institute Of Marketology), based in Switzerland, for organic certification covering all the co-operatives. Though, the garden is one decade old GTE have started production since 2009. The capacity of the overall production is 150 t of processed tea yearly.



Company's main mission is to provide all required technical supports, to generate their income sources, to motivate them eco-friendly production, to promote home-stay at their houses etc. Gorkha Tea Estate is committed - to respect the nature, respect the ethnic culture, community activities and transparent quality production.

GTE employs around 50 people (including tea garden) and exports almost 70% of its yearly production exclusively to the European market, mainly to Germany.





# Café Jalpa Gold



[www.plantecnepal.com](http://www.plantecnepal.com)

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Website: [www.plantecnepal.com](http://www.plantecnepal.com)

# ECONOMY

## Nepali Gardens Pvt. Ltd.

Nepali Gardens Pvt. Ltd. (former OneWorld) is a social business, promoting sustainable development through biodynamic agriculture in Nepal. Our products, made from indigenous tea herbs and medicinal plants, are totally exported to Germany, Europe and the USA. Nepali Gardens was founded as a German-Nepalese joint venture in 1997 and a model farm began operation in the Gorkha district in 1998.

Sustainable agricultural production, modern product design and marketing led to the expansion of production with an ethnic minority threatened by extinction. Currently, large landholdings are converted towards sustainable agricultural practices with biodynamic methods, increasing the production volume enormously. Cooperation with local non-government organizations and foreign business partners is expanding rapidly.



Regarding the products, Nepali Gardens is specialized in herbal niche-products, with great success. Several new products are in the development and investments are presently sought from long-term green investors, green banks and foundations concerned with sustainability. The company's objective is to build up a sustainable and fair trade production and marketing, from raw materials to the final product, giving the consumers the security of taking an important role in the overall sustainable poverty reduction project objectives - and in line with the company slogan "Conscious choices in consumption are crucial to creating a better world for all". Promoting an ethical and just development of Nepalese culture is one of the main objectives as well as providing opportunity for those in need by applying modern sustainable agricultural methods.



Nepali Gardens has been an important partner for the development of organic agriculture in Nepal. For the nearer future Nepali Gardens is expanding the number of shareholders in order to expand the product range into high potential product groups.

Private individuals as well as companies in Germany and elsewhere, interested in sustainable investments, may kindly contact founder Mr. Peter Effenberger in Kathmandu.

## All Nepalese Tea & Coffee Centre Pvt. Ltd.

All Nepalese Tea & Coffee Centre (ANTCC) is one of the renowned and leading exporter of orthodox tea and coffee from Nepal and very well known in Europe. We have an organic garden situated in eastern part of Nepal, 1300 to 1800 meter above sea level. Also, we have co-operative gardens in this region.

ANTCC believes in quality purchase in original garden packing. We purchase selected quality tea and coffee from all other affiliated tea and coffee gardens with the help from our experts. We then pack tea and coffee in a chest weighing from 5 kg to 40 kg, as per the request of our customers, instead of our original garden packing. We distribute our products by air or by sea all over the world.

Coffee is grown in Nepal at the altitude of 500 to 1500 meter above sea level and the temperature is about 30 degree Celsius. Coffee is a high value cash crop with environmental importance and is being popular among Nepalese people since last few decades. It has been spreading in over 33 districts of the middle hill zones.

Our motive is very simple. We would like to sell our quality tea and coffee as "Nepal tea & Coffee" throughout the world.



# ECONOMY

## EU Trade News

### GSP rules of origin reform

The EU has proposed a new set of rules to better adapt the GSP rules of origin to the needs of the beneficiary countries. The reform will be implemented from 2011 and the main highlight is the special distinction towards Least Developed Countries (LDCs). A specific effort has been made to simplify the procedures. By relaxing several conditions and allowing operators to establish the certificates of origin themselves, the new regulation will give more predictability and be less burdensome for the beneficiary country authorities. The current certificates issued by public administrations will be replaced by assessments made out by registered exporters -self certification- after a transition period (2017). Until then, both sides' customs authorities will work to reinforce cooperation.

### Target sectors identified and specially targeted:

- » *Textiles:* LDCs will now need just a single transformation, instead of the previous double

transformation. This means that fabric can now be imported to produce clothing and this would, for example, allow for sourcing of very competitive fabrics abroad.

- » *Agricultural products:* an important effort of simplification has taken place. For instance, limitations on the use of sugar have been reduced permitting up to 40% in weight of nonoriginating sugar (instead of the previous 30% in value). However some new limitations have been introduced in very concrete cases (i.e. the use of dairy products).
- » *Fisheries:* the rules of origin have been simplified and relaxed eliminating the current crew requirement for vessels conditions.

