

# 5 B2B Conferences

AFE B2B business meetings offered numerous benefits for companies.

Firstly, they fostered direct communication and relationship-building between businesses, leading to enhanced trust and collaboration.

These meetings enabled the exchange of ideas, knowledge, and expertise, facilitating innovation and problem-solving.

By meeting face-to-face, companies could better understand each other's needs, negotiate deals, and establish long-term partnerships.



All of the AFE project output is available through the website.

[www.atlanticfoodexport.eu](http://www.atlanticfoodexport.eu)



**Atlantic  
Food  
Export  
Project**

Atlantic Food Export Project  
[www.atlanticfoodexport.eu](http://www.atlanticfoodexport.eu)



**SUCCESS  
THROUGH  
COLLABORATION**



This project has been co-funded by the European Regional Development Fund (ERDF) through the Atlantic Area Programme, under the subsidy contract EAPA\_466\_/2016 AFE. This Document reflects only the views of the project partners; the Atlantic Area programme authorities are not liable for any use that may be of the information contained herein.



## AFE partnership



The Atlantic Food Export Project is an EU-funded food and drink programme for SMEs. Beginning in June 2017 and completing on 30 June 2023.

The innovative AHFES programme provided, extensive training and mentoring to food and drink SMEs across the Atlantic Area regions of Ireland, Northern Ireland, Wales, France, Spain, and Portugal.

The project benefitting from a €1.8million EU-funding from the Interreg programme and its aims were to increase competitiveness and drive export sales.

The Atlantic Area Export Project brought together partners from France, Spain, Portugal, Ireland and the United Kingdom.

## Our Services

### 182 Participating companies

The AFE project worked with 182 companies across the Atlantic area. Assisting them research, engage and plan their internationalisation plan. Creating collaboration and engagement between Food and drink companies as they work together to explore new markets.

### 4 Sector Clusters

The AFE project created 4 sector clusters. These were product specific and enabled targeted actions to be undertaken that reflected the needs and objectives of each group.

### 90 Internationalisation plans

AFE personalised Internationalisation plans were created for companies who engaged and undertook initial stage research.

The plan would include market information and suggested customers to target. It would also highlight possible routes to market and a range of next steps.

[www.atlanticfoodexport.eu](http://www.atlanticfoodexport.eu)

## 13 International Market actions

Market visits are an essential part of the export journey. These visits can take various forms, Trade show exhibiting, Market research visit or a show case event for invited stakeholders.

AFE adopted all of these options. During the project term the partners organised 13 in-market events

London International Wine show -London IFE -Anuga-Sial-Biofach(2)-Scandinavian Market- Nordic market-Brussels (2)-Belgium & Netherlands

