



Federal Ministry  
of Food  
and Agriculture

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# PRESS KIT

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Official German Participation at FHA Food & Beverage Singapore 2022<sup>1</sup>

Singapore Expo, 1 Expo Drive, Singapore 486150

Hall 5 Stand J5-01

5-8 September 2022

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<sup>1</sup> Website of the official German participation: <https://food-hotel-asia.german-pavilion.com/en/home/>

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## **1. Introduction**

Participation at leading and specialised international fairs is one of the most important and efficient export marketing activities of German agricultural companies as well as for the German food and beverage industry.

The German Federal Ministry of Food and Agriculture (BMEL) - through its program of international fairs and under the roof "made in Germany"- offers an opportunity for German SMEs to join an official German joint participation. Its objective is to support German companies to enter new markets and secure market share.

Within this context, BMEL is organising an official joint German participation at the trade fair FHA Singapore for the sixth time.

„For many, German cuisine still conjures up images more hearty than haute. Yet, the reality is, that the German national diet is far more diverse than prevailing cliches would lead to believe.”<sup>2</sup>

## 2. Agriculture and food industry in Germany

### 1. Agriculture <sup>3</sup>

Germany is the second biggest agricultural producer in the European Union and produced 14 percent of the agricultural production of the European Union in 2020.

Germany is the biggest milk, pork and potato producer in the European Union. 98 percent of the German farms are run by individual enterprises or partnerships. 46 percent of all agricultural companies' employees are family members. The average farm size of full-time businesses is 72 hectares.

### 2. Food industry <sup>4</sup>

Germany's food industry is leading in Europe and the fourth biggest industry branch within the country.

In 2020, 6,163 companies employed 614,063 people and generated 185.3 billion Euro turnover.

The most important food industry categories in Germany in 2020 were meat and meat products with a 24,3 percent share of the domestic branch turnover, followed by dairy products, bakery products, confectionery/ long life bakery

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<sup>2</sup> Lindel, D. (2018) *Industry Overview. The Food & Beverage Industry in Germany* [Online] Issue 2019/2020, Berlin, Germany Trade & Invest Gesellschaft für Außenwirtschaft und Standortmarketing mbH, Available: <https://www.gtai.de/resource/blob/64004/e80f4dd7ccd691158b0ee2bc10f8cd6c/industry-overview-food-beverage-industry-en-data.pdf>, Page 2 [Accessed 14 Jun 2022].

<sup>3</sup> Dr. Pascher, P. et. al. (No year), *Situationsbericht 2021/2022. Trends und Fakten zur Landwirtschaft* [Online] Berlin, Deutscher Bauernverband e.V., Available: <https://www.bauernverband.de/situationsbericht> [Accessed 14 Jun 2022].

<sup>4</sup> (No author) (No year) *Jahresbericht 2020/2021* [Online] Berlin, Bundesvereinigung der Deutschen Ernährungsindustrie e.V., Available: <https://www.bve-online.de/presse/infothek/publikationen-jahresbericht/bve-jahresbericht-ernaehrungsindustrie-2021> [Accessed 14 Jun 2022]; (No author) (No year) *Ernährungsindustrie 2021* [Online] Berlin, Bundesvereinigung der Deutschen Ernährungsindustrie e.V., Available: <https://www.bve-online.de/presse/infothek/publikationen-jahresbericht/bve-statistikbroschuere2021> [Accessed 14 Jun 2022].

products/ ice cream as well as processed fruits and vegetables with 15.5 percent, 9.4 percent, 7.8 and 6.3 percent respectively.

Food and Beverages “made in Germany“ are sought after worldwide due to renowned quality, competitive pricing, reliability of supply and extensive product range.

Thus it is no surprise that the export share of the total turnover of the German food industry almost doubled from about 17.5 percent in 2000 to 33.5 percent in 2020 and the export value in Euro increased by 280 percent.

In 2019, the nominal turnover of the German food and drink industry generated overseas was 61.7 billion Euro, albeit due to the pandemic 0.5 percent less than in the year before. This makes Germany the third biggest food and agricultural exporting nation in the world.

Although in 2020 the German food and drink industry generated a turnover of 70,5 percent within the European Union, Asia is by far the most important Non-European export market for the German food industry with 9.2 percent export share or 5.6 billion Euro export value. In 2020, China alone accounted for 2.3 billion Euro of German food and drink exports<sup>5</sup>, more than whole the American continent together.