### Cumulation is now also possible:

- » within the already existing regional groups (i.e. ASEAN, SAARC, etc) as well as the newly added MERCOSUR group.
- » between SAARC and ASEAN for most products
- » between GSP countries and countries linked to the EU via an FTA upon request for industrial products

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# ECONOMY

## Two letters make Europe's market yours!

With just two letters you can indicate that your product complies with the EU legislation, making it eligible to be sold throughout the European Union. That is the CE marking. Since 1993 this label gives you access to the entire European market, including the 27 European Union countries as well as Norway, Iceland and Liechtenstein. By affixing the CE mark to your product, you indicate its compliance with the necessary legislation and avoid having to obtain individual approvals from each of the 30 national authorities, thereby reducing costs and the administrative burden. Not all products need to bear the CE marking. It applies to about 24 product categories, from toys and electrical equipment to medical devices. You can find out whether your product requires CE marking at the "Requirements" section of the Export Helpdesk or by accessing the full list of product categories.

### Interesting to manufacturers

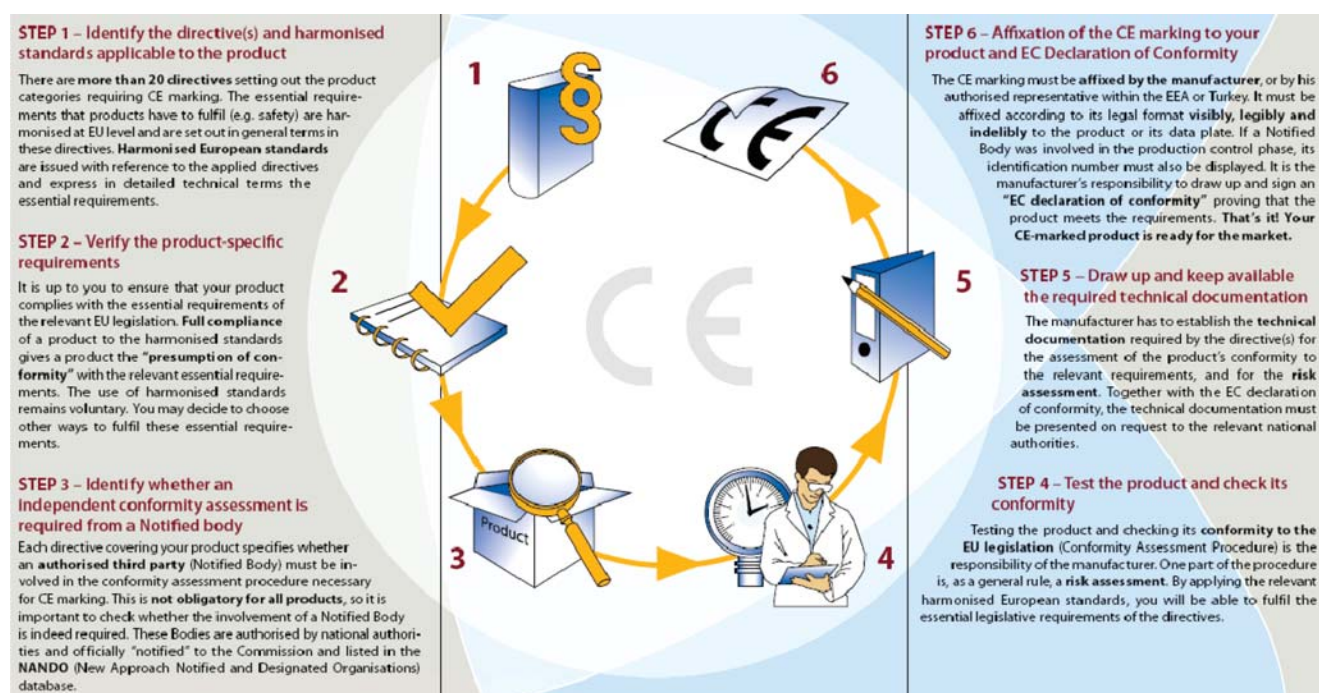
Whether you are based in Europe or elsewhere, you must affix the CE marking to your product if required. By using it, you are declaring that your product complies with the legal requirements in force in Europe. The

affixing of the CE marking may be done either by the manufacturer himself or by an authorised European representative. For some products it is necessary to have an authorised third party (the so called Notified Bodies) involved in the assessment procedure. To check the list of assessment bodies, check the NANDO database.

