

VIRTUAL TRADE DEVELOPMENT VISIT – AUSTRALIA AND NEW ZEALAND

June 2020

Key Sectors

Food and Drink

Closing Date:
7 May 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 Australia, which will also include outreach to contacts in New Zealand.

This is a unique opportunity to meet, via video conference facilities, prospective Australia and New Zealand-based buyers, distributors and importers without having to commit significant time which a full Trade Development Visit entails.

This virtual Trade Development Visit is suitable for more experienced exporters and companies who can devote time and resources needed to be successful in this market.

Key food and drink opportunities in Australia include:

- Whisky, gin, beer
- Low and no alcohol beverages (fermented drinks e.g. kombucha and kefir, fizzy healthy drinks and water)
- Chocolate, breakfast cereals, savoury biscuits and healthy snacks
- Sauces and condiments
- Dairy ingredients and finished packaged products (bulk cheese, whole milk powder whey concentrates)
- Plant-based finished goods
- Organic, sustainable and “free from” health foods (e.g. gluten free, sugar free)

Similar to Australia, key opportunities in New Zealand include:

- Products that are not locally produced
- Premium, fresh and counter seasonal products
- Raw materials and functional ingredients for local production as New Zealand is moving towards more high value added processed foods
- Organic, gluten free and vegan goods.

Why Australia and New Zealand?

In 2019, Australia was the 10th largest export market for UK food and drink exports, while we also exported £1.5 billion in goods and services to New Zealand. In 2018, along with Singapore, Australia was the fastest growth market for UK food and drink exports, with sales of gin and soft drinks leading the way.

As well as a common language, both Australia and New Zealand share similar business and legal practices such as intellectual property (IP) protection and the rule of law. According to the World Bank in 2019 New Zealand rated first out of 190 countries for ease of doing business. Australia has a large ex-pat community of 1.2 million, while there are 250,000 currently residing in New Zealand.

The Australian food and drink sector is mature and well established, the largest proportion is the commercial foodservice sector, which consists of more than 70,000 outlets.

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



Image by nadine_simoner from Pixabay

The organic, healthy, and natural products market in Australia continues to grow rapidly and consumers are willing to pay for premium and organic products.

Australia is a long-term importer of whisky, gin and beer from the UK and has similar trends to the UK.

The New Zealand retail grocery industry is worth £7.5 billion with a small number of major players and distributors. New Zealand's food and beverage sector is mature and well established and food manufacturing is a key contributor to the economy.

New Zealand has two main supermarket chains, gourmet supermarkets and Asian supermarkets are popular as well as smaller independents. Private label manufacturing is also very common in NZ.

Note on shipping of samples:

Whilst we will offer advice about freight forwarders, participants will be responsible for shipping samples, if required for or after the online meetings. Participants will also be responsible for all shipping costs.

Note on time difference:

The times zones in Australia and New Zealand mean that they are between 7 – 9 hours ahead of the UK, so the virtual meetings are likely to be held very early in the morning to accommodate the time difference.

The Cost:

The cost to participate in this virtual Trade Development Visit is **£300.00 + VAT** and includes:

- Market briefing to include an overview of the food and drink market in Australia & New Zealand, import regulations and documentation, required accreditations/registrations, restricted/banned ingredients
- Company details promoted to Australian and New Zealand buyers and distributors
- Bespoke timetable of online meetings with selected Australian and New Zealand buyers and distributors, with your company presentation sent to the buyers ahead of the meetings.
- Support and advice, pre and post event with our Senior Export Managers and appointed in-market partner.

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