

NEWSLETTER

Issue 26

March 2014

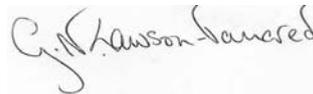
Welcome note from Gerald



It was a busy end to 2013 visiting Anuga in Cologne as well as the Americas Food & Beverage Show in Miami. We have had a busy start to 2014 with visits to Biofach Germany, attending the Asturex Punto de Encuentro in Oviedo as well as visiting Subsea Expo in Aberdeen. Xtend2 has been busy arranging trade missions, meeting agendas, finding agents/distributors and liaising with prestigious stores to arrange point of sale promotions. We are delighted to have been appointed the European trade fair agents for two of China's largest Organic food and healthcare exhibitions – IOF 2014 and HCI 2014.

Here are more details of our work to date.

Kind Regards



Putting the right people together

Using our network of contacts in the electronics sector we successfully researched the UK market and found potential UK agents/distributors for a Spanish company that manufactures ATEX junction boxes, ATEX cable glands as well as fire stop systems.



Shoe Floting meet buyers at the NEC, Birmingham

Working on behalf of this manufacturer of horse boots for the barefoot horse sector, we contacted 13 specialised companies and successfully arranged four meetings at their trade stand at BETA International 2014. A further three meetings were planned for companies unable to make BETA 14. Feedback was excellent and one major buyer who is ready to place an order.



Using our network of contacts

Working on behalf of IDESA, one of the leading suppliers of large manufactured equipment in the oil and gas sector - we have identified potential agents in the UK. Gerald also visited SUBSEA Expo in Aberdeen to source and identify more leads. Idesa is now meeting with three of the companies.



UK Representation

We are the UK/ROI representative for Asturex (The export promotion organisation for the region of Asturias in Spain). Earlier this year Gerald attended the Asturex annual meeting of Country representatives and met a number of companies looking to export to the UK and Republic of Ireland, assessed their products and discussed their export readiness for the UK and ROI markets.



Buyers mission

In co-operation with the Piemonte Agency for Exports, Italy we are currently organising an inward buyers mission for companies from the UK and Republic of Ireland – in the artisan food sector - to visit Italy



Dates for the diary:

- 2-4 June - London Wine Fair
- 7-9 Sept – Speciality Fine Food Fair
- 19-21 Sept – IOF 2014, China & HCI 2014, China
- 19-23 Oct - SIAL Paris