### Interesting to importers

While manufacturers are responsible for ensuring product compliance and adding the CE marking, importers also play an important role in making sure that only products complying with EU legislation are placed on the market. If the goods have been produced outside the EU and the manufacturer has no representative in Europe, importers must verify that the manufacturer has taken the necessary steps to ensure the conformity of the product and that the documentation is available if requested. If you market the goods under your own name, you take over the manufacturer's responsibilities. That means you must have sufficient information on the design and production of these products, as you will be assuming the legal responsibility for using the CE marking. For more information about EU trade news contact the EU Export Helpdesk:

[http://exporthelp.europa.eu/index\\_en.html](http://exporthelp.europa.eu/index_en.html)



Source: Export Helpdesk Newsletter -Issue 11, December 2010



# COOPERATION

Mr. Henning Hansen, New Deputy Head of Mission at German Embassy

SNV Tourism Projects "The Great Himalaya Trail"

Senior Experts Service (SES) in Nepal

## Presentation of Mr. Henning Hansen, Deputy Head of Mission of the German Embassy in Kathmandu

Mr. Henning Hansen has taken over the position of Deputy Head of Mission of the German Embassy in Kathmandu on July 15, 2010. He is scheduled to work in Nepal for four years adding to his already long experience in Asia.



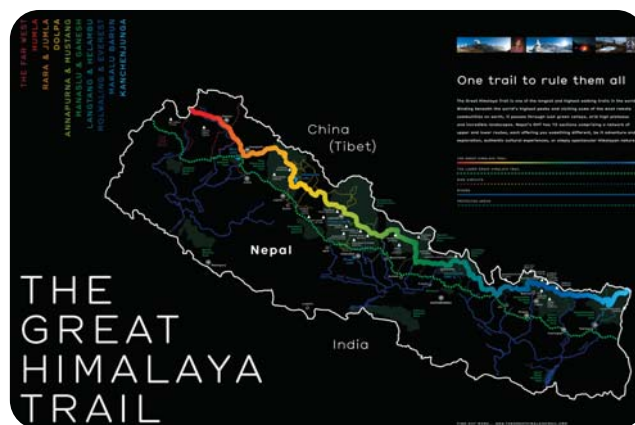
Mr. Hansen was born in Braunschweig, Germany in 1968 and grew up in the Western half of Berlin, then a tragically divided city until the fall of the Berlin Wall in November 1989. After his graduation from the Federal College for Public Administration, Foreign Service Branch in Bonn he began his diplomatic career in the development cooperation section of the German Embassy in Dhaka, Bangladesh (1990-94). He visited Nepal several times as a tourist from Dhaka exploring the many sites of the Kathmandu Valley.

His work as a Vice Consul in Melbourne, Australia (1994-98) also brought him face to face with Holocaust survivors whom he assisted with their claims for restitution pensions from Germany. He returned to Bonn in 1998 and followed the German Federal Government's move to Berlin in 1999 to work in the International Treaties Section of the Foreign Office. His next assignments at the German Embassy in Manila, Philippines (2002-06) and the Consulate General in Shanghai, China (2006-10) saw him mainly involved in cultural, educational and scientific cooperation and public diplomacy issues including Germany's spectacular national pavilion "balancity" at the Shanghai World Expo 2010.

Having now returned to Nepal for a longer period he plans explore more parts of the country as well as other areas of South Asia. Mr. Hansen looks forward to working together closely with all stakeholders in order to enhance and set new impulses for the amicable and traditionally good relations between Nepal and Germany.

## The Great Himalaya Trail Development program in Nepal - a potential high end tourism product for Nepal's less developed areas

SNV is a non-profit, international development organisation, established in the Netherlands in 1965. It is now operating in 35 countries in Africa, Asia, Latin America and the Balkans. SNV began its operations in Nepal in 1980. Currently, SNV has been working in five different sectors such as Water Sanitation, Renewable Energy, Agriculture, Forestry and Pro-poor Sustainable Tourism in Nepal. SNV's Pro-poor Sustainable Tourism (PPST) sector assists the public, private and NGO sectors harness tourism as a driver for job creation and local economic development for the benefit of Nepal's most disadvantaged communities. It has focused around two core areas - destination development and management, and responsible business in tourism.



Although tourism in Nepal, is one of the largest industries, it has mainly centred on few popular areas like Mt. Everest, Annapurna, and Kathmandu/Pokhara, bringing economic benefits to select areas and communities. Most of the tourists visiting Nepal are repeat tourists, and want to visit destinations outside the Kathmandu-Pokhara-Chitwan tourist triangle. Therefore, the issue of distribution of tourism revenues to larger parts of Nepal, and especially among poorer

# COOPERATION

people of Nepal needs to be addressed again. This is one of the priorities of the Government of Nepal and the core mission of the Great Himalaya Trail Development Project. With the renewed peace and stability in Nepal, there is a great potential on this regard.

