



**Bwyd a Diod Cymru**  
**Food & Drink Wales**

## Building financial resilience in the Welsh food & drink sector – Managing cash & liquidity

When: 8:00am Wednesday 5th August 2020

[Register here](#)

Worrying about cash has undoubtedly been the top concern for most food or drink businesses during the last few months, and for good reason. “Cash is king” is a phrase that rings true when the main cause of business failure is usually a lack of cash. And managing cash and liquidity for the foreseeable future is going to be a prerequisite for food and drink businesses to move from survive, revive through to thrive.

Part of the Food & Drink Wales ‘Building Financial Resilience’ webinar programme, this webinar will look at how to manage cash reserves, tips for staying on top of cash and options for accessing short-term funding to increase liquidity. Our panel of experts will share their considerable experience in cash and liquidity management.

### Our panel

- Chris Terry, Finance Director, Peter’s Food
- Rhodri Evans Regional Manager, Development Bank of Wales
- Huw Thomas, Food & Drink Wales Industry Board; Managing Director Puffin Produce
- Alun Lewis, Finance Director, BIC Innovation

As this will be a panel discussion, there is the opportunity to submit any questions before the webinar. Please send any questions in advance to [linda.grant@bic-innovation.com](mailto:linda.grant@bic-innovation.com)