

# DOHA, QATAR

9–14 November 2019

## Key Sectors

Food and Drink

## Itinerary

9 November

Fly to Doha

10 November

Market Briefing

11 November

Store visit programme,  
networking event

12 November

Meet the Buyer event

13 November

Visit Hospitality Qatar

14 November

Return to Wales

# TAKING WALES TO THE WORLD

### Closing Date:

Monday  
15 July 2019

Get in touch: [http://  
foodexhibitions.  
thinkorchard.com/  
registration/  
qatar-2019/](http://foodexhibitions.thinkorchard.com/registration/qatar-2019/)



Llywodraeth Cymru  
Welsh Government

## The Offer

We would like to welcome your company to participate in a Food and Drink Wales supported Trade Development Visit to Qatar. Our visit this year will coincide with Hospitality Qatar.

The Qatari food and drink market is experiencing growth in the following categories:

- Organic, free-from
- Premium private label
- Healthy lifestyle such as vegan, vegetarian
- Low carbohydrate, low sugar, high protein
- Convenience foods and easy to prepare foods, particularly those which combine with a health positioning
- Packaged food
- Meat (must be halal, and certified by an organisation recognised by the Qatari authorities)

*“Taking part in the Trade Development Visit to Qatar in 2018 gave us real insight into the regional market and the opportunities available to Welsh food and drink producers. The visit was very well organised and we met a range of buyers and distributors from both retail and foodservice. I would recommend taking part in these visits as they can help prepare you for these more challenging export markets”*

**Massimo Bishop-Scotti,**  
Innovation Director, Prima Foods

## Why Qatar?

- A highly affluent market, Qatar is one of the richest countries in the world, importing over 90% of its food requirements
- The consumer base is high income, young & urban-based, a growing

expatriate population has a preference for eating out, healthy options and premium foods

- Qatar’s hospitality sector is expected to grow by over 12% to reach US\$1.4bn by 2022, 70% of its hotel stock is 4 & 5 star
- Tourism is a key growth area, with a target of attracting 5.6m tourists by 2023 and an expected 1.5m tourists during 2022 when Qatar hosts the FIFA World Cup
- Considerable investment in shopping malls, with 16 new malls expected to open by 2020
- English is widely spoken
- Easy access with flights from Cardiff to Doha

## The Cost

The cost of this highly tailored Trade Development Visit is subsidised by Welsh Government and will be £1,450.00 plus VAT per person\*. This includes:

- Pre-visit support, including a full visit briefing
- Despatch of samples to Doha (£750 total cost of shipping, shipments over this limit will have the difference recharged to the participating company)
- Your company details and branding in the producer catalogue distributed to target buyers and distributors
- Entry into Hospitality Qatar 2019
- B&B accommodation for 4 nights in Doha (return flights to Cardiff leave 01:05 on 14 November, hotel check out will be on 13 November)
- Support and advice pre, during and post market visit

\*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.