The Great Himalaya Trail (GHT) connects existing trekking trails from Mount Kanchenjunga in the east of the country all the way to Hilsa, the gateway to Mount Kailash in the west of Nepal. The trail connects the main tourist trekking destinations with less visited trekking areas, providing opportunities for less visited areas to become part of mainstream trekking in Nepal. Divided into 10 sections, each stretch has its own characteristics of verdant valleys, agricultural settlements, mountain scenery, white peaks, wildlife, protected areas, ancient Buddhist and Hindu cultures. These Great Himalaya Trail sections are designed to attract larger numbers of trekkers and tourists, both Nepalese and foreigners, who have only a few weeks for holidays, encouraging repeat visits and interesting new circuits.



Humla and Dolpo are chosen as pilot project areas, as these districts have tremendous tourism potential and are the poorest districts of the country. The key objectives of the interventions are to: 1.) develop and support effective branding, marketing and promotion, 2.) develop and conduct value chain analysis and development along the Great Himalaya Trail in West Nepal to identify bottlenecks and opportunities for most effective interventions and 3.) create local employment and income through local entrepreneurs providing more and better quality and demanded tourism products and capacity strengthening of local (non-) governmental organisations in planning and coordination of tourism development in those destinations including improvement

of the overall tourism environment along the GHT.

The value chain study commissioned in 2009 July and Strategic Tourism Action Plans of Humla and Dolpa districts clearly diagnosed the following issues that encouraged GHT project to look into it:

- » Tourists visiting remote destinations are hesitant to use local lodgings and services due to poor hygiene and sanitation (toilet facilities, food preparation, insects, state of bedding, etc.), resulting in low income for providers.
- » Local service providers lack access to the tour operators (TOs) that may be willing to buy their produce, so most TOs supply themselves with products and services outside the GHT destinations.
- » Kathmandu based tour operators lack information and awareness about existing or potential excursions - and neither do they have the time to visit or learn more about these destinations, resulting in limited local sales of products and experiences to tourists.
- » District development authorities (DDC) and related local tourism committees (TDC) have a poor understanding of tourism needs and priorities and lack coordination, monitoring and evaluation capacities.
- » Poor coordination among local and international NGOs, which in many cases results in the replication of efforts.
- » Community based organizations (CBOs) have poor access and understanding of markets (including tourist preferences and TO needs) and how to link with buyers.

Within the short duration, the GHT pilot project in Humla and Dolpa became quite successful in achieving results as per following while addressing above mentioned issues:

- 1) The GHT marketing and branding plan has been developed and the website ([www.thegreathimalayatrail.org](http://www.thegreathimalayatrail.org)) is also in full operation. The GHT website attracted a total of 100,974 visitors from October 2009 onwards with 25,936 as unique visitors.
- 2) Likewise, Tourism Development Committees in those destinations are functional in coordinating tourism development activities at local level. With the support from the project, DDCs of Humla and Dolpa have developed long term Strategic



# COOPERATION

Tourism Action Plans (STAPs) for their destinations in coordination with NTB and private sectors.

- 3) Through the practical and tailored made business development support, the project has been able to create jobs for more than 300 local youths with 100 active tourism enterprises. The local entrepreneurs were linked with the Kathmandu based tour operators in order to establish sustainable business relations. The entrepreneurs have considerably improved hygiene and quality of services and products offered to travelers. There has been visible growth (by US\$ 1,500) of income per entrepreneur among entrepreneurs trained from 2008 to 2010.

Local tourism stakeholders are actively working to bring more tourists in 2011 to contribute to broader objectives of the Nepal Tourism Year (NTY). One of Nepal's most exciting new tourism attractions and trekking products will have the advantage of the Nepal Tourism Year 2011 momentum to become more established on the world stage. With both a marketing and development rationale, the Great Himalaya Trail has achieved extensive consumer interest and media coverage in major source markets.

So, why not plan for a trek to the Great Himalaya Trail !

**Mr. Mim Hamal**, SNV Tourism Advisor

E-mail: [mhamal@snvworld.org](mailto:mhamal@snvworld.org)

Applying their expertise acquired over a lifetime, Senior Experts support mainly small and medium-sized enterprises, public institutions and local authorities, educational institutions and international organizations. Senior Experts give practical support on a voluntary basis and thereby contribute to the economic development in the country of assignment.

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More than 9,000 Senior Experts, both men and women, are registered in the SES-database. They originate from over 50 sectors, starting with "A" for agriculture until "W" for wood processing.

Since SES was founded in 1983, the organization has carried out over 19,500 assignments in 156 different countries. In Nepal, 106 assignments have been completed until now. Eighteen assignments were completed in 2010.

If you are interested to know more about SES or interested to request for a Senior Experts, please contact the SES-Representative in Nepal.

