

DUBLIN, IRELAND

17-20 September 2019

Key Sectors

Food and Drink

Itinerary

Tuesday 17th September
Arrive in Dublin

Wednesday 18th September
Market Briefing and
store visit programme

Thursday 19th September
Buyer meeting programme,
trade networking event

Friday 20th September
Additional time for
meetings, return to Wales

TAKING WALES TO THE WORLD

Closing Date:
21 June 2019

For an application form
e-mail: [angharad.evans@](mailto:angharad.evans@bic.innovation.com)
[bic.innovation.com](mailto:angharad.evans@bic.innovation.com)



Llywodraeth Cymru
Welsh Government



Photo by Cathal Mac an Bheatha on Unsplash

The Offer

We would like to welcome your company to participate in a Food and Drink Wales supported Trade Development Visit to Ireland.

Why Ireland?

- A thriving export market of UK goods on your doorstep!
- English-speaking market of 4.6m people, same time zone, close proximity to manage
- Similar regulatory and legal framework with good transport links
- 20% of Wales' food and drink exports goes to Ireland
- Has an educated and sophisticated consumer market
- Last year, the Irish economy grew by nearly 7% (Central Statistics Office)
- Growth in healthy food options, increased convenience, micro beer brands, private label
- Ideal starter or test export market

The cost

The cost of this highly tailored Trade Development Visit is subsidised by Welsh Government and will be **£750** plus VAT per person*. This includes:

- Pre-visit support, including a full visit briefing
- Despatch of samples to Dublin
- Your company details and branding in the producer catalogue distributed to target buyers and distributors
- Market briefing, Meet the Buyer event, trade networking event, store visit programme
- B&B accommodation for 3 nights in Dublin via the Welsh Government's nominated travel agency
- Support and advice pre, during and post the market visit

To give you maximum flexibility you will need to organise your own travel to Ireland at your expense.

*Subject to eligibility criteria. This offer is available for two representatives per company. Any additional representatives will be required to pay the full unsubsidised rate – available upon request. Applicants should note that the assistance provided by this funding constitutes de minimis state aid as defined by the European Commission.