



Federal Ministry
for Economic Affairs
and Climate Action



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME



German Business Delegation Trip to Vietnam – Cosmetics & Detergents

Hanoi & Ho-Chi-Minh City –
7th – 11th November 2022

Company Products and Services Catalogue

In collaboration with



Delegierter der Deutschen
Wirtschaft in Vietnam
Delegate of German Industry
and Commerce in Vietnam

Project of



German Business Delegation
Vietnam 2022
7th – 11th
November



German Companies

alphachem	5
Düllberg Konzentra GmbH & Co. KG	7
Estatira Organic GmbH	9
Health & Beauty International GmbH	11
Henry Lamotte Oils GmbH	13
Legart Forschungsatelier GmbH	15

On behalf of the German Federal Ministry for Economic Affairs and Climate Action (BMWK), SBS systems for business solutions is organizing a business delegation trip with 6 selected German companies with products in the areas of cosmetics and detergents, in collaboration with the Delegation of the German Industry and Commerce in Vietnam (GIC/AHK Vietnam).

We are pleased to invite you to our upcoming events and look forward to an inspiring exchange between outstanding German and Vietnamese players in the cosmetic and detergents sector.

Come and join us on **Tuesday, 8th November in Hanoi** to discover exciting brands and products by interesting German companies.

Use also the possibility to have individual B2B meetings with the German companies **on the 08th and 09th November 2022 in Hanoi or on the 10th or 11th November 2022 in Ho-Chi-Minh City.**

The German company presentations and the individual meetings are taking place in the framework of a five-day **German Business Delegation trip to Vietnam from 07th – 11th November 2022**, under the auspices of the German Ministry for Economic Affairs and Climate Action and with the purpose of an inspiring business dialogue and B2B meetings between small and medium-sized German companies and the Vietnamese industry.

This is a great opportunity for Vietnamese companies and institutions to explore new business and collaboration opportunities and discover potential synergies with the German participants. We cordially invite you to join the presentation events and to contact us for the scheduling of individual meetings.



The Foreign Market Entry Programme supports German Small and Medium-Sized companies during all stages of their export activities. The main goal of the program is to initiate business relationships between German companies and their counterparts in international markets. Participating businesses receive widespread support, beginning from the initial stages of market exploration up to the making of actual business contacts, e.g., by providing first-hand market information, organizing exploration trips and building networks. Key element of this support is the personal assistance during preparation, implementation and follow-up of these measures to ensure that the business arrangements are of high quality and sustainable.

This visit is part of the “business matchmaking” module of the Foreign Market Entry Programme and will facilitate business contacts as well as provide important impulses for the further intensification of the fruitful co-operation between Vietnam and Germany.

On behalf of the German Federal Ministry for Economic Affairs and Climate Action I would like to thank the participants from Germany, all multipliers and other involved parties in Vietnam for their contribution to create a successful project.

Christian Tippelt

Director Foreign Market Entry Programme of the Federal Ministry for Economic Affairs and Climate Action (BMWK), Germany Trade & Invest



Dear Participants,

the German business delegation looks forward to meeting you all, to experiencing the great country and to have successful business talks.

Beauty and home care products made in Germany fulfil the highest quality expectations which is very much appreciated on a worldwide scale. The industry with approximately 500,000 associated jobs had a sales value of more than 19 billion EUR in the past year. The products are used on an almost daily basis by every household.

The German Cosmetic and Detergent Association (IKW), with office in Frankfurt am Main, was set up in 1968 and is today one of the highest-profile industry associations in Europe.

IKW supports, advises, and represents the interests of more than 450 beauty and home care companies.

The IKW member companies cover about 95 % of the German market.

IKW satisfies the resulting need for information through its high readiness to engage in a dialogue with all stakeholders involved, strengthening the credibility of product-related communication concerning the use and safety of beauty and home care products.

Apart from a wide range of activities IKW initiates business delegations to the most interesting export markets.