Contact Details SES in Nepal:

**Mr. Harihar Subedi**

E-mail: [subedi.harihar@gmail.com](mailto:subedi.harihar@gmail.com)

## Senior Experten Service (SES) in Nepal

Senior Experten Service (SES) is the Foundation of German Industry for International Cooperation. It is a non-profit organization. It was launched under the auspices of the German Association of Chambers of Commerce and Industry (DIHK), with financial support from the Federal Ministry for Economic Cooperation and Development.

**SES** has been helping people of developing countries to help themselves for over 27 years by providing services of specialists in various fields who have completed their active professional lives.





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# TRADE FAIRS

Focus: Interpack 2011 and ANUGA 2011

Trade Fair Calendar 2011

## The final run-up to the INTERPACK 2011 has begun – world's leading trade fair for the packaging sector

Preparations for INTERPACK 2011, which is taking place from 12 to 18 May in Dusseldorf, Germany, are now moving into the final busy stages. The prospects for the world's most important trade fair for the packaging sector and related processing industries are looking very good. About 2,700 exhibitors from roughly 60 countries are expected, who - with a good 174,000 square meters of net space - will again be occupying all 19 halls of the Düsseldorf exhibition centre.

Interpack 2011 is presenting packaging and process solutions for companies from the areas of food and beverages, confectionery and bakery products, pharmaceuticals and cosmetics, non-food consumer goods, industrial goods and related services plus packaging materials and their manufacture.



The lion's share of hall space - ten halls - has been booked by companies supplying processes and machines for packaging, followed by packaging materials and manufacture in more than four halls. Processes and machines for confectionery and bakery products have grown since 2008, with companies from this segment completely filling now four halls. Additionally, individual exhibitors from all categories will be occupying space in the outdoor exhibition grounds.

**Special themes: innovative strategies and creative stand design**

Visitors to Interpack 2011 can expect not only an internationally unparalleled products and processes from exhibitors, but also innovative special themes. INNOVATIONSPARC PACKAGING 2011 on the theme of "Quality of Life" is presenting an all-embracing concept directed at the individual, which correlates directly with consumer behaviour and is thus highly relevant to the packaging sector, branded goods manufacturers and retailers. Quality of Life finds expression in the five dimensions of Meaning, Health, Identity, Simplicity and Aesthetics. At the special show, these dimensions serve in each case as a shop motto. Together, these shops with a central lecture space make up the oval stand of Innovationsparc Packaging. One of the hallmarks of Innovationsparc Packaging is that the individual shop designs are the result of cooperation with companies at different stages along the value chain and are directly tied to the shop motto.



Moreover, visitors to Interpack 2011 can also look forward to the exhibition on the subject of SAVE FOOD. It is presenting the results of studies conducted in advance of the fair by the Food and Agriculture Organisation (FAO) of the United Nations on the subject of global food loss, as well as examples of best practices.

## Interpack 2008 surpasses all expectations

In 2008, exhibitors and visitors were extremely satisfied with the fair's run. Interpack 2008 surpasses all expectations and was a source of excellent business for the 2,746 exhibitors. On few other occasions in the event's fifty-year history has the mood in the halls been quite as exuberant, the contacts forged by companies as abundant and the volume of orders placed as high. A total of 179,000 visitors got the lowdown on innovations in machinery for producing packaging, confectionery and bakery goods as well as packaging of all material classes.

# TRADE FAIRS

The exhibitors could be heard again and again praising the international mix of visitors and their extensive decision-making powers. Interpack 2008 succeeded in making gains in both of these areas. Sixty-four percent of visitors were experts with the authority to make decisions on their company's behalf. The proportion of visitors attending from outside Germany increased to 60 percent. Altogether, 121 countries were represented. Attendees arriving from European countries (62 percent) were in the majority but those from Asian nations (20 percent), and the Indian subcontinent in particular, also formed a large contingent.

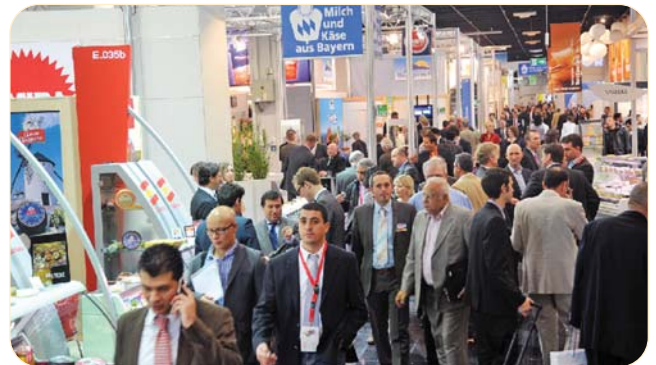
## Organization of your trade fair visit in Nepal

Nepal-German Chamber of Commerce and Industry (NGCCI) is the focal point for interested trade fair visitors and provides them with an extensive service package for the visit and travel to Germany. Please contact NGCCI ([www.ngcci.org](http://www.ngcci.org)) or visit for further information also [www.interpack.com](http://www.interpack.com).

