

Interreg 
EUROPEAN UNION

Sudoe

 **EXPORT FOOD SUDOE**

European Regional Development Fund

ASINCAR

cluster agroalimentario



Trade Mission 2018

United Kingdom

June 2018

In partnership with:



TRADEX
INTERNATIONAL
London - Est. 2012

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Which are the **MAIN BENEFITS** for companies participating in the event?

- **Deeply knowledge about UK market** in which London is the main hub and business area. In the Gourmet food sector in particular, delis, fine food stores, health shops, farm shops, farmers' markets and retailers such as Whole Food Markets and Planet Organic have experienced a sales increase of 9.7%.
- **Market penetration and partnerships** before uncertainty linked to Brexit affects trade relationships.
- **Personal meetings** with relevant fine food companies and professionals from all around the UK.
- **Networking opportunities** with importers and/or distributors to whom companies will have the opportunity to show their products.
- **Visit**, guided if needed, to the main food halls and gourmet shops in London.
- Potential cooperation between current participants.
- **Knowledge about distribution channels functioning** and first-hand **check of products suitability** in the market.
- **Business promotion** throughout different media channels.

Which are the **CORE SUGGESTED** activities of the mission – Scope of the Action?

- **B2B meetings** with relevant buyers, importers and distributors from London and the rest of the UK.
- **Networking event** in an exclusive center-located restaurant where numerous food professionals will be invited. Each company will have its own space or stand to show its range of products. In the meantime, catering based on participants' products will be served to be tasted.
- **Small guide including the most relevant markets and shops in the area.** Tours guided by coordinators of this project will be available upon request.



WHEN?

The mission will take place at the **end of May/beginning of June**

HOW MUCH will it cost?

ASINCAR, with funds from EXPORT FOOD SUDOE, **will cover the costs of the design and implementation of the proposed program**. This means ASINCAR will cover the costs of B2B agendas, networking event and the guide of relevant markets and shops. If B2B meetings take place in a specific location (hotel, office, etc.), room rental, coffee-break and lunch will be also covered.

ASINCAR does not cover: flights and transfers, internal transport, accommodation, translator expenses, shipping of samples and living expenses.

WORKING PLAN and TIMING

1. Preparatory stage (March-April)

First, companies will fill in a **questionnaire**. This questionnaire will include all important issues of each companies' profile, as well as their preferences and specific interests.

- **Interaction (videoconference, phone call, etc.) with coordinators** for a better understanding of the profile of the company.
- **Continuous interaction with coordinators** to develop the bespoke agenda. Companies will keep informed all the time while developing the project.
- **Workshop** specifically aimed at getting a deep knowledge of UK market. Classroom-based (in Asturias) or distance-learning to be determined.
- Logistics related to the event.

Moreover, **coordinators will promote cooperation and interaction between participants**.



2. Implementation stage (May or June)

Development of the trade mission.

3. Post-event stage

Each participant will be contacted, and feedback will be gathered through a specifically designed questionnaire.

PROVISIONAL SCHEDULE

- **Day 1: B2B meetings with professionals and Networking Event in an exclusive restaurant in London**

B2B Meeting

- Time: 8am to 2pm
- Place: depends on the location previously agreed with the importer/distributor (meeting could be at the premises of the importer/distributor).

Networking event

- Time: 3pm to 8pm
- Place: Exclusive restaurant located in London (specific location to be confirmed).

- **Day 2: Follow-up B2B meetings**

- Time: 8am to 7pm
- Place: depends on the location previously agreed with the importer/distributor (meeting could be at the premises of the importer/distributor).