Our business delegation looks forward to meeting you all.

Kind regards,

Thomas Keiser

General Manager, IKW

German Cosmetic and Detergent Association (IKW)

Time and Cost
Savings

EU Conformity
for your
Cosmetic
Products

Services for your
Entry into the
European Market
of Cosmetics

α chem

Summary

alphachem supports cosmetic
companies for EU / UK Regulatory
Compliance acc. to Regulation (EU)
No 1223/2009 for cosmetic products.



made
in Germany

www.alphachem.de

Company profile

Regulatory Compliance in the European & UK Market for cosmetic products.

References and export activities

Cosmetic companies of all size for all cosmetic products for example Skin – and Hair care, Hair Color, Color Cosmetics, Nail Care, etc.

Target group

Cosmetic companies who wish to export cosmetic products to the EU / UK.

Products / Services

- Product Information File (PIF) including Cosmetic Product Safety Report (CPSR)
- CPNP / SCPN Notification
- Safety Data Sheet
- Test for Stability
- Microbiological Challenge Tests
- Responsible Person EU/UK
- National / international marketing strategies
- Contact to national and international sales & distribution partners
- Targeted brand positioning

Competitive advantages

Outstanding experience, founded in 1996, all team members are life scientists, individualized services, flat rates for safety reports.

Ideal partner

Cosmetic companies who wish to export cosmetic products to the EU / UK.

α chem

alphachem

Belchenstr. 14
79539 Loerrach
Germany

www.alphachem.de

Dr. Petra Wirth - CEO
Mobile: +41 174 3409719
petra.wirth@alphachem.de

Language: German, English, ...

Project:

**Geschäftsanbahnung
Vietnam**
7. - 11.
November 2022



Supported by:



Bundesministerium
für Wirtschaft
und Klimaschutz



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME

Project of:



SBS
systems for business solutions





Summary

Over 80 years of expertise in perfume oils and essential oils.



made
in Germany



www.duellberg-konzentra.com

Company profile

Düllberg Konzentra GmbH Co KG with its headquarter in Hamburg is a German manufacturer and international supplier of creative perfume oils, essential oils, fragrances, flavours and natural ingredients for a wide variety of applications.

Our perfumers create unique fragrance compositions for fine fragrances, the cosmetics detergents and cleaners industry.

German quality combined with international trends customized by perfumers - this is our formula for further business growth and success.

Products / Services

We develop and produce fragrances and flavours with certified quality by outstanding creativity to offer tailor-made product solutions for:

- Fine Fragrances.
- Personal Care Products (Body Wash, Body Care, Shampoos etc.).
- Home Care Products (Cleaners, detergents, softeners, air freshener etc.).
- Oral Care Products (toothpaste etc.).
- Pure natural fragrances.
- Pharmaceutical Industry (essential oils as pharmaceutical ingredients).
- Technical Applications. We also provide a various range of different qualities.
- Essential Oils.

References and export activities

Approximately 50% of sales in the DACH Region are generated in the Non-DA-CH-Region (Germany, Austria and Switzerland).

Other important regions are Asia, Middle East, Western and Eastern Europe, Africa.

Own R&D Centers in Hamburg, Dubai and Jakarta.

Target group

Key Target is to find a competent and professional distributor for this B2B business with experience in importing and distributing chemical specialties or natural ingredients.

We also target midsize producers of:

- Fine Fragrances.
- Personal Care Products.
- Home Care Products.
- Oral Care Products.
- Pharmaceutical Industry.
- Technical Applications.

Competitive advantages

Over 80 years of expertise in perfume oils and essential oils creative perfume oils based on high quality ingredients (Halal certification possible).

Serving small, medium sized and big customers with customer specific solutions.

High quality product standard (Made in Germany).

Ideal partner

Selection of a professional sales partner (distributor) on site with a broad network to above mentioned customers.

Access to manufacturers of cosmetics and toiletries, homecare and laundry care products.

