



Gerald representing Aragon Exterior, COC Navarra and Asturias at ICEX London for a collaboration meeting with Extenda, Excal and ACCIO in January

2015

Switzerland Global Enterprise SIPPO at BIOFACH, NUREMBURG

www.biofach.de

Xtend2 has been contracted by [Switzerland Global Enterprise](#) as an international consultant to assist their Swiss Import Promotion Programme (SIPPO) at two international trade fairs in the food ingredients sector.

We assisted at Health Ingredients, Amsterdam and Biofach, where we helped introduce the participating SIPPO companies to international buyers from South Africa, Egypt & Indonesia. These included companies which sell Natural teas, Organic Aloe Vera, Baobab Oil Products, Natural Oils, Virgin Coconut Oil and Spices & Herbs.

PROCOMER – Promoting Costa Rican Exports

www.procomer.com

We are currently putting together a meetings agenda for buyers to meet exhibitors at the PROCOMER stand at the IFE in March. The exhibitors from Costa Rica include companies who export Frozen Fruit, Rum, Palm Hearts, Coffee and Water

Upwards and Onwards 2015

After the tough economic climate of last year, it was encouraging to hear central bankers and economic leaders sounding upbeat about prospects for 2015 at the World Economic Forum in Davos.

At Xtend2 we are preparing for an increased number of key events throughout the year.

As an appointed International Consultant for **Switzerland Global Enterprise** on their **SIPPO** programme we have just returned from Biofach in Nuremburg, matchmaking participating SIPPO companies with companies from the European Union. This follows on from a highly successful Health Ingredients Show in Amsterdam where we introduced participating SIPPO companies to international buyers.

In addition to **Biofach**, we are the appointed UK agent of a number of Trade Shows including the famous Spanish Wine Fair, **Fenavin**. We are currently registering wine buyers for this show which takes place in May. Other shows include Forometal, Salon De Gourmets & the China International Wine & Spirits Exhibition. Further detail about these Trade Fairs is in this newsletter and on our website www.xtend2.co.uk. Please do contact us if you have any interest in registering for these shows.

We have just completed a project for **Asturex** (Spain) researching the UK market on behalf of an exclusive ladies shoe manufacturer, where we contacted shoe agents as well as shoe buyers to introduce the company. This follows on from reports for a range of Asturian companies including luxury handbags, children's sleeping bags and dental surgery.

The new year has been busy with a number of planning meetings both in Spain and London where I have met up with **FIAB (The Spanish Food & Drink Federation)** as well as having a collaboration meeting with other Spanish regional offices which was held at **ICEX**, London.

The end of 2014 delivered exciting news for businesses that trade between Europe and Canada with the **CETA** agreement being ratified removing almost all customs duties and other obstacles to business. This should see a substantial uplift in trade between the two continents.

Thank you to all our clients and contacts for your continued support and we look forward to working with you during this exciting and busy year.

Cinquecliffe House, Thirlby, Thirsk,
North Yorkshire YO7 2EA

Newsletter

Salón de Gourmets, Madrid, Spain

13-16 April 2015

www.gourmets.net

- The Salón de Gourmets is the major European Trade Fair dedicated exclusively to delicatessen food and beverages with exhibitors and visitors from all over the world. Xtend2 has been appointed as the UK representative finding companies who want to take part in this event.

Foro-Agroalimentario

Artisan Gourmet Food Exhibition, Asturias, Spain

Buyers Mission

On behalf of Asturex we invited and accompanied 5 buyers from Specialist food Companies from the UK and ROI to this excellent Artisan Gourmet Food Exhibition held this month.

The Spanish exhibitors and the buyers had good meetings establishing relationships for future sales.

FENAVIN Wine Fair, Ciudad Real, Spain

www.fenavin.com

12-14 May 2015

We are delighted to announce that Xtend2 has once again been selected as the official UK representative for this Fair and we have already registered a number of buyers who want to visit this show. A number of Importers and wine buyers have already registered to join us as a guest of the Chamber of Commerce of Ciudad Real enjoying free travel & accommodation (subject to approval). For further information please contact Emma Cliffe at emma@xtend2.co.uk / 01845 597998

EU-CANADA

Comprehensive Trade and Economic Agreement (CETA)

Quick Facts on CETA

- removing 99% of customs duties & many other obstacles for business
- aim is to boost trade, strengthen economic relations and create jobs
- an expected €12 billion increase for Europe's GDP (The EU is the World's largest integrated economy with 500m consumers and an annual GDP of \$17 trillion).

Xtend2 has great experience working with both Canada and Europe including Trade missions; trade fairs and business matchmaking meetings. Clients include Agri-Food Quebec and STEP (Saskatchewan Trade and Enterprise Partnership)

Castilla La Mancha Training Programme in the UK

During the month of March 2015, 28 Spanish Graduate Trainees will travel to the UK with COC Ciudad Real to attend a presentation by Xtend2 on the UK food & Drink Market. They will also visit the IFE www.ife.co.uk as well as a pre-arranged tour we will organize to visit a selection of retail food markets.



Gerald Lawson- Tancred with FIAB in Madrid

China (Guangzhou) International Wine & Spirits Exhibition

The 14th Spring Session: May 10th – 12th, 2015

The 15th Autumn Session: Nov.16th -18th, 2015

- Xtend2 Limited is the official UK and ROI Representative for Interwine, the International Wine & Spirits Exhibition founded in 2005 in China. An excellent way to introduce your wines and spirits to the Chinese market.

Forometal, Gijon, Asturias, Spain

24th to 26th March 2015

- Procurement managers from all over the world will be attending this fair and as the UK representative we are inviting managers to join the UK and ROI delegation to these B2B meetings organised by ASTUREX, the regional government export department representing the Metal Industry in Asturias. Delegates have the opportunity to meet suppliers from Asturias and network with Procurement directors from around the world.
- For further information please contact Gerald Lawson-Tancred Gerald@xtend2.co.uk / 01845 597998

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