

Food Delegation from Saxony-Anhalt

Hong Kong

9th to 12th of November 2025

Ho Chi Minh City

12th to 14th of November 2025

Contents

INTRODUCTION	1
---------------------------	----------

OVERVIEW	2
-----------------------	----------

MINISTRY OF ECONOMY, TOURISM, AGRICULTURE AND FORESTRY OF THE STATE OF SAXONY-ANHALT.....	3
--	----------

F&B COMPANIES

CONFECTIONERY

Stenger Waffeln Gerwisch GmbH	4
-------------------------------------	---

Bodeta Süßwaren GmbH	5
----------------------------	---

asCom Confection GmbH	6
-----------------------------	---

LONG-LIFE BAKED GOODS

Wikana Keks und Nahrungsmittel GmbH	7
---	---

Weißenfelser Handelsgesellschaft (WHG)	8
--	---

LACTOSE-FREE PRODUCTS

LeHA GmbH	9
-----------------	---

FLOURS AND READY MEALS

Kathi-Rainer Thiele GmbH	10
--------------------------------	----

AGRICULTURE / SMART FARMING

Wimex Group	11
-------------------	----

OTHER PARTICIPANTS

University of Applied Sciences Anhalt	12
---	----

ORGANISER

Ernährungsnetzwerk Sachsen-Anhalt e.V.	13
---	----

Agricultural Marketing Company of Saxony-Anhalt Ltd.	14
---	----

Chamber of Industry and Commerce Halle-Dessau	14
---	----

German Industry and Commerce, Hong Kong	15
---	----

Saxony-Anhalt

INTRODUCTION



Around 2.2 million inhabitants



Well-developed infrastructure with a unique network of transport routes



Home to several UNESCO World Heritage Sites



Strong focus on food safety, biotechnology, and resource-efficient production



Long-standing tradition in agriculture and food production



Hosts modern R&D facilities and specialized research centres



Among Germany's top producers of grain, sugar beets, and potatoes



Annual food industry revenues of approximately 10 billion euros (approx. HKD 84 bn)



Over 23,000 people employed in the food sector

Saxony-Anhalt

INTRODUCTION

Dear Ladies and Gentlemen,

Saxony-Anhalt is located in the heart of Germany, with around 2.2 million inhabitants, and benefits from excellent infrastructure and a unique combination of various transport routes. These are capable of handling heavy cargo and include numerous motorway connections, inland waterways and an international airport.

In addition, Saxony-Anhalt is an attractive destination for tourists from around the world thanks to its diverse landscapes and its UNESCO World Heritage sites, which are found here in exceptional concentration.

Saxony-Anhalt boasts fertile land and a long tradition in agriculture and food production. The region ranks among Germany's leading producers of grain, sugar beet and potatoes.

The food sector has been the region's largest source of employment for many years and remains one of its most profitable industries. More than 23,000 people work in the sector, generating annual revenues of around ten billion euros.

Saxony-Anhalt offers access to modern R&D facilities and specialised research centres focusing on advances in food safety, biotechnology and resource-efficient production methods.

The aim of the delegation trip to Hong Kong and Vietnam is to support the internationalisation of Saxony-Anhalt's food sector and provide valuable insights for participating companies. They will have the opportunity to observe local market conditions, explore potential for their products and establish contacts with prospective trading partners.

The companies taking part in the delegation will present their products and specialities at various events in Hong Kong and Ho Chi Minh City (Vietnam).

I wish all participants many interesting encounters, as well as sustainable and mutually beneficial collaborations with partners in China and Vietnam.

Kind regards,



Sven Schulze

Minister for Economy, Tourism, Agriculture and Forestry of the State of Saxony-Anhalt

MINISTRY OF ECONOMY, TOURISM, AGRICULTURE AND FORESTRY

OF THE STATE OF SAXONY-ANHALT



SACHSEN-ANHALT

Ministerium für
Wirtschaft, Tourismus,
Landwirtschaft und Forsten

Overview

The Ministry of Economy, Tourism, Agriculture and Forestry of the State of Saxony-Anhalt creates optimal conditions for a stable economic structure and attractive investment opportunities. Its activities are aimed at positioning Saxony-Anhalt as a region of cultural, historical and scenic diversity, while strengthening various economic sectors through targeted support programmes.

