



# Bespoke export development workshop: Food and drink sector

18 January 2017

*Companies in the Food & Drink sector come join us on this tailored workshop to learn more about selling internationally which has been specifically designed for your industry.*

Take part in this exciting opportunity to learn more about selling your products in the global market place. The workshop will be led by a specialist Food & Drink trainer who has a wealth of experience of working with UK food and drink businesses helping them to develop successful exports. The trainer has many years of practical export experience in the food and drink sector – in a wide range of commercial roles and covering many markets around the world.

## The workshop will cover:

- practical aspect to exporting for food and drink companies
- product compliance
- getting your export pricing right
- export logistics
- the international market for food and drink
- using global trends to create opportunities
- researching and ranking target markets for your products
- routes to market: what are the options?
- finding and working with best-fit in-market partners
- developing and growing sustainable export markets

## Who should attend?

The workshop is tailored for SMEs in the early stages of selling overseas or those who would like to take a more strategic approach and should be attended by the key decision maker who will be responsible for putting these steps into practice.

## Registration:

<https://eefooddrink.eventbrite.co.uk>

## Time:

09:00-16:30

## Cost:

Free of charge

## Venue:

Shropshire Chamber of Commerce,  
Trevithick House,  
Stafford Park 4,  
Telford TF3 3BA

## For more information:

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