## ANUGA 2011 - The world's leading food fair for the retail trade and the food service and catering market

All the signals are pointing to success for the coming ANUGA, which will take place from 8th to 12th October 2011 in Cologne, Germany. ANUGA 2011 will be

based on the tried and tested ANUGA-concept of specialized trade shows. The ten specialized trade shows clearly structure the world's largest and most important trade fair for the food industry according to themes and focal points, and in their respective areas, they bring together suppliers from Germany and abroad - ranging from small and medium-size companies to market leaders.



The 30th ANUGA in 2009 generated, despite a difficult global economic environment, high-powered market momentum for the international food industry. In addition, the sector enhanced its image by focusing on the topics of corporate social responsibility (CSR) and sustainability. Over 6,500 exhibitors from 98 countries, around 150,000 trade visitors from 180 countries and almost 300,000 m2 of inspiration, ideas and innovations. ANUGA is not only the largest food and beverage fair in the world; it is also the sector's most



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# TRADE FAIRS

important fair for new markets and target groups. It is the ideal venue for all the latest trends and themes and a great place to make first-rate contacts and business deals.

ANUGA's trade fair concept is unique, bringing supply and demand together in 10 specialized trade shows under one roof. It helps sharpen each sector's profile and generates valuable synergies at the same time. In addition, ANUGA's nine trend topics focus on all of the key trends of the future.

The 10 specialized trade fairs are: *ANUGA Fine Food* - Gourmet and delicatessen products and general provisions, *ANUGA Drinks* - Featuring a wide range of non-alcoholic beverages, a special platform for trend and bar drinks and - in combination with *Anuga Food Service* - the Wine Special, *ANUGA Chilled & Fresh Food* - Fresh convenience products, fresh delicatessen products, fish, fruit and vegetables (including all fresh convenience products), *ANUGA Meat* - Meat, sausage, game and poultry (the trade show for the meat industry), *ANUGA Frozen Food* - Frozen food and ice cream products, *ANUGA Dairy* - World's most comprehensive overview of the international dairy products market, *ANUGA Bread & Bakery*, *Hot Beverages* - Bread, baked goods, spreads and hot beverages, *ANUGA Organic* - Organic products, *ANUGA RetailTec* - Technology and



services for the retail trade and *ANUGA Food Service* - Technology, food & beverage and equipment. The range of exhibited products and services in the section ANUGA Food Service has been newly expanded to include the offerings of food and beverage suppliers. The aim is to provide a focused ordering and information platform for buyers from the food service and catering market.

Besides its excellent opportunities to make new contracts, ANUGA offers the entire infrastructure and comprehensive services of Koelnmesse, one of the world's four largest trade fair companies. You will find everything to make your stay during the ANUGA as comfortable and productive as possible.

Please visit for more information: [www.anuga.com](http://www.anuga.com)

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*Always Use  
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E-mail: [ntcdb@hons.com.np](mailto:ntcdb@hons.com.np), Website: [www.teacoffee.gov.np](http://www.teacoffee.gov.np)

# TRADE FAIRS

## Trade Fair Calendar 2011

### MAY

10.05. - 13.05. Munich	<b>TRANSPORT LOGISTIC 2011</b> International Trade Fair for Logistics, Mobility, IT and Supply Chain Management
12.05. - 18.05. Düsseldorf	<b>INTERPACK</b> World's Leading Trade Fair for Processes and Packaging
30.05. - 03.06. Hanover	<b>LIGNA Hannover</b> World Fair for the Forestry and Wood Industries

### JUNE

08.06. - 10.06. Munich	<b>INTERSOLAR 2011</b> World's Leading Trade Fair for Solar Technology
28.06. - 02.07. Düsseldorf	<b>GIFA / METEC / NEWCAST / THERMPROCESS</b> International Trade Fair for Foundry, Metallurgical Technology, Precision Casting and Thermo Process Technology

### AUGUST

26.08. - 30.08. Frankfurt	<b>TENDENCE</b> International Trade Fair for Consumer-Goods
26.08. - 04.09. Düsseldorf	<b>CARAVAN SALON / TOUR NATUR</b> International Trade Fair for Caravans and Hiking and Trekking

### SEPTEMBER

02.09. - 07.09. Berlin	<b>IFA 2011</b> World of Consumer Electronics
19.09. - 24.09. Hanover	<b>EMO Hannover</b> International Trade Fair for Metalworking