The ministry is structured into departments focusing on economic and innovation promotion, industrial development and support, tourism growth, foreign trade, agricultural markets, veterinary affairs, rural development and funding initiatives.

Gert Zender is the State Secretary at the Ministry of Economy, Tourism, Agriculture and Forestry of the State of Saxony-Anhalt. In this role, he supports Minister Sven Schulze in overseeing the ministry's operations. His work focuses on implementing strategies for agricultural and forestry development in Saxony-Anhalt. This includes the practical – and wherever possible, unbureaucratic – implementation of the Common Agricultural Policy, the digitalisation of agriculture and forestry, animal and plant production, as well as reforestation in the context of forest conversion.

He is also responsible for efficient administrative management, including personnel matters and the coordination of the ministry's various departments.



Gert Zender
State Secretary

**Ministry of Economy, Tourism,
Agriculture and Forestry of the
State of Saxony-Anhalt**

Hasselbachstr. 4,
39104 Magdeburg,
Germany

<https://mwl.sachsen-anhalt.de/>

Mr. Zender will be accompanied by:

Mrs. Tanja Andrys
Press Officer

Mrs. Catrin Gutowsky
Head of the Foreign Trade Department

STENGER WAFFELN GERWISCH GMBH



Company

Stenger Waffeln is a family-owned company with over 95 years of experience, specialising in the production of high-quality waffles for ice cream and confectionery. With a passion for craftsmanship and premium ingredients, Stenger ensures its products meet the highest standards of taste and quality.

COMPANY DETAILS

Bahnhofstraße 1-5
39175 Gerwisch
www.stenger.eu

Industry: Confectionery

Products

Stenger offers a wide variety of premium waffle products, including classic ice cream cones, chocolate-coated and decorated cones, waffle cups and round waffle discs. Its portfolio also features delicately rolled pirouline waffles and premium popcorn buckets – ideal for cinemas and events. Stenger works closely with a broad range of clients across Europe, delivering waffle products that are both delicious and of high quality.

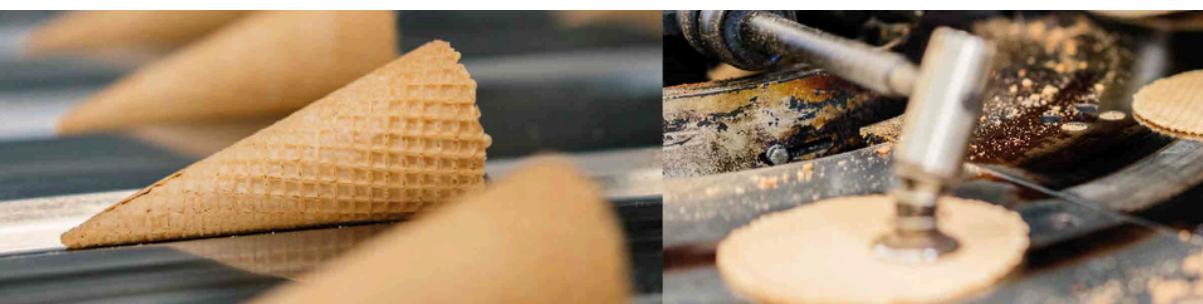


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Sales Partner
Distribution Partner



Ralf Stenger
Managing Director



BODETA SÜSSWAREN GMBH

Bodeta
Das leckert!

Company

Bodeta Süßwaren GmbH was founded in 1892 and is one of the largest confectionery producers in Saxony-Anhalt. The company specialises in sweets, dragees and seasonal products, and is known for its innovative product development and flexible customer service.

