

## **Free Training and business support for Welsh SME's in the Healthy Food & Drink Sector.**

Healthy lifestyles have never been more important than in these difficult times, and all across Wales we have innovative businesses, working hard to support consumers by providing healthy food and drink options. The European Union, being keen to drive forward a strong, innovative healthy food & drink sector, are funding AHFES - the Atlantic Area Healthy Food Eco-Systems project - under the Interreg programme. The programme has also received support from Welsh Government.

From January 2021 until August 2022, this will provide training and business support services to SME's working in this important area, via partners involved from Wales, Northern Ireland, Spain, Portugal, France and Ireland.

Training will cover topics such as consumer insight & market understanding, product lifecycle management, home and international market development and the product development critical path. Support will be available in areas such as creating business plans, facilitating collaborative projects, applying for funding, market research and preparing to export.

This training and support will be available free of charge, to small or medium sized food and drink business, based in Wales, and working to grow their business in the area of healthy food and lifestyles.

As Project Partner for Wales, BIC Innovation are inviting Welsh SME's in the healthy food and drink sector to spend a few minutes helping shape the training & services offered by please taking [this survey](#).