Access to manufacturers of OTC health products with essential oils as ingredients.



Düllberg-Konzentra GmbH & Co. KG

Obenhauptstrasse 3
22335 Hamburg
Germany

www.duellberg-konzentra.com

1. Contact

Ms. Siwen Wang - *Regional Sales Manager*
Phone: +49 40 507 114 270
s.wang@duellberg-konzentra.de
Languages: English, Chinese, Spanish

2. Contact

Mr. Thomas Mädler - *Global Sales Director*
Phone: +49 40 507 114 260
t.maedler@duellberg-konzentra.com
Languages: German, English

Project:

**Geschäftsanhahnung
Vietnam**
7.- 11.
November 2022



Supported by:



Federal Ministry
for Economic Affairs
and Climate Action



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME

Project of:



SBS

systems for business solutions





Summary

Manufacturer and reseller of high quality multi-faceted product for beauty and health.

made in Germany



ESTATIRA ORGANIC

www.estatira.de

Company profile

Estatira GmbH was founded in 2015 in Mülheim, Germany and manufactures its own range of essential cosmetic and healthcare products with the philosophy that Beauty and Health are closely associated.

Controlled manufacturing processes are in measure to enable products with high concentration of natural ingredients.

Products are composed with attention to detail and an eye on touch, smell and permanence to market with sole significance in making a real difference to beloved clients.

Products / Services

Our brands:

NOP: Skincare consisting of highly effective anti-ageing products, enriched with black orchid extract. Innovative formulation is perfect for countering the ageing process and giving a sense of youthfulness. Line includes a multi-lift anti-age cream, hydra concentrate serum, anti-age eye cream and collagen drinks.

FITMIXX: Beauty Vitamins and Nutrients to preserve body health and strengthen the immune system. Line includes Hair Vitamin gummy Bears, Hair Serum Argan Oil, Men's Vitamin Gummy Bears and Calcium +D3 Gummies. Kids Multivitamin Fruit Gummies and Omega 3 for kids. FITMIXX supports both inner beauty and outer beauty.

MILINA: Makeup product line that enables brilliant matte finish, has intense radiant colours, great coverage, is comfortable to wear and most importantly gives long lasting results. Milina makeup is made up of carefully formulated fluid which keeps lips smooth throughout the day. This line is complemented by foundation and eye makeup.

References and export activities

Well established in the Far East, most notably in China with an export rate of >75%.

Amazon Europe will begin distribution of our products in Q4, 2022.

Target group

Like minded companies in the field of distribution that already operate a well-organized supply chain across e-commerce, retail, pharmaceutical and leisure businesses.

Competitive advantages

We offer our customers the guarantee of certified and high-quality products, tests and continuous research to provide the best natural ingredients.

The high product quality is guaranteed by the careful selection of raw materials and permanent analysis of the starting and end products.

Our formulations are results orientated, results in synergistic formulation that deliver optimum results for the human body.

Ideal partner

In Vietnam we are looking for potential end-users which might be:

- Companies working in distribution channels
- Companies that well informed on European products and establishing them in marketplace
- Companies planning to establish a long-standing partnership with the mutual value of improving both Beauty and Health of consumers

ESTATIRA ORGANIC

Estatira Organic GmbH

Hans-Böckler-Platz 1
45468 Mülheim an der Ruhr
Germany

www.estatira.de

Mr Amirreza Naghib - CEO

Phone: +49 208 20796255

Mobile: +49 176 37380538

a.naghib@estatira.de

Languages: German, English

Project:

**Geschäftsanhörung
Vietnam**
7.-11.
November 2022



Supported by:



Bundesministerium
für Wirtschaft
und Klimaschutz



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME

Project of:



SBS

systems for business solutions



HBI

HEALTH & BEAUTY
INTERNATIONAL

Mara[®]
expert

FOR YOUR NICEST SMILE!