COMPANY DETAILS

Friedrichstraße 21
39387 Oschersleben
www.bodeta.de

Industry: Confectionery

Products

Bodeta Süßwaren produces a variety of high-quality confectionery, including hard sweets, dragees and seasonal specialities. Its products feature both traditional and innovative flavours such as eucalyptus-menthol, raspberry and organic filled sweets. Made with carefully selected ingredients and modern techniques, Bodeta's confectionery delivers a rich taste experience that combines natural fruit flavours with balanced sweetness. Its seasonal treats are crafted to delight customers year-round, reflecting a strong commitment to quality and creativity.



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Distribution Partner



Dirk Thielemann
Managing Director

ASCOM CONFECTION GMBH



Company

AsCom Confection GmbH, established in 1969, is a specialist in the production of high-quality sugar-free chewing gum and compressed mints. The company focuses on private label manufacturing, combining innovation with decades of experience to deliver bespoke products. Its expertise enables the creation of a wide variety of chewing gum formats and flavours tailored to customer needs, while maintaining strict quality standards and sustainable production methods.

Products

AsCom Confection offers a diverse range of sugar-free chewing gums in both classic and modern flavours such as mint, fruit and cola. Its products come in various shapes, fillings and coatings, designed to provide long-lasting freshness and an enjoyable taste. Using advanced technology and natural ingredients, AsCom ensures each gum delivers a balanced flavour experience with a smooth texture and satisfying chew.

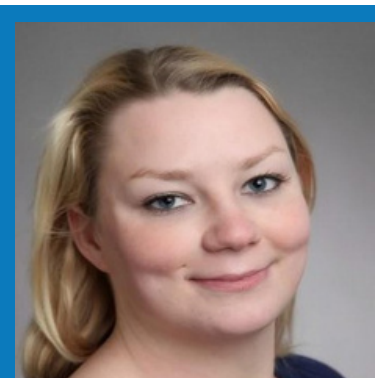
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Sales Partner
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COMPANY DETAILS

Industriestraße. 54
69190 Walldorf
www.ascomgum.com

Industry: Confectionery



Jennifer
Jäkel
Sales & Marketing

WIKANA KEKS UND NAHRUNGSMITTEL GMBH



Company

Founded in 1906, Wikana is a family-owned German company with over a century of expertise in producing high-quality biscuits and baked goods. Known for combining traditional recipes with modern production techniques, Wikana delivers authentic taste and consistent quality.

Products

Wikana offers a diverse range of biscuits, including classic butter biscuits, chocolate-coated varieties and seasonal specialities. Its products are made from carefully selected ingredients to ensure rich flavour and a delightful texture. With a focus on craftsmanship and innovation, Wikana serves both retail and industrial customers across Europe, providing delicious treats that cater to a wide range of tastes and occasions. Its commitment to quality and tradition ensures every biscuit delivers a perfect balance of taste and freshness.

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Distribution Partner



Jan Böhm
Managing Director

accompanied by
Alexander Böhm
Vice Managing Director

Weißenfeller Handels- Gesellschaft mbH



Weißenfeller
Handels-Gesellschaft mbH

Company

Weißenfeller Handels-Gesellschaft mbH (WHG) is a leading trading company specialising in food and non-food products, with a strong focus on sweet and long-life baked goods. The company has been operating since 1991. WHG holds exclusive national and international distribution rights for its subsidiaries' products, ensuring broad market reach and consistent quality.

COMPANY DETAILS

Alfred-Junge-Straße 28
06667 Weißenfels
www.whgmbh.de

Industry: Long-Life
Baked Goods

Products

WHG primarily markets well-known brands such as Filinchen crispbread, Original Neukircher zwieback and Spreewaffel waffles from Berlin – all crafted to deliver an authentic taste. With a commitment to quality and tradition, WHG serves both retail and industrial customers across Germany and internationally, offering convenient and delicious baked goods that cater to diverse consumer preferences.