### OCTOBER

04.10. - 06.10. Munich	<b>EXPO REAL</b> International Trade Fair for Commercial Property and Investment
08.10. - 12.10. Cologne	<b>ANUGA</b> World's Leading Trade Fair for the Global Food Industry

### NOVEMBER

09.11. - 13.11. Berlin	<b>IMPORT SHOP Berlin</b> International Handicraft Exhibition
13.11. - 19.11. Hanover	<b>AGRITECHNICA</b> International Trade Fair for Agricultural Machinery
16.11. - 19.11. Düsseldorf	<b>MEDICA</b> World Forum for Medicine - International Trade Fair with Congress
30.11. - 04.12. Munich	<b>HEIM &amp; HANDWERK</b> International Trade Fair for Furnishing and Handicraft



## USEFUL INFORMATION

### Helpful Homepages

Annex Export Sector Presentation: Major Players in Germany and Useful Sources

### Helpful Homepages

#### Agricultural Market Access Database (AMAD)

[www.amad.org](http://www.amad.org)

The Agricultural Market Access Database (AMAD) is a cooperative effort of Agriculture and Agri-Food Canada, EU Commission, DG Agriculture, OECD Directorate for Food, Agriculture and Fisheries, UNCTAD, TRAINS Database unit, UNFAO, Commodities and Trade Division, and USDA, Economic Research Service. The purpose of this database is to provide a common data set on tariffs, TRQs and imports, as well as the tools to use in analyzing levels of tariff protection in agriculture among WTO Members. The development and use of a common data set can assist in improving international transparency of agricultural trade as covered by multilateral rules and disciplines.

The countries included in the AMAD database are member economies to the World Trade Organization that scheduled tariff rate quotas (TRQs) and those additional members that listed tariff commitments on a tariff line basis in their Uruguay Round schedules. Presently, there are approximately 50 WTO member economies included in the AMAD database.

#### German Business Portal - Information Platform about Germany

[www.german-business-portal.info](http://www.german-business-portal.info)

The German Business Portal is the central contact platform that steers all inquiries about Germany through the right channels. The objective of the German Business Portal (GBP) is to make Germany and its domestic market more transparent to foreign companies interested in Germany as a location for their businesses. The website was initiated by the Federal Ministry of Economics and Technology (BMWi) and is updated and expanded regularly in order to give practical information and relevant industry links in Germany. Through the GBP interested companies have access to many government institutions, associations, Chambers of

Industry and Commerce, embassies and international organizations that deal with Germany.

The German Business Portal gives access to helpful information about Germany in the following areas: Market Entry, Business Sectors, Business Contacts, Work and Your stay in Germany.

#### Federal Office of Economics and Export Control (BAFA) [www.bafa.de](http://www.bafa.de)

The Federal Office of Economics and Export Control (BAFA) is a superior federal authority subordinated to the Federal Ministry of Economics and Technology (BMWi). It is entrusted with important administrative tasks of the federal government in the sectors Foreign Trade, Promotion of Economic Development and Energy.

A central task of BAFA in the foreign trade sector is export control. Being involved in the export control policy of the federal government, BAFA is a licensing authority working in close co-operation with other federal agencies on a complex export control system. Within the framework of international and legal commitments, export controls are oriented towards the security need and foreign political interests of the Federal Republic of Germany.

Another relevant task of BAFA in the area of foreign trade is to implement the import regulations adopted as part of the European Union's common trade policy.

### Annex Export Sector Focus

#### Research

- » International Trade Centre ([www.intracen.org](http://www.intracen.org)), The Coffee Guide - [www.thecoffeeguide.org](http://www.thecoffeeguide.org)
- » Centre for the Promotion of Imports from Developing Countries - [www.cbi.eu](http://www.cbi.eu)
- » Food and Agriculture Organization of the United Nations - <http://faostat.fao.org>
- » International Institute for Sustainable Development - [www.iisd.org](http://www.iisd.org)
- » Ingrid Net Ingredient Information Database - [www.ingridnet.com](http://www.ingridnet.com)

# USEFUL INFORMATION

## Sustainable Tea and Coffee

- » Fairtrade - [www.fairtrade.net](http://www.fairtrade.net)
- » UTZ-Certified - [www.utzcertified.org](http://www.utzcertified.org)
- » Rainforest Alliance - [www.rainforest-alliance.org](http://www.rainforest-alliance.org)
- » 4C Association - [www.4c-coffeeassociation.org](http://www.4c-coffeeassociation.org)
- » Research Institute for Organic Agriculture - [www.fibl.org](http://www.fibl.org)

