

Good morning Ladies and Gentleman,

On behalf of the board of the BWA (Bundesverband für Wirtschaftsförderung und Außenwirtschaft), part of the global economic network, I would like to welcome you to the today's session in the beautiful city of Berlin, the capital of Germany.

My special welcome goes to the initiators of this event, to Mr. Talal Almoayed from the Almoayed Group and to Baron von Fersen.

Having a look at the list of participants of the event, I see the top names of the food industry in Germany and I thank you all for coming and hope that you have interesting discussions with our guests of Bahrain.

Now I would like to introduce the activities of the BWA to you. **B** stands for Institution and organization, **W** for business affairs and **A** for international business cooperation.

There are plenty of business organizations in Germany. The bigger ones are strongly connected to the government like the national and international chambers; others are connected to political parties like the Adenauerstiftung. BWA is absolutely independent and does not have direct connections to any business association, or political groups or any other association of special interest. We are getting our fees by our members only and are able to finance the whole organization. The activities are managed by our capital city office and furthermore by local offices all over Germany. With this structure we are very close to our members and have a fast communication and efficient alliance. The structure of our members varies from large companies to very small organizations and includes also several "Business Clubs". For all members we offer regional and national meetings, seminars and connections to local and nationwide politicians. As an independent organization we are working as adviser for all official parties in the government.

Our target is, to help Germany and Europe, together with our members, to prepare for the future, and we stand for a worldwide ecologic market structure with long lasting effect. Our members follow the words of John F. Kennedy: "don't ask what the country can do for you, ask what you can do for your country".

Regarding the "W" we offer our members fast track to win-win situation. The direct contact to international databanks offers quick access to worldwide information and connections. The BWA chapters "senate and business clubs" bring business people together for support and information, but especially for the extension of their business opportunities. The BWA stays in close connection to its members to promote activities in search and development with social and science background together with special promotion programs of the government. The managers in our offices in Germany, together with our headquarters, organize social connections for the members, from easy get-togethers up to big events, very often together with top politicians or famous international actors.

It is no surprise that due to this wide range of activities the number of members is steadily growing.

Something special in BWA is the letter “A”. After the BWA had been established, the “Global Economic Network” started in 2006. In this function the BWA is the German connection to the “World Trade Point Federation (WTPF)”. This trade point network, established by the United Nations, is a virtual network with 120 trade points worldwide. The members of BWA are automatically connected to the “Global Trade Directory System (GTDS)” and to the “Electronic Trade Opportunities System (ETO- System)”. Both platforms offer excellent opportunities to our members for extension of know-how and international connections.

A very important role is the establishment of direct international connections. Here we build up cooperations with international institutes for bilateral use. The major countries where we have this kind of cooperation are: Russia, China and India. Beside of these major agreements there are additional agreements with European countries and with other organizations in Germany. What is the reason for this kind of network? Even for an organization of our size it is not possible to get directly in contact with single companies in all these countries. With the cooperation agreements we are able to reach the enormous number of members from our partners and vice versa –this is a bilateral win- win situation. The tools for the matching of interest are the following:

- Connections and exchange knowledge and experience
- Organization of delegation from both sides
- Participation in international exhibitions
- Round tables with members of the EU-parliament
- Meetings with diplomats and foreign ministers
- Pre-trainings for employees for visits and working abroad
- Connection to local embassies or chambers of commerce
- Organization of establishing a company in a foreign country.
- Influence in our partnership for establishing the ethic goals of the BWA

These are only few, but important points for the necessity of building this international cooperation. The major point for our members is the individual treatment by us and our partners in all matters of foreign affairs.

The topic of today’s session is food market. From the view of BWA this theme does not only mean marketing and sources of food and food processing. It also includes the use of energy, water and other resources. Not only today, but for further generations of people it is necessary to establish new and more efficient technologies for food processing. On the B-20 meeting this year in Mexico in connection with the G-20 summit one of the most discussed projects was the saving of resources for further generations. The clear demand of B-20 to G-20 is to spend a huge amount of money for this project. The keynote is not the development of new markets; it is the development of new and innovative production and processing facilities.

Two years ago I led a food processing delegation from Germany to India. On this occasion I saw a lot of problems in this area, which is very important for the future. I learnt that in India

on the way from the growing place to the final user nearly 60 % of the food goes to waste. This is more than German food consumption. We tried to find out the reason in the B-20 session. One reason is the lack of adequate transportation, especially the lack of a 100 % effective cool chain. Another much more serious reason is the final transport to the user; the problem is called "hooper". A "hooper" is a person with a modest car with two wheels who brings the food to the consumer. There are millions of "hoopers" in India, and their cars are financed by micro-credits. When the manager of Metro gave a speech in Delhi he clearly stated that the only way to avoid waste is the absolute use of cool chain from the field to the processing factories or to the supermarkets. This session was stopped by a radical group of hoopers. No government in India will be able to change this situation without a respectable solution for this group of dealers, and I believe that a lot of money is needed for this.

I am not a food expert, but an electronic engineer, and all this was new for me. But even though, I understand the general problem and the need of innovations in the future.

I would like to remember our visitors from Bahrain that Germany has a lot of knowledge in food processing technology and in establishing 100% save transportation facilities. If you need information about this, I invite you for detailed meetings with our members.

For this session I wish all of you excellent meetings and good further cooperation.

Thank you.