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Sales Partner

Distribution Partner



Dr. Michael Heinemann
Managing Director

Dr. Markus Heinemann
Vice Managing Director

LeHA GmbH



Company

Founded in 2003, LeHA GmbH specialises in vegan milk and cream alternatives, with a focus on modern design and ease of use. With a strong commitment to sustainability and local sourcing, LeHA has established itself as a trusted provider of plant-based dairy alternatives that combine health, taste and convenience.

COMPANY DETAILS

Ladestraße 4
06636 Laucha
www.schlagfix.com

Industry: Lactose-Free
Products

Products

LeHA's product range includes vegan milk and cream alternatives designed for versatile use in cooking, baking and beverages. Its offerings feature lactose-free whipped creams, cooking creams and coffee creamers, available in convenient packaging such as Tetra Pak cartons, spray cans and single-serve portions. These products are crafted to deliver excellent taste and texture while catering to both vegan and lactose-intolerant consumers. LeHA's commitment to innovation ensures a constantly evolving portfolio that reflects modern dietary preferences.



Searching for

Sales Partner
Distribution Partner
Logistics Partner



Kirsten
Tänzer
Managing Director

Kathi Lebensmittel KG



Company

Kathi was founded in 1951 and is a family business with over 70 years of tradition in baking. Known as “the family of fine baking ideas,” Kathi has become the market leader for baking mixes in Germany and, under the leadership of the third generation, combines tradition, quality, and innovation. Since October 1, 2025, Kathi has been part of the Oetker Group as an independent company.

Products

Kathi offers a wide range of baking mixes, flours, baked goods, and frozen cakes. In the baking mixes segment, Kathi offers a variety of different baking ideas, including classic German sponge cake mixes, yeast and crumble dough, and family sheet cakes. The products are made from high-quality raw materials and can be prepared in no time at all, allowing both amateur bakers and professionals to create authentic, delicious baked goods. Through continuous product development and a focus on quality, Kathi supports baking creativity for different tastes and occasions.

COMPANY DETAILS

Berliner Str. 216
06116 Halle
www.kathi.de

Industry: Flours and
Ready Meals



Marco Thiele
Managing Director

WIMEX GROUP

WIMEX GROUP

Landwirtschaft leben.

Company

Founded in 1985, the Wimex Group is a leading German company in poultry production, specialising in breeding and hatching day-old chicks for broiler chickens. The company also cultivates vegetables and fruit under the Bördegarten brand and is active in renewable energy and sustainable farming practices.

COMPANY DETAILS

Peter-Henlein-Straße 1
93128 Regenstauf
www.wimex-group.com

Industry: Agricultural /
Smart Farming

Products

Wimex Group is a family-owned company specialising in high-quality poultry, fresh vegetables and renewable energy. Millions of day-old chicks and hatching eggs are supplied each week, while fresh cucumbers and herbs are grown in modern greenhouses. Biogas plants convert organic waste into clean energy and natural fertilisers. Committed to sustainability and innovation, Wimex delivers fresh, reliable products through an efficient and responsible value chain.

Searching for

Sales Partner
Distribution Partner



Michael
Tepfer
Managing Director



ANHALT UNIVERSITY OF APPLIED SCIENCES



Overview

Anhalt University of Applied Sciences is a leading institution in Saxony-Anhalt, Germany, with a strong focus on innovation, applied research and international collaboration. The university supports the delegation with expertise in food sciences, sustainable technologies and market insights.

DETAILS

University of Applied Sciences
Bernburger Straße 55
06366 Köthen

www.hs-anhalt.de

Bernburg - Koethen - Dessau

Professor Dr. Carola Griehl

Department for Applied Biosciences and Process Engineering

A leading expert in algae biotechnology and head of the Competence Centre for Microalgae Biotechnology.

Searching for

Research & Development
Distribution Partner
Practical Trainings
University Partners

Professor Dr. Elena Kashtanova

Department for Agriculture, Ecotrophology, and Landscape Development

Professor of International Trade in Agribusiness, with expertise in economic development, policy and international market entry strategies. She is actively engaged in research, teaching and international academic collaboration.