Mara[®]
expert

Summary

Reseller of high quality performance-oriented and science-based products for health and beauty. Therapeutical Oral Care a dentist would recommend to his family.



made
in Germany

Interdental



Professional



Trendy



Tongue



Sustainable



www.health-beauty-international.com

Company profile

HBI Health & Beauty International is a young, vital company based in Krefeld near Düsseldorf, which sells strong brands in the areas of performance-oriented and science based health and beauty products. Consumers rely on the quality and relevant benefits of our brands.

Customer needs, relevant problem solutions, high quality and thus customer satisfaction are the focus of our activities to fulfill the desire for health, beauty and well-being of our customers. Customer feedback and close links with research institutes, experts and academics help us to keep our products up-to-date.

Founded by experts in the oral care, healthcare and cosmetics industries, the fledgling company works with its employees and a variety of network partners to develop and deliver brands and products that meet the needs and desires of the end user for health, beauty and beauty Wellbeing to a high degree.

The core competence of the company is based on the knowledge passed on for generations, as well as valuable own experiences in Germany and Europe in these areas.

The company has a global network in development, manufacturing, marketing and sales.

Based on this knowledge and the unique network, Health & Beauty International stands on solid pillars.

Products / Services

Therapeutical Oral Care Products under the Mara Expert Brand:

- Interdental • Toothpaste • Mouthwash • Toothbrushes

Development of oral care products for brands / private label.

Distribution of Health & Beauty Brands/Products based on vendor ship with the European retail and providing market access.

Online and offline (Drug, Drug Discounters, Mass Merchandiser, Food, Perfumeries and home shopping clubs / channels).

References and export activities

Mara Expert Brand in Europe Distribution partner in Europe for:

- Docbrands (USA)
- Guter Rat - Doc Nature (Austria)

Target group

Selling:

- Distributors to or direct accounts
- Drugstores
- Pharmacies
- Food retailer

Buying:

- Interesting brands with perceivable added value in Oral Care, OTC and Cosmetics
- Manufacturers in Oral Care, OTC and Cosmetics

Competitive advantages

- We are a private lean operation with a perfect infrastructure national & international to retail and profession
- Our products added value to consumer live
- Great relationship to retail and profession
- Category experience
- And we do not take „NO“ for an answer

Ideal partner

- Retailer
- Local companies offering unique items and a story

HBI

HEALTH & BEAUTY
INTERNATIONAL

HBI Health & Beauty International GmbH

Postfach 1144
47907 Tönisvorst
Germany

www.health-beauty-international.com

Marco Quast - *Managing Partner*

Phone: +49 2151 150214-0

Mobile: +49 1777 970 741

marco.quast@health-beauty-international.com

Languages: German, English

Project:

**Geschäftsanhahnung
Vietnam**
7.- 11.
November 2022



Supported by:



Project of:





Summary

As a leading supplier and producer, we extract from a wide range of natural products high-quality oils, butter, waxes, seed flours and more.




made
in Germany

Natural Oils

treat your skin!

Company profile

As a leading supplier and producer, we at Henry Lamotte Oils gain high-quality oils, vegetable butter, waxes, seed flours and oleoresins from nature's plenty. Our customers work worldwide in the industry sectors foods, cosmetics, pharmaceuticals, animal nutrition and care as well as chemistry and technology. Selected suppliers worldwide, ongoing close contact with the raw material markets, our own production, comprehensive and customer-focused service, first-class proprietary quality control and product development combined with a wide range of quality accreditations guarantee our competitiveness.

Products / Services

We are your passionate partner for high-quality natural oils, fats, waxes, seed flours and Oleoresins. Our product diversity includes both conventional and certified organic qualities. We can also offer you products with labels like vegan, kosher or halal. We produce according to a certified quality and management system and comply with highest industry-specific standards.

For the reliable and innovative procurement of raw materials, we work together with a broad network of suppliers and production partners worldwide. We press certain raw materials in our own oil mill Lipos. Our own production and filling lines combined with state-of-the-art laboratory capacities ensure our high quality standards in every processing step. We innovate, package for you ready for sale and also export worldwide.

