

Report on The AFE trade study tour to IFE in London on 20 -22 March 2023

In conjunction with the AFE project extension, NIFDA has embarked on the initiative to execute a trade mission to the United Kingdom, centered around the prestigious International Food Exhibition (IFE) in London, scheduled for the 20th to the 22nd of March 2023. Commencing the recruitment process on the 17th of January 2023, our approach involved direct email outreach to the SME base within our partnership network. The following email communication outlines the primary objectives and the level of engagement to be emphasized during this endeavour.

Recruitment email

Dear,

We hope this message finds you well. We are excited to announce a unique opportunity for Food and Drink Small and Medium-sized Enterprises (SMEs) to participate in a supported Trade Show and Study Tour at the International Food and Drink Exhibition (IFE) in London, taking place at the Excel Centre from the 20th to the 22nd of March 2023. Please note that there are only eight available slots for this exceptional activity.

The event will be bolstered by the following support:

Personalized Consultant Engagement: We will assist in arranging meetings with potential buyers.

Pre-event Training: We'll provide training sessions and one-on-one consultations to prepare you for the show.

Personalized Export Business Plan: Tailored specifically for the UK market.

Reduced Hotel Rates: Through group bookings, we've secured reduced rates for your accommodation.

Event Details:

Date: March 20th, 21st, and 22nd, 2023.

Activity Highlights:

- Online Preparation Meetings:
- Understanding the Market
- Understanding the Buyer
- Preparing for a Trade Show Visit
- Getting Ready for Your Meetings
- One-to-One Reviews:

Checklist for Attending the Show

- Planning Your Day
- Research Suggestions

Our team, in collaboration with One Vision Consultants, will work diligently to secure meetings with buyers and distributors for participating companies.

Itinerary:

- Day 1 (20th March 2023): Attend IFE show at Excel Centre, London, including meeting support.
- Day 2 (21st March): Continue to explore IFE at Excel Centre, London, with dedicated meeting support.
- Day 3 (22nd March): Enjoy a comprehensive study tour of food retail outlets in central London, concluding by 3 pm, featuring research and store walks.
- Post-Activity Support:

A follow-up meeting with a Business Development Consultant to provide guidance for your next steps.

We kindly request your expressions of interest by the 27th of January 2023. This exclusive opportunity is limited to a select few SMEs, so early response is encouraged.

Should you require any additional information or have questions about this exciting endeavour, please feel free to reach out to us.

Thank you for considering this exceptional opportunity, and we look forward to potentially welcoming you to the IFE Trade Show and Study Tour.

Best regards,

					
	Partner	Company	Contact	Email	Website
1	NIFDA	Otzibrew	Tricia McNeilly	tricia@otzibrew.com	https://otzibrew.com/
2	NIFDA	Karri Kitchen	Shera McAloran	shera@karrikitchen.com	https://karrikitchen.com/
3	NIFDA	Big Pot Co.	Alison Seane	alison@bigpotco.com	https://bigpotco.com/
4	Famalicao	Quinta dos Fumeiros	Deolinda Campelo	international@quintadosfumeiros.com	https://quintadosfumeiros.com/
5	Famalicao	Senras Dairy	Marta Santos	martasantos@senrasdairy.com	https://www.senrasdairy.com/
6	Asincar	Cafes El Globo	Aida Saiz Sanz	aidasaiz@cafeselglobo.com	https://cafeselglobo.com/
6	Camara Sevilla	La Cultivada	Elena Vecino	elena@lacultivada.com	https://www.lacultivada.com/
7	Camara Sevilla	La Cultivada	Sharon	sharon@lacultivada.com	https://www.lacultivada.com/
8	Famalicao	Yogan Creamery	Martinha	geral@yogan.pt	https://yogancreamery.com/

In pursuit of enhancing the export capabilities of participating companies, NIFDA initiated a consultant recruitment process to provide expert guidance and support. One Vision NI, led by consultant Mervyn Jones, a former buyer with experience at ASDA and Costcutter, successfully secured the procurement and commenced consultations with the involved companies. This report details the key stages and outcomes of this engagement, including group meetings, one-to-one consultations, and the provision of valuable resources.

