

VIRTUAL TRADE DEVELOPMENT VISIT - UAE

Week Commencing
Sunday 25th October
2020

Key sectors

Food and Drink

Closing Date:
8 September 2020

Taking Wales to the World



Llywodraeth Cymru
Welsh Government



The Offer:

We are inviting applications from Food and Drink Wales Export Club members to participate in a Food and Drink Wales supported virtual Trade Development Visit with the UAE.

This virtual approach will give you the opportunity to meet prospective buyers, distributors and importers via video conferencing without having to commit as much of your valuable time which a full Trade Development Visit entails.

Why the UAE?

In 2018 exports to the UAE from the UK totalled more than £10.5 billion making the UAE one of the fastest growing and most important markets for UK exports.

The UAE has a growing and diverse economy.

Business is conducted in English which is widely spoken in the region.

The UAE is regarded as a Gulf Cooperation Council (GCC) regional hub and can be an entry route into other countries in the GCC or Middle East and North Africa (MENA).

There is a large expat community in the UAE.

Key food and drink opportunities in the UAE include:

- Organic and natural foods
- Private labelling
- Meat alternative products
- Snacking products including healthy snacks
- Food that promotes gut health and immune boosting
- Baking items
- Ready to cook products

This Virtual Trade Development Visit is limited to 10 applications
Please use this link for the online application form [here](#)



Some Things to Consider

The working week in the UAE is Sunday to Thursday: please be prepared for some meetings which may take place on Sunday. There is a 3 hour time difference between the UK and UAE, so some meetings may take place outside of usual working hours.

If a prospective buyer requests samples in advance of or after a meeting, you will be responsible for shipping the samples and all associated shipping costs. Producers will be expected to respond to requests for further information or samples in a timely way.

Although there is no cost to participate in this virtual Trade Development Visit, non-attendance at, or withdrawal from the virtual Trade Development Visit once work has started on it will mean that you are liable for any costs that are incurred by the Welsh Government. Late responses to requests for further information and non-participation in pre-booked buyer meetings is reputationally damaging both for the producers, but also for the Welsh food and drink sector as a whole. Therefore, participating producers are expected to commit to the whole process and act as “ambassadors” for the Welsh food and drink sector.

Key Dates

You will have one to one calls with the appointed in-market agent partner in during week commencing 14th September.

A Market Briefing will take place during week commencing 19th October.

One to one meetings with pre-qualified buyers, importers and distributors will take place from Sunday 25th October.

Eligibility

This virtual Trade Development Visit is **only** open to **new** exporters to this region who haven't yet found their route to market.

This Virtual Trade Development Visit is limited to 10 applications
Please use this link for the online application form [here](#)