Prof. Dr. Carola
Griehl

Managing Director of
Center of Life
Sciences



Prof. Dr. Elena
Kashtanova

Dean of the Faculty of
Agriculture, Ecotrophology,
and Landscape
Development

SAXONY-ANHALT FOOD NETWORK

The Saxony-Anhalt Food Network (Ernährungsnetzwerk Sachsen-Anhalt e.V.) is a key player in the state's food industry. It represents the interests of food businesses in politics and commerce, and fosters collaboration between companies, research institutions and associations to enhance the industry's competitiveness. The network harnesses shared potential in areas such as training, marketing, public relations and business development, while facilitating the exchange of information among all relevant stakeholders. Close cooperation with universities, other industry networks and research institutions – including the Fraunhofer and Leibniz Societies – supports innovation and opens up new market opportunities.

Organising Office

Tobias Voigt

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CHAMBER OF INDUSTRY AND COMMERCE HALLE-DESSAU

The Chamber of Industry and Commerce Halle-Dessau is a founding member and supports the food network in both technical and organisational matters. As a strong partner, it contributes its experience, network and resources to strengthen Saxony-Anhalt's food industry in the long term and to position it successfully at both the national and international level.

Through the delegation trip to Hong Kong, Saxony-Anhalt is initiating direct dialogue between its high-performing, innovative and well-networked food industry and international partners – ready for new collaborations and long-term business opportunities.

Contact Person

Birgit Stodtko

International Business Unit

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06110 Halle (Saale)
www.ihk.de/halle



AGRICULTURAL PROMOTION AGENCY OF SAXONY-ANHALT

The Agricultural Marketing Agency of Saxony-Anhalt (AMG) supports local agricultural producers through marketing, networking and market development. It promotes sustainable farming, strengthens regional brands and creates opportunities for export.

Dr. Jörg Bühnemann
Managing Director



Robert Faßhauser
Authorised Signatory /
Project Manager – Food Industry

Company Details

Agrarmarketinggesellschaft
Sachsen-Anhalt

Breiter Weg 31
39104 Magdeburg
www.amg.de

THE DELEGATION OF GERMAN INDUSTRY AND COMMERCE IN HONG KONG (AHK Hong Kong)

Inaugurated in 1987, German Industry and Commerce Ltd. (GIC) is a member of the global AHK network of 150 offices in 92 countries under the umbrella of the German Chamber of Commerce and Industry (DIHK). As such, GIC has a public mandate of the Federal Republic of Germany to represent German business interests in Hong Kong and the Greater China region, and to promote Germany as a business location, together with the German Consulate General and the local representative office of Germany Trade & Invest. As a non-government, non-political private registered organisation, GIC focuses on the promotion of bilateral trade and investment between Germany and Greater China.

Contact Person

Antonia Winkler

Senior Manager
Market Entry & Project Management

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2302, COFCO Tower
262 Gloucester Road
Causeway Bay
Hong Kong



THE DELEGATION OF GERMAN INDUSTRY AND COMMERCE IN VIETNAM

(AHK Vietnam)

The Delegation of German Industry and Commerce in Vietnam (AHK Vietnam) is part of a global network of around 150 German Chambers of Commerce Abroad, operating under the Association of German Chambers of Industry and Commerce (DIHK) in Berlin. Established in Hanoi in 1994 and in Ho Chi Minh City since 2005, we facilitate bilateral trade between Germany and Vietnam, serving as a bridge builder and problem solver for businesses. Under the brand DEinternational, we provide practical services covering market entry, delegation management, dual vocational training, fair migration, trade fair participation, and business promotion. Our German-Vietnamese team, with extensive experience and a strong network, efficiently guides companies through the Vietnamese market.

Contact Person

Le Thi Hai Duong

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Business Delegations and Projects

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