The three most important export branches of the German food industry in 2020 were the meat industry (with an 16.9 percent export share), the confectionary, long life bakery and ice cream industry (15.2 percent) and the dairy industry(14.8 percent).

Among the biggest food and drink companies of German origin are “Tönnies” (meat), “Dr. Oetker” (convenience food) and “DMK” (dairy products).

Nevertheless, most of German food and drink companies are small and medium sized. Some of them are looking back on a history of hundreds of years, combining a grown family tradition with specialised know-how and state-of-the-art technology, thus making them internationally very competitive.

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<sup>5</sup> Not including Hong Kong, Macao and Taiwan.

### 3. Meat and Poultry <sup>6</sup>

In 2021, Germany produced 7.7 million tonnes of meat and poultry, including:

- 5 million tonnes of pork (excluding by-products), making it the second biggest pork producing country in the EU. Germany exported 2.6 million tonnes of pork (including by-products).
- 1.6 million tonnes of poultry, thus occupying a leading position in poultry meat production in the EU. Germany exported 706,000 tonnes of poultry.

Thanks to their high quality, German meat and poultry is in great demand all over the world and exported to round about 120 countries worldwide.

### 4. Dairy products <sup>7</sup>

With a production of nearly 31.8 million tonnes of cow milk and a turnover of 27.2 billion Euro in 2020, Germany is Europe's largest cow milk producer by far. The cow milk export quota of the German dairy is 49 percent. 3.8 million milk cows, 54,787 milk producers, 39,091 workers at 158 German milk processing companies help make the German dairy industry the country's second most important food and beverage sector in terms of turnover.

With an export value of more than 945.3 million Euro, Asia is now by far the most important non-European export region for the German dairy industry.

Dairy products significantly influence the lifestyle and nutritional patterns of German people. The average German consumes 49.9 kilograms of milk, 25.4 kilograms of cheese, 14.8 kilograms yoghurt and 6.3 kilograms butter per year.

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<sup>6</sup> Source: German Meat GmbH, not online and not accessible.

<sup>7</sup> (No author) (2021) *Die Milch im Überblick 2021: Die wichtigsten Daten und Fakten* [Online] (No place of publication) Milchindustrieverband e.V., Available: [https://milchindustrie.de/wp-content/uploads/2021/07/Daten\\_Fakten\\_Deutschlandkarte\\_2020-2021-scaled.jpg](https://milchindustrie.de/wp-content/uploads/2021/07/Daten_Fakten_Deutschlandkarte_2020-2021-scaled.jpg) [Accessed 15 Jun 2022]; (No author) (No year) *Exporte der deutschen Milchwirtschaft nach Zielregionen in 2021 (Euro)* [Online] (No place of publication) Milchindustrieverband e.V., Available: [https://milchindustrie.de/wp-content/uploads/2021/07/Weltkarte-Deutsche-Exporte-Zielregion\\_2021-scaled.jpg](https://milchindustrie.de/wp-content/uploads/2021/07/Weltkarte-Deutsche-Exporte-Zielregion_2021-scaled.jpg) [Accessed 15 Jun 2022]; (No author) (2021) *Wohin die Milch in Deutschland fließt 2020* [Online] (No place of publication) Milchindustrieverband e.V., Aufrufbar: <https://milchindustrie.de/wp-content/uploads/2020/06/Wohin-die-Milch-fließt-2020-scaled.jpg> [Aufgerufen 15.06.2022].

## 5. Cereal-based products <sup>8</sup>

The cereal production in Germany is modern, centralised and efficient. Only 186 mills with an output of at least 1,000 tonnes per year mill 8.9 million tons of bread grain. A mill in Germany is serving about 400,000 people per day on average and an average German consumes 70 kg of flour and meal products a year.

Germany is well known for its bread and bakery products. Until now, 3,189 different kinds of bread have been documented in the official German bread register and German bakery crafts have been declared a UNESCO immaterial cultural heritage.

240,800 bakers work in the early hours in 9,965 companies with 45,000 POS and generate a turnover of 14.89 billion Euro.

The average annual household consumption of bread in Germany is 42.6 kilogram.

