



Federal Ministry
of Food
and Agriculture

DISCOVER THE TASTE OF GERMANY

Tasting event – beer, wine and spirits

Melbourne, 22nd of November 2016



Product presentation and tasting event:

- **Where:** [The Loudon Kitchen and Grill](#)
Goal: initiation of business contacts between Australian und German companies with possibility of long term cooperation
- **Target group:** importers, distributors, retailers, consumer and associations in the segment of alcoholic beverages

Your benefits:

- Matchmaking with producers of high-quality alcoholic beverages Made in Germany
- Tasting of German products in Australia
- **Real cooperation possibilities** with strong German brands
- The participation for you is **free of charge**

We cordially invite you to the Australian-German cooperation event, which takes place on the behalf of the Federal Ministry of Food and Agriculture in Melbourne on 22nd of November 2016.

The goal of the event is the **initiation of business contacts between German and Australian companies from the alcoholic beverage sector** with the possibility of long term cooperation.

During the tasting event you have the possibility to get to know the strong German brands from the field of alcoholic beverages, taste their products and initiate the first business talks!



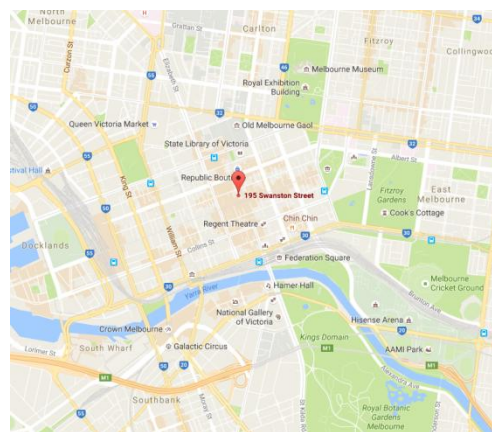
Venue:

The Louden Kitchen and Grill

1st Floor, Mercure Welcome Hotel

195 Swanston Street, Melbourne

www.mercurewelcome.com.au/dining_viewItem_321-en.html



Organizer:

DREBERIS GmbH

(Dresden International Strategy Consultants)

The international consulting firm (located i. a. in Germany and Poland) is since 17 years active in the European markets and supports international investors, public institutions as well as small and medium sized companies in the implementation of cross-border projects.

Heike Müller

heike.mueller@dreberis.com

Languages: English, German

DREBERIS GmbH

Heinrich-Zille-Straße 2

01219 Dresden (Germany)

Phone +49 351 862 643 12

Fax +49 351 862 643 10



ITS Global

ITS Global is a leading Australian consulting company for tasks related to economic development, trade and the environment in the Asia-Pacific region with 20 years of experience. Its expertise include: trade, economics and investment, sustainability, aid and development. ITS Global has clients in manufacturing, services, agriculture, forestry and mining sectors.

Khalil Hegarty

K.Hegarty@itsglobal.net

ITS Global

Level 1, 34 Queen Street,

Melbourne VIC 3000

Phone: +61 3 9620 3400

Fax +61 3 9614 8322



Program of the product presentation and tasting event

Language: English

Moderator: Dr. Markus Reichel, DREBERIS GmbH

22nd of November 2016



1.00 pm **WELCOME REFRESHMENTS**

1.30 pm **OPENING**

Dr. Markus Reichel, DREBERIS GmbH (Germany) / Khalil Hegarty, ITS Global (Australia)

1.35 pm **GREETING**

Dr. Anna Elisabeth Prinz, German ambassador in Melbourne (to be confirmed)

1.40 - 2.00 pm **COOPERATION OPPORTUNITIES FOR AUSTRALIAN COMPANIES IN GERMANY**

Alcoholic Beverages from Germany – Main market trends and cooperation opportunities for Australian
Dr. Markus Reichel, DREBERIS GmbH

PRODUCT AND COMPANY PRESENTATIONS

2.00 - 2.10 pm **Great Bavarian beer and Beer-In-Box-system**

Sebastian Haag, Ankerbräu Nördlingen GmbH & Co. KG

2.10 - 2.20 pm **Heavenly beer enjoyment of the extra class**

Alexander Fach, Biermanufaktur Engel GmbH & Co. KG

2.20 - 2.30 pm **The art of distilling from Germany, Production and marketing of outstanding spirits brands**

Carl Graf von Hardenberg Jr., Hardenberg- Wilthen AG

2.30 - 2.40 pm **“Doing today what others will be thinking of tomorrow”**

Andreas Oster, Udo Helfgen, Karlsberg Brauerei GmbH

2.40 - 2.50 pm **Versatile indulgence for every taste – discover our “fruitful experience”**

Carola Konhäuser, KATLENBURGER Kellerei GmbH & Co. KG

2.50 - 3.00 pm **Eight generations of sustainability and innovation**

Sebastian Ellies, Pfungstädter Brauerei Hildebrand GmbH & Co. KG

3.00 - 3.10 pm **High quality wines from Germany – gentle and sustainable wine production on outstanding and historic vineyards**

Andreas Hütwohl, VON WINNING Weingut GmbH

3.10 - 3.20 pm **From Field to Glass – Windspiel Vodka and Gin from Volcanic Eifel**

Susann Demel, Windspiel Manufaktur GmbH

3.20 - 3.30 pm Conclusion

After 3.30 pm **TASTING EVENT, WE INVITE YOU TO ENJOY**

Application Form

Participation at the Product Presentation and Tasting Event is free of charge.

Please send the application form to us until **8th of November 2016**

by fax: No. +61 3 9614 8322 or as scan by e-mail to: K.Hegarty@itsglobal.net

I will participate at the product presentation and tasting event on **22nd of November 2016 in Melbourne**

Please contact me to organize a matchmaking conversation with German companies (please tick):

- | | |
|---|---|
| <input type="checkbox"/> Ankerbräu Nördlingen GmbH & Co. KG | <input type="checkbox"/> Katlenburger Kellerei GmbH & Co. KG |
| <input type="checkbox"/> Biermanufaktur ENGEL GmbH & Co. KG | <input type="checkbox"/> Pfungstädter Brauerei Hildebrand GmbH & Co. KG |
| <input type="checkbox"/> Hardenberg -Wilthen AG | <input type="checkbox"/> Von Winning Weingut GmbH |
| <input type="checkbox"/> Karlsberg Brauerei GmbH | <input type="checkbox"/> Windspiel Manufaktur |

.....
Company/Institution

.....
Contact Person/Position

.....
Address

.....
Phone/Fax

.....
E-mail/Website

.....
Signature

The matchmaking meetings can take place in Melbourne (preferred) or at your office. The organization of the business talks is free of charge.

Thank you and we look forward to the meeting with you in November!

