

Exploring Spain's Health & Wellbeing Sector

Food & Drink, Toiletries & Cosmetics Exhibition

20 & 21 September 2017, Madrid

In line with recent trends, Spain is experiencing rapidly growing demand for healthy, added value food alternatives and natural toiletries and cosmetics.

According to Nielsen, 45% of Spanish consumers are looking for these kinds of products on shop shelves. As a result, the retail landscape is changing rapidly and supermarkets and hypermarket chains are dedicating more space to these categories. NOW is the time to enter the Spanish health and wellbeing market!

We would like to invite you to participate in an in-market visit to Madrid which will provide you with an insight into the Spanish market as well as opportunities to meet national distributors and retail buyers. Support by international sales and marketing experts will be on hand during the visit to help you develop your exporting skills and market knowledge.

The main focus will be a British health and wellbeing table top exhibition which will provide you with an opportunity to showcase your products to carefully identified buyers from across Spain preceded by accompanied store visits, a market briefing and a welcome dinner. With a population of 46 million plus 68 million tourists, including 15 million from the UK and an estimated 1.5 million British ex-pats, Spain is a significant and diverse market for British food, drink and toiletries suppliers.

Programme

Wednesday 20 September

Market briefing and presentations followed by store visits and welcome dinner

Thursday 21 September

a.m. Product Showcase/Meet the Buyer Event – an opportunity for one to one meetings with retail / food service buyers
Visit from British ambassador Simon Manley
Evening return to the UK

Additional details

The cost of this Trade Development visit will be £450 + VAT per company under DIT's Overseas Market Introduction Service (OMIS)*

This includes:

- UK companies will each have a table-top display and chairs to hold meetings, and are welcome to bring a pop-up display and samples
- Exhibitor details will feature in a brochure produced ahead of the event. This will be circulated with the invitation to distributors and buyers from all over Spain
- During the event: advice, translation and support from local DIT staff and Rees Consulting
- Coffee and tea will be served throughout exhibition event. Possibility to serve your products at the tapas lunch

* Notes:

- Travel and accommodation costs are **not included**. We will provide a list of convenient hotels.
- All bookings to be made by UK companies
- Cost associated with freight (ie. Samples) not included.

Please register interest or direct any questions to:

- Beatriz Asúa or Adolfo Barranco, DIT beatriz.asua@fco.gov.uk or adolfo.barranco@fco.gov.uk (toiletries & cosmetics companies)
- Javier Rees, Rees Consulting javier@rees-exportsconsulting.com (food & drink companies)

