



Atlantic Food Export Project

Newsletter April 2023
visit www.atlanticfoodexport.eu

Growing Exports Through Cooperation

BIOFACH - World's Leading Trade Fair for Organic Food

The organic trade exhibition was held in Nuremberg from 14 - 17 February 2023 and the **Atlantic Food Export Project** was there. Celebrating all things organic.

BIOFACH was a great opportunity for the AFE companies to share their passionate interest in organic food, get to know each other and exchange views, and contacts. The perfect opportunity for AFE companies to meet organic producers from the organic market and be inspired by the sector's latest trends.

[See AFE at Biofach](#)

AFE youtube link https://youtu.be/GZ-_PTV6-48



As part of the AFE project extension NIFDA undertook to deliver a trade mission to the UK based around the International Food Exhibition (IFE) **SHOW IN London on 230-21-22 March 2023**

All of the AFE companies received a one-to-one meetings with a range of contacts. On the final day the companies had a study tour of central London food retail stores. Visiting Fortnum and Mason, Wholefoods, Amazon Fresh as well as Borough Market. Investigating what is new in the various sectors and exploring innovation within the artisan market.

Advisory information was shared with the group in advance to encourage them use the study tour to Research their specific sector.

- Undertaking gap Analysis
- Benchmarking pricing and Promotions
- Taking photos of competitors Packaging
- Analysing how the store is laid out. What's on the end space.
- Is there evidence of best practice.

[See AFE at IFE London](#)

AFE youtube link <https://youtu.be/LMWnIQx3nrw>



In April 2023 AFE partner ASINCAR managed a trade mission to the Benelux region



In April AFE partner ASINCAR organised a [trade mission to Brussels](#). Exploring the Benelux region which is full of business opportunities for Food companies. The region offers three markets and three different cultures. A market with high purchasing power markets, transparent and with good distribution channels. They value quality, innovation, and respect for the environment, with the added benefit of reduced cost of prospecting, markets more easily accessible for SMEs than other markets.

[See AFE in Brussels](#)

AFE youtube link <https://youtu.be/EahKGdrjSN4>

Check out the AFE Website

www.atlanticfoodexport.eu

Atlantic Food Export is a project supported by the EU under the Atlantic Area Interreg Programme involving partners from 7 European regions. The project aims to improve competitiveness and increase exports of AA food sector SMEs primarily by encouraging business cooperation initiatives, such as export consortia. The project activities are intended to help the participating SMEs to overcome some of the barriers to internationalisation arising from their small size, structure, skill set or lack of resources. The partners involved in this extended project are Chambre d'Agriculture de la Dordogne (France), ASINCAR (Asturias, Spain), Cámara de Comercio de Sevilla (Spain), Câmara Municipal de Vila Nova de Famalicão (Portugal), Northern Ireland Food & Drink Association (Northern Ireland).

For more information contact your local partner

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