

VIRTUAL TRADE DEVELOPMENT VISIT – THE NORDICS

August & September 2020

Key Sectors

Food and Drink

Closing Date:
24 June 2020

Taking Wales to the World



Llywodraeth Cymru
Welsh Government



The Offer:

We are inviting applications from Food & Drink Wales Export Club members to participate in a Food and Drink Wales supported virtual Trade Development Visit with Denmark, Finland, Norway and Sweden. The in-market partners providing the outreach programme for each country is the Department for International Trade (DIT).

This is a unique opportunity to learn about these markets and have your products introduced to targeted prospective buyers, distributors and importers in Denmark, Finland, Norway and Sweden. You will then receive a report with contact details of these pre-qualified potential buyer meeting leads enabling you to proceed with setting up online meetings.

This virtual Trade Development Visit is suitable for both new and experienced exporters.

Why Denmark, Finland, Norway and Sweden?

All four countries are affluent and sophisticated consumers. British products are well received.

Ease of doing business with these countries makes the region an ideal test market for potential exporters.

English is widely spoken across the region, and with all four capital cities easily accessible in just 2 – 3 hours, they are easy to service.

First in Europe for ease of doing business, Denmark is also ranked 4th highest in the world. Danes are open to UK products and have a good reputation for being prompt payers (DIT, Exporting Is Great).

The UK is Norway's largest trading partner, total trade between the 2 countries was worth £26.3 billion in 2019 (DIT, Exporting Is Great).

Total trade in goods and services (exports plus imports) between the UK and Finland was worth £5.7 billion in the year leading up to the end of March 2019 (ONS, 2019)

Sweden's sophisticated consumer market has proven popular with international brands who want to try a new product (Business Sweden, 2019).

Sweden's approach to international business is modern, open and friendly.

Key food and drink opportunities in these countries include:

- Plant based, vegan, vegetarian
- Healthy snacking
- Free from
- Fine foods/Gourmet/Specialty
- Cheese
- Craft beer
- Convenience
- Innovative & Niche Products
- Sustainable & Environmentally friendly – e.g. reused, recycled etc.

To register please visit: https://bicinnovation.formstack.com/forms/f_d_wales_nordics_vtdv_copy_1 or email angharad.evans@bic-innovation.com for further information.



The Cost:

The cost to participate in this virtual trade development visit is **£400 + VAT** and includes:

- A tailored market briefing covering market structure, routes to market, opportunities and potential challenges in all four markets
- 1:1 calls with DIT representatives in each country.
- Your company details promoted to buyers, distributors and importers in Denmark, Finland, Norway and Sweden.
- A feedback report from each country highlighting where there is potential for further discussion, contact details will be provided for you to organise online meetings with the interested distributor, buyer or importer.
- Support and advice, pre and post event with our Senior Export Managers and appointed in-market partners, DIT.

Note on shipping of samples:

Whilst we will offer advice about freight forwarders, participants will be responsible for shipping samples to ensure they arrive in good time, ahead of the online meetings. Participants will also be responsible for all shipping costs.

To register please visit: https://bicinnovation.formstack.com/forms/f_d_wales_nordics_vtdv_copy_1
or email angharad.evans@bic-innovation.com for further information.