

France

WHEN
**24 April –
27 April 2023**

KEY SECTORS
Food and Drink



Llywodraeth Cymru
Welsh Government

WHY FRANCE?

Following the success of Welsh Government's participation in SIAL 2022, there is a great potential for Welsh Food and Drinks companies to export to France.

France is the second largest export market for Welsh Food and Drink, with the value reaching £100m in 2021, up from £72m the prior year. The highest value export category was Meat and Meat Products at £68m, followed by Cereals and Cereal Preparations at £9m. The UK Exported £2.3bn of food and drink goods to France in 2021.

France's imports of goods rose by 21.2% in 2021, while they have the 5th largest packaged food market in the world. The French market is sophisticated with an appreciation for quality and traceability. Increasingly, France is opening to international flavours.

This year, Wales will gain higher visibility, as France is hosting the Rugby World Cup 2023, making it an opportune time to promote Food and Drink from Wales.

THE HIGH POTENTIAL CATEGORIES?

Our market experts believe the following categories have particular great potential:

- ◆ Meat
- ◆ Seafood
- ◆ Savory Snacks
- ◆ Organic / 'Free from' products

If you have these products, we want to talk to you!

WHAT TO EXPECT?

A Trade Development Visit to France will consist of:

- ◆ Market webinar
- ◆ Consultations with in-market consultant
- ◆ Trade mission to the market
- ◆ Travel organised, there is a cost of participation (max 2 delegates per business)
- ◆ In-market briefing with key speakers
- ◆ Store visit programme
- ◆ Schedule of meetings in-market with buyers
- ◆ Networking activity
- ◆ Visit to an appropriate trade show (if timing coincide)
- ◆ In-market support/translation

WHICH ARE THE KEY DATES

Application deadline:
20 January 2023.

Virtual 1-2-1 meetings with the appointed in-market team **Mid January 2023.**

A virtual Market Briefing will take place early **April 2023.**

The physical visit will take place **24 April – 27 April 2023.**

WHO IS ELIGIBLE FOR THIS TDV?

All Food and Drinks producers operating in Wales can apply for this Trade Development Visit.

WHAT IS THE COST?

The cost of this Trade Development Visit is **£750.00 plus VAT.**

HOW TO APPLY?

Please use this link for the online application form:

https://kineticcubed.formstack.com/forms/food_and_drinks_wales_trade_development_visits_2022_23_france