



## Exporting to the Middle East, Qatar & China

Wednesday 31st January 2018, 10:30am-15:00pm

Metropole Hotel, Llandrindod Wells

In a region where British food and drink products are well regarded for quality, and English is widely accepted as the language of business, no wonder more and more Welsh companies are looking at the Middle East, Qatar and China as potential new export markets. But how do you get in on the action?

### Why the Middle East, Qatar and China?

- The UAE alone is an entry port for a £150 billion regional market where there are 5,000 British companies currently operating.
- A highly international population looking for superior quality food and drink products in retail and foodservice.
- The region has a very high Gross Domestic Product (GDP) per head.
- Saudi Arabia is the UK's largest trading partner in the Middle East
- Qatar it is expected to have the highest real growth in the Gulf Cooperation Council (GCC) region over the next few years
- Cardiff Airport launches direct flights to Qatar on 1 May with Qatar Airlines
- China is the world's largest economy and second-largest importer of goods, and by 2020 is forecast to be the world's largest importer of luxury goods

### The Speakers

- Lee Jennings, UAE & Qatar Market Insight & Regulations
- Patrick Gee, Llanllyr Water's Success in the Middle East
- Anthony Johnson, ADN Imports, China - Market Overview
- Jeremy Stoker, Managing a Brand Business in the Middle East
- Steve Jeffery, JAS Forwarding (UK) Ltd

### On the day

- Detailed insight into the Middle East food & drink market
- Market overview of trends, retail, on-line and how to tackle the Chinese market
- Speak to experienced Export Managers
- Learn from a Welsh company already exporting to the UAE

To book your FREE space e-mail [angharad.evans@bic-innovation.com](mailto:angharad.evans@bic-innovation.com)