

Xtend2 Limited is an independent, multi-sector trade promotion company specialising in B2B matchmaking. We work with government export agencies, chambers of commerce, trade associations and generics. Our experience is in the western European markets. Our expertise is in trade missions, in-store promotions, in-market meeting agendas, workshops, seminars, buyers' missions and B2B meetings at trade fairs. Trade fairs of interest include Fruit Logistica, Biofach, Prowein, Natural and Organic London and London Wine Fair all of which take place in early 2017. We use social media as an integrated part of our projects, raising awareness of new products by including content relevant to the defined audience.

Please contact us for any projects you are planning in Europe in 2017. You can visit our website www.xtend2.co.uk to see our [Client Testimonials](#).

Completed Projects

ORGANIC TRADE SEMINAR IN SWITZERLAND FROM THE OTA

Xtend2 was appointed by the OTA (US Organic Trade Association) to assist with an Organic Trade Seminar in Bern. We identified and invited traders, buyers, retailers, certification bodies, quality control and science officers and media based in Switzerland with interest in the organic sector. A member of the Xtend2 team travelled to Bern and worked closely with the OTA and the US Agricultural Attaché in Geneva, liaised with the venue Event Manager regarding the programme organisation, helped with logistics and arranged a meeting for the OTA with Switzerland's largest retailer.



IN-MARKET AGENDAS WITH THE BPCC

We have been working closely with the BPCC (British Portuguese Chamber of Commerce) on successful in-market meeting agendas for individual Portuguese companies throughout 2016.

Portuguese Samosa Success.

As a direct result of the Meetings Agenda we organised for Top Sabor, one of Portugal's top SME's, in a very difficult UK market; we are delighted to say that orders have recently been placed by a London based company.

Delicious Cheeses from the Azores.

We recently achieved a significant UK meeting agenda for Bel Portugal which currently has 35% of the Portuguese market for cheeses. We promoted their Terra Nostra and Limiano labels which have awards for animal welfare and offer full traceability from producer to consumer. Their products found interest in the UK with a number of important cheese importers and distributors as well as one of the top three supermarkets. Meetings were organised across the UK and were accompanied by a member of the Xtend2 team.

We are currently working on a third Meetings Agenda for the BPCC, supporting a company manufacturing creative packaging and gift boxes with meetings taking place towards the end of November.



Other In-Market Agendas

We are currently working with a Spanish Bodega on a Meetings Agenda with UK companies supplying the on-trade. The Bodega produces a full range of organic and non-organic wines using traditional Spanish grapes as well as more modern blends. We have already generated interest and hope to have a comprehensive meeting agenda in place for the end of November.



Past Projects

'A TASTE OF SPAIN' TRIUMPHS IN THE FENWICK FOOD HALL

Xtend2 worked with FIAB (the Spanish Food & Drink Federation) to organise this three week long in-store promotion at the Fenwick flagship store in Newcastle. We have received excellent feedback from Fenwick who were pleased with our organisation and planning for the project, impressed with the quality of the Spanish products and the support from Spanish companies regarding in-store tastings and events. Fenwick saw increased footfall during the promotion and has subsequently retained nearly 50% of the selected products.



BIOFACH NUREMBERG WITH SWITZERLAND GLOBAL ENTERPRISE

We were contracted by Switzerland Global Enterprise for their SIPPO programme to undertake B2B match-making at Biofach in the organic food ingredients sector. We have also undertaken follow ups with the participating SIPPO companies from South Africa, Peru and Colombia, most of whom reported that they had achieved orders, an excellent result which demonstrates the importance of the SIPPO programme.



Up Coming Events

Gerald Lawson-Tancred will be visiting the Nordic Organic Food Fair in Sweden in November looking at the organic sector in Scandinavian countries.