References and export activities

We are familiar with the challenges of worldwide sales from our long-standing relationships with international customers. It is our claim to maintain these relationships through regular visits to customers and exhibitions in many countries around the world. We are able to respond to complex international regulations and specific requirements of countries or authorities.

Target group

Our customers work worldwide in the industry sectors foods, cosmetics, pharmaceuticals, animal nutrition and care as well as chemistry and technology.

Competitive advantages

The quality of our products and services is our highest priority. We stand for safety in the product, in the supply as well as in our production and manufacturing processes. For the reliable and innovative procurement of raw materials, we work together with a broad network of suppliers and production partners worldwide. We have a high delivery capacity and offer individual full service.

Ideal partner

We are pleased to work with partners, suppliers and cosmetic producers from all over the world who share our passion for oils, exciting products and quality.



Henry Lamotte Oils GmbH

Merkurstraße 47
28197 Bremen
Germany

www.lamotte-oils.de/en

Sven Ronge - Head of Export Sales

Phone: +49 421 523946139
Mobile: +49 170 7946794
sven.ronge@lamotte-oils.de

Languages: German, English

Project:

**Geschäftsanbahnung
Vietnam**
7.-11.
November 2022



Supported by:



Bundesministerium
für Wirtschaft
und Klimaschutz



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME

Project of:

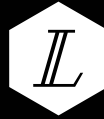


SBS

systems for business solutions



.org



LEGART
FORSCHUNGS
ATELIER

☿ ambuja



Summary

A cosmetic think-tank lab, manufacturer, consultancy, creator of own skincare brands driven by R&D, nature and biochemistry.



made
in Germany

www.legart.de

Company profile

Avant-Garde for the skin – Handmade in Bavaria/Germany.

WE. FACE. THE FUTURE™. Legart Forschungsatelier has been a conceptual boutique company and incubator of ecoluxe skincare brands driven by visionary zeitgeist, and the key advantage in state-of-the-art patented in-house technology and production for nearly 20 years.

We are the creators and manufacturers of meticulously handcrafted editions of skincare and true skin saviours for distinctive skin concerns. Our clientele ranges from international big players to emerging brands. Moreover, there are our own bespoke beauty brands, ambuja and DEAGE. These niche brands are supercharged with hand-picked, organic, authentic and purely vegan raw materials that are unique in terms of CI, patented packaging, maximum concentration, potential, genuineness, sincerity, practicality and sustainability. ambuja is the organic amalgamation of ecoluxury and high-tech, 100% organic skincare.

Be surprised. Be skin excited.

Products / Services

- A boutique company
- The creator and owner of 2 exclusive, ecoluxury brands, ambuja and DEAGE
- R&D lab conceptualizing beauty brands from the first idea up to the finished, ready-to-ship product
- Patented in-house technology
- Own manufacturing premises
- Made-in-Germany manufacturer

References and export activities

Exclusive distribution. Being sold in Germany, Austria, Switzerland, Italy, Romania, the UK, the USA, the UAE, Canada, Hong Kong and China. Only sold selectively worldwide based on our exclusive / limited distribution channel approach as well as our own set limits when talking about us based on its handmade production, ingredients supply and voluntary shortage.

Target group

- Luxury goods consumer
- Looking for handmade-in-Germany 100% organic, vegan and clean skincare products

Competitive advantages

- Own brands
- Scientific expertise
- Own R&D department
- Well-known R&D specialist
- Own manufacturing enterprise
- Accredited safety assessor

Ideal partner

- Retailers in the field of luxury goods
- Haute perfumeries
- Day SPAs
- 5* Hotels & Retreats
- Privately-run or owned concept stores
- Department stores with niche beauty corners