## 6. Confectionery <sup>9</sup>

Germany is by far the biggest sugar producing EU country, processing mostly beetroots. Among other ingredients, this sugar is used by 50,000 employees

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<sup>8</sup> (No author) (2020) *Mühlen in Deutschland* [Online] (No place of publication) VDM, Available: <https://www.muehlen.org/branche/muehlen-in-deutschland> [Accessed 15 Jun 2022]; (No author) (No date of publication) *Mahlen in Deutschland* [Online] (No place of publication) VDM, Available: [https://www.muehlen.org/fileadmin/Dateien/8\\_Presse\\_Service/3\\_Publikationen/1\\_Dokumente/Flyer\\_Mahlen\\_in\\_Deutschland\\_01.pdf](https://www.muehlen.org/fileadmin/Dateien/8_Presse_Service/3_Publikationen/1_Dokumente/Flyer_Mahlen_in_Deutschland_01.pdf) [Accessed 15 Jun 2022]; (No author) (2022) *Ein Blick in den Einkaufskorb* [Online] (No place of publication) VDM, Available: <https://www.baeckerhandwerk.de/baeckerhandwerk/zahlen-fakten/brotverbrauch-und-brotkorb-der-deutschen/> [Accessed 15 Jun 2022]; (No author) (2020) *Wirtschaftsfaktor Bäckerhandwerk* [Online] Berlin, Zentralverband des deutschen Bäckerhandwerks e.V., Available: <https://www.baeckerhandwerk.de/baeckerhandwerk/zahlen-fakten/> [Accessed 15 Jun 2022]; (No author) (2020) *Die deutsche Brotkultur* [Online] Berlin, Zentralverband des deutschen Bäckerhandwerks e.V., Available: <https://www.baeckerhandwerk.de/baeckerhandwerk/die-deutsche-brotkultur/> [Accessed 15 Jun 2022].

<sup>9</sup> (No author) (No year) *Zahlen und Fakten Deutschland* [Online] (Berlin) Available: <https://www.zuckerwaende.de/zahlen-fakten/deutschland/> [Accessed 15 Jun 2022]; (No author) (2021) *Standorte des Zuckerrübenanbaus und der Zuckerfabriken* [Online] (Berlin) Available: <https://www.zuckerwaende.de/zahlen-fakten/europaeische-union/> [Accessed 15 Jun 2022]; (No author) (No year) *German Confectionery Industry at a Glance 2021* [Online] (Berlin), BDSI, Available: [https://www.bdsi.de/fileadmin/redaktion/Grafik\\_Statistik/englische\\_dateien/220530\\_Suesswarenindustrie\\_2021\\_EN\\_300dpi.jpg](https://www.bdsi.de/fileadmin/redaktion/Grafik_Statistik/englische_dateien/220530_Suesswarenindustrie_2021_EN_300dpi.jpg) [Accessed 15 Jun 2022]; (No author) (No year) *German Production of Confectionery Products 2021* [Online] (Berlin) BDSI, Available: [https://www.bdsi.de/fileadmin/redaktion/Grafik\\_Statistik/englische\\_dateien/Production\\_Conf\\_Products\\_2021\\_prov.jpg](https://www.bdsi.de/fileadmin/redaktion/Grafik_Statistik/englische_dateien/Production_Conf_Products_2021_prov.jpg) [Accessed 15 Jun 2022]; (No author) (2022) *German Exports of Confectionery Products 2021* [Online] (Berlin) BDSI, Available: [https://www.bdsi.de/fileadmin/redaktion/Grafik\\_Statistik/englische\\_dateien/Exports\\_Conf\\_Products\\_2021\\_GB.jpg](https://www.bdsi.de/fileadmin/redaktion/Grafik_Statistik/englische_dateien/Exports_Conf_Products_2021_GB.jpg) [Accessed 15 Jun 2022].

of the highly innovative German confectionery industry to produce 3,9 million tonnes confectionery, generating a domestic production value of more than 13.1 billion Euro.

The export quota is 52 percent of production volume 63 percent of production value. Germany has been the confectionery export champion for more than 40 years - no other country in the world exports so much confectionery.

Chocolate confectionery is the most important product and export category both in volume and value.

## 7. Beer <sup>10</sup>

The German beer purity law from 1516 is the oldest food quality law in the world that is still valid today. This means that today only 4 ingredients can be used for beer: Malt, hops, yeast and water. The legacy of this law is the proverbial purity and quality of German beer appreciated worldwide.

