

## Food & Drink Market Visit to Belgium 11/03/2012 – 13/03/2012



Find out how your company can benefit from attending the Food & Drink Market Visit and Tavola 2012 trade fair.

What better way to have an insight on the Belgian market than by visiting the country, supported by UK Trade & Investment (UKTI) teams in both Yorkshire and the Humber and in Brussels.

Our UKTI team in Brussels will provide you with useful knowledge about the market including an overview of its economy, business culture and potential opportunities for food and drink. This visit has been planned to fit in with Tavola 2012, a trade fair for speciality food products including an Enterprise Europe Network Meet the Buyer event at the fair.

In addition, you will also be given the opportunity to promote your company and meet with the right partners for your products and services for the Belgian market as identified using your specifications. A tailored schedule of meetings will be prepared according to the objectives and requirements of your company.

### Why Belgium?

- The 7<sup>th</sup> largest export market for UK Food and Drink
- A nation that appreciates quality food and drink with retailers and food service operators open to British suppliers
- An excellent market for new exporters

### To register, please contact:

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UKTI Regional Team Manager

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### In partnership with:



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**Benefits of attending:**

- **COST EFFECTIVE** way of exploring export opportunities
- **CONTACT** with key buyers
- **ESTABLISH** a business network in Belgium
- **CAPTURE** the business opportunities for your company in Belgium
- **TEST** your export strategy abroad, using Belgium as an export market
- **DECIDE** whether Belgium is a market for you

**Programme of activity:**

**Day One Sunday 11 March:**

- Depart Leeds Bradford Airport 1630 hrs, arriving Brussels at 1855 hrs

**Day Two Monday 12 March:**

- Visit [Tavola 2012](#) in Kortrijk and the opportunity to participate in a [Food Business B2B Meetings 2012](#) organised by the Enterprise Europe Network working closely with UKTI. *We will register you for this once your participation has been confirmed.*

**Day Three Tuesday 13 March :**

- Market briefing and store visits
- Tailored meeting programme organised by UKTI staff in Belgium
- Depart Brussels 2020 hrs, arriving Leeds Bradford 2040 hrs

Total cost including flight and two nights hotel and bespoke research by the British Embassy £444 (includes VAT) via the UKTI OMIS service.

Deadline for registration: **Friday 27<sup>th</sup> January 2012** – places are limited so early sign up recommended.

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