LEGART
FORSCHUNGS
ATELIER

Legart Forschungsatelier GmbH

Angererstr. 6
83064 Raubling am Inn
Germany

www.legart.de

Frank W. Legart
Geschäftsführender Gesellschafter/ CEO/ Founder/ Owner
Phone: +49 80359848160
service@legart.de

Languages: German, English

Project:

**Geschäftsanbahnung
Vietnam**
7.-11.
November 2022



**Kosmetik und
Reinigungsmittel**

Supported by:



Bundesministerium
für Wirtschaft
und Klimaschutz



MITTELSTAND
GLOBAL
FOREIGN MARKET
ENTRY PROGRAMME

Project of:



SBS

systems for business solutions

germantech
globe.org



Delegierter der Deutschen
Wirtschaft in Vietnam
Delegate of German Industry
and Commerce in Vietnam

The Delegation of German Industry and Commerce in Vietnam (GIC/AHK Vietnam) is a representative of the German Chamber of Industry and Commerce (DIHK) and we are proudly a part of the global network of German Chambers of Commerce Abroad (AHKs) in 140 locations in 92 countries. The AHKs help German companies to transform national into an international success. We build bridges, facilitate access, provide contacts, and solve problems. We are the #PartnerWorldwide – for German companies, willing to expand their business activities abroad or which have already established their international presence decades ago.

In Vietnam, we are a private, neutral and non-political organization with the public mandate to promote bilateral trade and investment between

Germany and Vietnam since 1994. We offer a wealth of services with the trademark DEinternational including market information, business development, business incubator services, dual vocational training system according to German DIHK standard, ProRecognition service, Ecosystem for start-ups, trade fair participation, marketing, and publications as well as event and delegation management.

Our core expertise is our qualified, motivated, and experienced team, consisting of 30 Vietnamese and German staff in Ho Chi Minh City and Hanoi. With their long-term excellent contact and personal connections, German and international firms could benefit and save their time in market researching, market-entry, and troubleshooting.



SBS systems for business solutions is a 1999 established private consulting agency, with two decades of experience in the planning, development and implementation of international projects. Moreover, the company offers services such as workshops, events, individually organized B2B meetings, individual strategies for market entries, and assistance in coordinating international teams for the German-speaking and Italian markets.

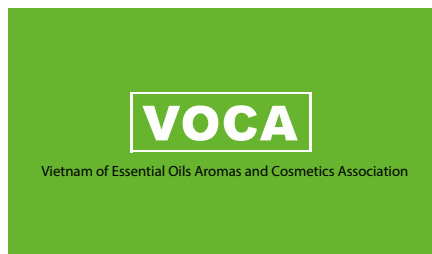
Since 2006, SBS has been organizing more than 200 internationalization projects from delegation trips abroad to big virtual conferences on behalf of several German ministries and other foreign governmental institutions.

In addition, SBS has been honoured by the Italian Ministry of Economic Development with the title of “Temporary Export Manager”. A highly-skilled team of project managers with multinational backgrounds, based in Berlin and Rome, is sensitized to the topic of cultural differences and therefore knows how to approach difficult cultural issues. SBS applies cross-cultural thinking and designs custom-made solutions that overcome intercultural borders to find the right partners for their clients. Thanks to a strong partner network and more than 1000 German and international clients, SBS can facilitate a successful market entry in the most emerging and attractive markets worldwide.

In collaboration with:



Delegierter der Deutschen
Wirtschaft in Vietnam
Delegate of German Industry
and Commerce in Vietnam



Contact:

info@sbs-business.com

Berlin office

Budapester Straße 31
p. +49 (0)30 5861 994-10
f. +49 (0)30 5861 994-99

Rome office

Via Appia Nuova, 666
p. +39 06 390 311 90
f. +39 06 390 311 61

sbsbusiness.eu
germantech.org
agrifoodble.de



SBS

systems for business solutions

Business success through cross-culture thinking

www.ixpos.de/markterschliessung

www.bmwk.de

www.sbsbusiness.eu

www.germantech.org