Germany is by far the biggest beer producing country in the European Union. 27,242 employees in 1,512 mostly medium-sized German breweries produce 85,4 million hectolitres and 6000 different kinds of beer. They export 17.4 percent or 15.7 million hectolitres, more than twice the volume of beer imports.

The per capita beer consumption in Germany is 91,6 litres per year.

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<sup>10</sup> (No author) (2020) *Deutsche Brauwirtschaft in Zahlen* [Online] (Berlin) Deutscher Brauer-Bund e.V., Available: <https://brauer-bund.de/wp-content/uploads/2022/04/STATIST-2021b.pdf> [Accessed 15 Jun 2022]; (No author) (2021) *Verbriefte Reinheit* [Online] (No place of publication) Deutscher Brauer Bund e.V., Available: <https://brauer-bund.de/reinheitsgebot/entstehung/> [Accessed 15 Jun 2022]; (Breitenacher, M.) (2021) *Getränkeverbrauch je Einwohner (Liter)* [Online] (Planegg) Deutscher Brauer Bund e.V., Available: [https://brauer-bund.de/wp-content/uploads/2021/09/210920\\_Getraenkeverbrauch2004-2020.pdf](https://brauer-bund.de/wp-content/uploads/2021/09/210920_Getraenkeverbrauch2004-2020.pdf) [Accessed 15 Jun 2022].

## 8. Wine <sup>11</sup>

Wine has been cultivated in Germany since Roman times 2,000 years ago.

There are 13 wine producing regions in Germany growing more than 100 different varieties of grapes. Germany produces 67 percent white wine and 33 percent red wine. Germans drink 19.8 litres of wine per person per year.

Many of the 16,394 viticultural enterprises have hundreds of years of tradition while producing with up-to-date know-how and cutting-edge technology.

Germany is the ninth biggest wine producer and eight biggest wine exporter worldwide. In Europe it holds fourth place after Italy, France and Spain.

Germany produced 9.4 million hectolitres of wine, generated an export volume of 34. million hectolitres, and an export value of 277 million Euro.

Especially Riesling, the most important grape variety in Germany is enjoying growing popularity in Singapore as it fits the local cuisine and palate.

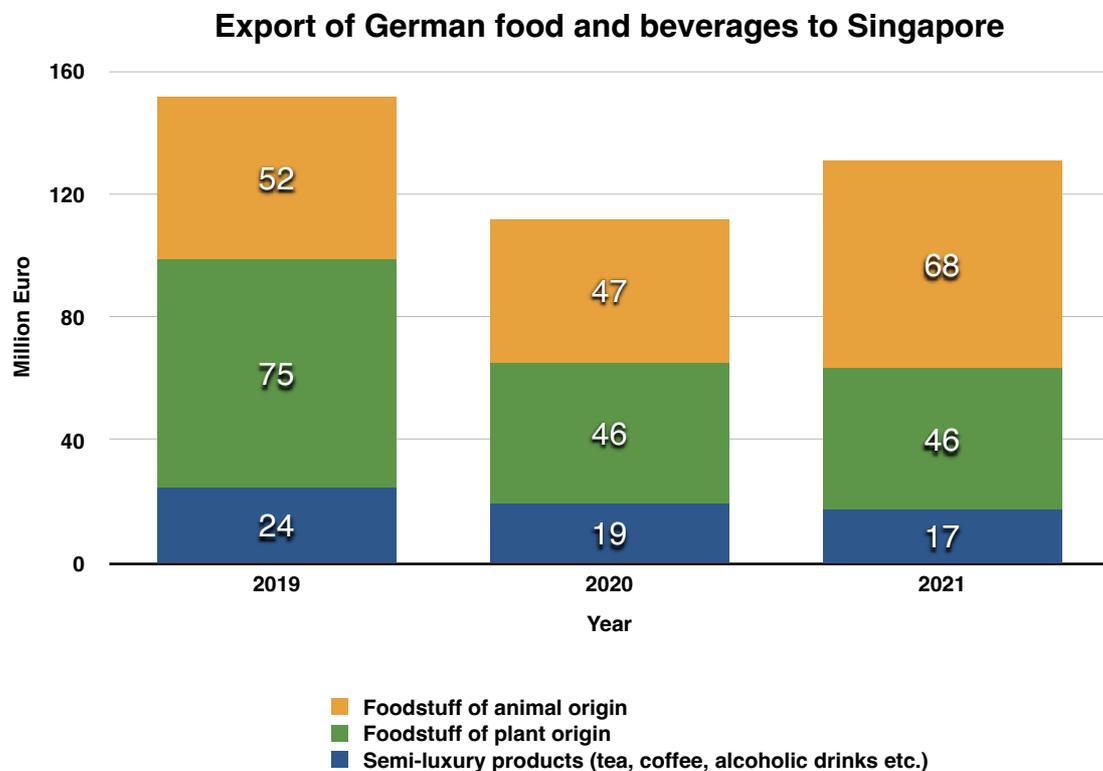
Germany is the biggest Riesling producer worldwide by far.