Consultant Recruitment

One Vision NI, through consultant Mervyn Jones, was engaged to lead the export development process. A comprehensive recruitment process was undertaken, resulting in the selection of One Vision NI as the consulting partner.

- Establishing Company Profiles

- To kickstart the engagement, a series of meetings were organized to establish the profile and capabilities of the Atlantic Area Food Export (AFE) group. The initial group meeting involved all participating companies and focused on the following key aspects:
- Understanding the UK Food Market: An exploration of the UK's food market, encompassing both retail and foodservice sectors.
- Routes to Market: Delving into various routes available, including wholesale distributors, sales agents, and direct sales.
- Food Retail Trends: Discussion of the latest trends in food retail shopping.
- Economic Insights: Examination of economic data from the UK market and consumer behaviour.
- Market Information: Compilation of lists of retail outlets and distributors.
- Logistics Requirements: Insights into the logistics requirements necessary to serve the UK market.

This initial meeting was supported by relevant appendices, including:

- A presentation on the UK market.
- Guidance on optimizing the visit.
- An Excel sheet containing a 12-step checklist for international development.
- A UK distributor list with contact information, along with a sample of sales agent details.
- One-to-One Consultations

Following the group meeting, a series of one-to-one meetings were scheduled between the participating companies, the consultant (Mervyn Jones), and the Project Manager from NIFDA. These individualized sessions were conducted between the 1st and the 10th of March, during which custom research and data were created for each company. Detailed information pertaining to these one-to-one consultations can be found in the appendices.

Trip Timetable and Engagement

The timetable for the trade mission was distributed to the participating companies, outlining the schedule that included meetings with distributors and sales agents.

Each of the participating companies benefited from both individual one-to-one meetings and group meetings, ensuring comprehensive engagement.

Time	19-Mar	20-Mar	21-Mar
9am		Meet In the Hotel	Meet In the Hotel
10am		Attend IFE Show	Attend IFE Show
11am			
12pm		Edward Rayment Empire Bespoke foods	Julie Mills Shrewd Foodie
1pm			
2pm	Arrive in London	2pm Joanna Walker	2pm Adam Pritchard
3pm		Purple Basil	Windfall Logistics Ltd
4pm		4pm Karen Green	3pm Simon Waring
5pm		Buyer-ology	Green Seed
6pm	Pre Brief for companies		
7pm	In Hotel		
8pm			

- | | | |
|----|----------------|--|
| 1. | Joanna Walker | www.purple-basil.co.uk |
| 2. | Karen Green | www.buyerology.co.uk |
| 3. | Adam Pritchard | www.wfl.co.uk |
| 4. | Simon Waring | www.greenseedgroup.com |
| 5. | Edward Rayment | www.empirebespokefoods.com |
| 6. | Julie Mills | www.shrewdfoodie.co.uk |

On the culminating day of the project, the companies embarked on a enlightening study tour of central London's food retail stores. This excursion included visits to Fortnum and Mason, Wholefoods, Amazon Fresh, and Borough Market. The purpose was to investigate the latest developments in various sectors and explore innovation within the artisan market.

Prior to the study tour, the group received advisory information to maximize the research potential during the excursion. The objectives included:

- Undertaking gap analysis within their respective sectors.
- Benchmarking pricing and promotions to gain insights.
- Capturing photographs of competitors' packaging.
- Analysing store layouts and the placement of products, especially focusing on end spaces.
- Identifying evidence of best practices in the retail sector.

Throughout the engagement, an impressive total of 27 research and information data reports were generated to support the project. To obtain copies of these reports related to the Atlantic Food Export project IFE, please contact Jill at Jill@nifda.co.uk.

These resources are valuable for further exploration and analysis in connection with the project's outcomes.

In conclusion, this report highlights the critical phases of the export development process, commencing with consultant recruitment and moving through group and one-to-one meetings. The provided appendices and tailored research data will serve as valuable resources for the participating companies in their journey to expand into the UK market.

For more specific details and information, please refer to the appendices accompanying this report.

Report Prepared:

112 April 2023