

TRADE  
DEVELOPMENT  
VISIT

# Norway and Denmark

WHEN  
17-22 September  
2023

KEY SECTORS  
Food and Drink



Llywodraeth Cymru  
Welsh Government

## WHY NORWAY AND DENMARK?

*Welsh food and drink businesses are known to be selling into these markets and report positive feedback.*

## THE HIGH POTENTIAL CATEGORIES?

## WHAT TO EXPECT?

## WHICH ARE THE KEY DATES

Application deadline:  
**23 June 2023.**

Virtual 1-2-1 meetings with the appointed in-market team **week commencing July 3rd.**

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

The physical visit will take place **17 to 22 September 2023.**

Having some of the highest GDPs per capita worldwide, the Nordics are a great market for quality, artisan and high-end products.

Norway is not an EU member but is a member of the European Free Trade Association. There is a free trade agreement with the United Kingdom, making trade between the two countries easier. The market is technologically advanced, and there is a growing interest in responsible consumption and healthy, sustainable products, and the demand for international food and drink products continues to grow.

Denmark is an EU member, having a wealthy, educated and open economy, receptive to UK products and investments. The Danes are sophisticated buyers with a good reputation for paying suppliers on time. The country offers easy access to the Scandinavian and Baltic countries as well as the growing economies of Germany and Poland. Moreover, the state monopoly on drink products which is in place in other Nordic countries doesn't apply to the Danish market.

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

- ◆ Fine Foods
- ◆ Organic / 'Free from' products
- ◆ Alcoholic drinks and beers
- ◆ Non-alcoholic drinks

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

A Trade Development Visit to the Nordics 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

## 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 **£1,500.00 plus VAT.** *There is also the possibility to do only one of the markets.*

## HOW TO APPLY?

Please use this link for the online application form:

[https://kineticcubed.formstack.com/forms/food\\_and\\_drinks\\_wales\\_trade\\_development\\_visits\\_2023\\_nordics](https://kineticcubed.formstack.com/forms/food_and_drinks_wales_trade_development_visits_2023_nordics)