## Companies in Germany

- » Kaffee-Import-Compagnie (importer/trader) - [www.kic-hh.de](http://www.kic-hh.de)
- » Eugen Atté (broker) - [www.coffeeagents.com](http://www.coffeeagents.com)
- » Euroca (broker and trader) - [www.euroca.de](http://www.euroca.de)
- » HPK Coffee Agency (broker) - [www.hpk-coffee.de](http://www.hpk-coffee.de)
- » Unicafé Import Agentur (broker) - [www.unicafe-hamburg.de](http://www.unicafe-hamburg.de)
- » F.L. Michaelis GmbH (importer) - [www.flmichaelis.de](http://www.flmichaelis.de)
- » Neuman Kaffee Gruppe (trader) - [www.nkg.net](http://www.nkg.net)
- » Rehm & Co (importer) - [www.rehmcoffee.de](http://www.rehmcoffee.de)
- » Schlüter & Maack (integrated coffee roaster) - [www.schluter-maack.de](http://www.schluter-maack.de)
- » Spezialitäten Compagnie (specialty coffee and tea importer) - [www.spezialitaeten-compagnie.de](http://www.spezialitaeten-compagnie.de)
- » Tchibo (roaster) - [www.tchibo.de](http://www.tchibo.de)
- » Melita (roaster) - [www.melitta.de](http://www.melitta.de)
- » Hälssen & Lyon GmbH (trader) - [www.haelssen-lyon.de](http://www.haelssen-lyon.de)
- » J. Fr. Scheibler GmbH & Co (merchant/blender) - [www.jfstea.de](http://www.jfstea.de)
- » Kloth & Köhnken Teehandel (trader/wholesaler) - [www.kktee.de](http://www.kktee.de)
- » Teekanne (blender/importer) - [www.teekanne.de](http://www.teekanne.de)
- » Ostfriesische Tee Gesellschaft (blender) - [www.otg.de](http://www.otg.de)
- » H & S Tee-Gesellschaft (blender) - [www.hstee.de](http://www.hstee.de)

## Sustainable Tea and Coffee Companies

- » Rapunzel Naturkost (organic blender) - [www.rapunzel.de](http://www.rapunzel.de)
- » GEPA (fairtrade and organic importer/blender) - [www.gepa.de](http://www.gepa.de)
- » CARE Naturkost (organic importer) - [www.care-natur.de](http://www.care-natur.de)

- » OASIS Teehandel (organic wholesaler/blender) - [www.oasistee.de](http://www.oasistee.de)
- » Ulrich Walter GmbH - Lebensbaum (organic importer/blender) - [www.lebensbaum.de](http://www.lebensbaum.de)
- » Heuschrecke Naturkost GmbH (organic importer/blender) - [www.heuschrecke.de](http://www.heuschrecke.de)
- » Herbaria Kräuterparadies (organic importer/blender) - [www.herbaria.de](http://www.herbaria.de)

## Associations

- » German Coffee Association - [www.kaffeeverband.de](http://www.kaffeeverband.de)
- » European Coffee Federation - [www.ecf-coffee.org](http://www.ecf-coffee.org)
- » International Coffee Organization - [www.ico.org](http://www.ico.org)
- » Speciality Coffee Association of Europe - <http://scae.com>
- » German Tea Association - [www.teeverband.de](http://www.teeverband.de)
- » European Tea Committee - [www.etc-online.org](http://www.etc-online.org)
- » International Tea Committee - [www.inttea.com](http://www.inttea.com)
- » German Association of Food Industries - [www.bve-online.de](http://www.bve-online.de)
- » German League of Foodstuffs Legislation and Customers - [www.bll.de](http://www.bll.de)
- » Confederation of Food and Drink Industries of the EU - [www.ciaa.be](http://www.ciaa.be)

## Media

- » The Tea and Coffee Trade Journal - [www.teaandcoffee.net](http://www.teaandcoffee.net)
- » Lebensmittelwelt.de - [www.lebensmittelwelt.de](http://www.lebensmittelwelt.de)
- » Lebensmittel Zeitung - [www.lz-net.de](http://www.lz-net.de)
- » Food and Drink International - [www.foodanddrinkinternational.co.uk](http://www.foodanddrinkinternational.co.uk)
- » Food world - [www.thefoodworld.com](http://www.thefoodworld.com)

## Trade Fairs

- » Coffeena (Coffee, 08.-10.09.2011 in Cologne) - [www.coffeena.biz](http://www.coffeena.biz)
- » COTECA (Coffee, Tea and Cocoa, June 2012 in Hamburg) - [www.hamburg-messe.de/coteca/ctc\\_en/start.php](http://www.hamburg-messe.de/coteca/ctc_en/start.php)
- » BioFach (Organic Products, 16.-19.02.2011 in Nuremberg) - [www.biofach.de](http://www.biofach.de)
- » ANUGA (Food & Beverages, 08.-12.10.2011 in Cologne) - [www.anuga.com](http://www.anuga.com)