

# Trade Development Visit Copenhagen, Denmark Stockholm, Sweden 21st - 25th May 2018



Bwyd a Diod Cymru  
Food & Drink Wales



## The Offer

We would like to welcome your company to participate in a Food and Drink Wales supported Trade Development Visit to Denmark and Sweden. With both countries having strong currencies and where English is widely used, Denmark and Sweden are an ideal export market for Welsh businesses. Both markets are experiencing growth in the following areas:

- Free From, organic & natural
- Innovative concepts
- Private Label – discount & premium
- Healthy lifestyle - vegan, vegetarian
- Protein rich, low sugar
- Convenience foods
- Craft alcohol, especially beer, sparkling wine and gin

**“On attending my first export visit in November 2017 I thoroughly enjoyed meeting other companies who were experienced in the export market. I learnt a lot from the tailored support provided, and the meetings set up for us were exceptional and really gave us the opportunity to showcase our products. I wouldn't hesitate to attend more in the future.”**

*Tracey Kerslake-Davies  
Grey Trees Independent Craft Brewers*

## Itinerary

- 21 May 2018 Fly to Copenhagen
- 22 May 2018 Market briefing, Store visits, Networking
- 23 May 2018 Meet the buyer/importer event, Delegation moves on to Stockholm
- 24 May 2018 Market briefing, Meet the Buyer, Networking
- 25 May 2018 Store visits, Travel back to the UK

## Why Denmark?

- Danes are sophisticated buyers with a good reputation for paying on time.
- Denmark is rated 4th in the world by The World Bank's 'Ease of Doing Business' and top location in Europe
- With low inflation and strong growth, Denmark is one of the EU's best performing economies
- Denmark is a gateway to the Scandinavian and Baltic countries
- Ideal test market for potential exporters

## Why Sweden?

- Sweden is an affluent and thriving country
- The amount spent on food and drink is steadily increasing
- Rated the 9th easiest country in the world to do business with (World Bank Report 2016)
- Over 1,000 British companies are currently operating in Sweden
- Craft beer market rising; doubled in four years
- Organic is now mainstream – increased from 19% to 60% in the last decade to 2016

## Cost

The cost of this highly tailored Trade Development Visit is subsidised by Welsh Government and will be £1,495.00 + VAT per person\*. This includes:

- Pre-visit workshop, including a full trip briefing
- Despatch of samples to Copenhagen and Stockholm (limitations apply)
- Your company details and branding in the producer catalogue distributed to target buyers
- B&B accommodation for two nights in Copenhagen and two nights in Stockholm booked via Welsh Government's nominated travel agent including flights and transfers
- Market briefing and Meet the Buyer event in both locations, store visits
- Support and advice pre, during and post the market visit

**Closing Date for Applications: 28 February 2018.** To apply to take part in this visit, please complete this form: <https://goo.gl/forms/474Uh6GmUOY2ricD2> or email [angharad.evans@bic-innovation.com](mailto:angharad.evans@bic-innovation.com) to request an application form.

\*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.



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