

Interreg Sudoe

European Regional Development Fund



EUROPEAN UNION



**EXPORT
FOOD
SUDOE**

TRADE MISSION TO IRELAND



23-24 May, 2018*

With the Irish grocery retail market continuing to grow and shopper spend increasing by 3.8% for the 12 weeks to the end of January. There has never been a better time to consider Ireland as an export market.

To take advantage of this great opportunity we are offering the chance to go on a Trade Mission to Ireland. The mission will include, meeting Industry buyers, in depth research and expert presentations. For your information we have listed below more details of the forthcoming SUDOE project trade mission to Ireland.

OPPORTUNITIES

- ✓ Access to buyers from within the target market sectors
- ✓ The opportunity to engage and develop working relationships with other firms interested in the same market.
- ✓ Store audits and research across all formats of Food outlets within the target markets
- ✓ Onsite market briefings from local experts

HH CONSULTING SERVICES FOR THE PARTICIPATING COMPANIES

- ✓ Pre-tour preparation engagement with each company participating in the mission
- ✓ Preparation of the mission: project coordination, Market information, travel coordination and logistical support (grouping of samples, hotel reservations)
- ✓ Two nights Hotel Accommodation Bed & Breakfast and 2 working Lunch
- ✓ Internal transport during market tour

Fees do not include: flights and transfers, interpreting fees, samples packaging, living expenses and extras.

More energy- The tour will cover the following activities:

- ✓ Formal briefings from local experts and key contacts
- ✓ Confirming plans to all stakeholders
- ✓ Developing and distributing briefing notes as appropriate
- ✓ Answering all SME/client queries
- ✓ Liaise with Sudo teams as needed
- ✓ Logistical preparation
- ✓ B2B export cluster development
- ✓ Researching the Irish Food market
- ✓ Export development plans

Overview of study tour outputs:

- ✓ Understanding the market place for wholesale and specialty food, especially the import sector
- ✓ Insight into the competition within the market
- ✓ Networking opportunities with buyers from the Northern Ireland and Republic of Ireland

Study Tour Format. It is anticipated the trade mission will last 2 days

- ✓ Venue: Central Dublin Venue near Tram and rail links
- ✓ The companies would arrive on the night before – Accommodation provided

Please note the mission will begin at 9:00 in the morning on 23 May.

The tour will finish late afternoon on 24 May, 16:30.



08:45

Meet at Hotel for coffee and registration

09:00

UK workshop/ buyer presentations

- B2B engagement
- The Irish Market information
- Food and drink industry trends, consumer trends and purchasing habits
- The overall retail market and summaries of key players and their strategies, market shares, target demographic and approach to private label
- How have others succeeded to get established in the market? Examples and lessons to be learned
- How to approach buyers, create a compelling story and solutions to get listings

11:00

Coffee

- Understanding the Role / Needs of retail /wholesale buyer
- Retail buyer Presentation / engagement
- Wholesale buyer Presentation / engagement

Working Lunch at Hotel (opportunity to engage with the Buyers)

Depart hotel for store tour using Tram or Mini bus – Visit wholesale outlets and speciality stores

- Fresh Smithfield Village, Smithfield, Arran Quay, Dublin, 7, Ireland
- Fallon & Bryne Food Store 11-17 Exchequer St, Dublin, Dublin City
- Marks & Spencer Upmarket Own Brand Store. Great reputation for quality products
- Dollard & Co Food Hall and Grill, on Dublin's Wellington Quay
- Eurasia Supermarket 1, Fonthill Retail Park, Fonthill Rd, Yellow Walls, Dublin 22, Ireland
- Central Specialist Store – fine foods traditional and new in an elegant shopping environment
- Nolans Supermarket 49 Vernon Ave, Clontarf, Dublin 3, Ireland
- JC's Supermarket Swords Shopping Centre, Rathbeale Rd, Commons West, Swords, Co. Dublin, Ireland

18:00

Approx Back to Hotel end of Day 1 programme

Evening Free Time to explore the city

Overnight accommodation

09:00

Start of activities

- B2B meetings and presentations
- How Northern Ireland is the Gateway to the UK market
- Foodservice & Specialists
- Sample Food service study Tour researching the Restaurant / Food to go Market
- Morning Workshop at Central Dublin Hotel
- Foodservice Market Data Inc -General Trends in Foodservice - Menu Trends in Foodservice
- Specialist Food store information and trends
- Presentation/ Engagement Foodservice buyer
- Presentation/ Engagement Specialist buyer
- VISIT AVOCA – leading player in organic and natural foods
- Coffee at AVOCA or Bewleys Grafton Street
- Visit to Musgrave/ Central Wholesale outlet
- Working Lunch at Jervis Street Shopping Centre, which offers a range of foodservice options, ranging from food to go to fine dining.
- Central Dublin Retail tour to include,
- TESCOS Jervis Shopping Centre, Dublin, Dublin City, Key Tesco Store – innovative experimental convenience store where Tesco’s latest thinking has been trialled and is now being rolled out .
- ALDI 38-41 Parnell St, Dublin, Dublin City Food Market – a foodie paradise in a dynamic market setting, gourmet fresh foods from UK and international specialities for a discerning consumer audience.
- Dunnes 46-50 S Great George’s St, Dublin, Dublin City
- Lidl Moore St, Dublin, Dublin City
- Supervalu Heuston South Quarter, St John’s Rd West, Dublin, Dublin City
- Marks & Spencer Simply Food Unit 8, Heuston Station, St John’s Rd W, Dublin 8, Ireland

15:30

Workshop at Hotel

- Wrap Up Meeting to evaluate and address any queries
- Next steps and export progression plans

16:30

Tour ends

OTHER INFORMATION

*The dates of the mission are just a suggestion.

Once the participating companies have been selected, the group will have the possibility to jointly adjust the dates of the trade Mission within that week (21-22-23-24-25 of May) according to their availability and preferences.

COORDINATOR CONTACT INFO

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