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<sup>11</sup> (No author) (No year) '21/'22 *Deutscher Wein. Statistik* [Online] (Bodenheim) Deutsches Weininstitut GmbH, Available: [https://www.germanwines.de/fileadmin/user\\_upload/Website/Service/Downloads/Statistik\\_2021-2022.pdf](https://www.germanwines.de/fileadmin/user_upload/Website/Service/Downloads/Statistik_2021-2022.pdf) [Accessed 15 Jun 2022]; (No author) (No year) *Grape Varieties* [Online] (Bodenheim) Deutsches Weininstitut GmbH, Available: <https://www.germanwines.de/knowledge/grape-varieties/> [Accessed 15 Jun 2022].

### 3. The market for German food and beverages in Singapore

#### 1. Export statistics <sup>12</sup>



	2019 (Million Euro)	2020 (Million Euro)	2021 (million Euro, preli- minary)	Percent share of total exports in percent	Change 20/21yoy in percent (, = .)
<b>Total food and beverages export (without living animals)</b>	151	112	131	100	17,0
<b>Including: food and beverages of animal origin</b>	52	47	68	52	44,7
<b>Including: food and beverages of plant origin</b>	75	46	46	35	0,0
<b>Including: Semi-luxury products</b>	24	19	17	13	-10,5

Between 2019 and 2021 total food and beverage exports from Germany to Singapore have decreased by 13.2 percent. However, 2021 year-on-year they increased by 17 percent from 112 to 131 million Euro.

<sup>12</sup> Source of statistics: BMEL. Export figures have been commercially rounded to Million Euro and percent figures have been commercially rounded to full numbers or numbers with one decimal digit.

In 2021, product exports of animal origin - especially frozen pork - increased by 44.7 percent from 47 to 68 million Euro. With a 52 percent share of the total food export this is the biggest export category.

The export of food of plant origin - notably confectionery and baking products - remained unchanged at 46 million Euro. With a 35 percent share of the total food export this is the second biggest export category.

In 2021, the export of semi-luxury food - notably spirits - decreased by 10.5 percent from 17 to 13 million Euro. With a 13 percent share of the total food export this is the smallest export category.

### 3. Links

- Association of the German Confectionary Industry (BDSI)
- Federation of German Food and Drink Industries (Bundesvereinigung der Deutschen Ernährungsindustrie e.V. (BVE))
- German Farmer's Association (Deutscher Bauernverband e.V. (DBV))
- German Wine Institute (Deutsches Weininstitut GmbH)
- "Association of German Mills (Registered Association)" (Verband Deutscher Mühlen e.V. (VDM))
- "Association of the German Dairy Industry (Registered Association)" (Milchindustrie-Verband e.V. (MIV))
- "Business Federation Sugar (Registered Association)" (Wirtschaftliche Vereinigung Zucker (WVZ))/ "Association of the Sugar Industries (Registered Association)" ("Verein der Zuckerindustrie e.V. (VDZ))
- "Central Association of the German Baker Crafts (Registered Association)" (Zentralverband des Deutschen Bäckerhandwerks e.V. (ZDB))
- German Poultry Association (Zentralverband der Deutschen Geflügelwirtschaft e.V.)
- "German Breweries Association" (Deutscher Brauerbund e.V. (DBB))
- "German Meat Limited" (German Meat GmbH)
- "German Sweets Sweets Export Promotion (Registered Association)" (German Sweets Süßwarenexportförderung e.V.)
- "Germany Trade and Invest Society for Foreign Trade Investment Marketing Limited" (Germany Trade and Invest Gesellschaft für Außenwirtschaft und Standortmarketing mbH (GTAI))

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