

NEWSLETTER

Welcome note from Gerald



We have been working extremely hard this summer with projects from a range of countries and regions. We have recently been selected to be the UK/Republic of Ireland in-market promoter for the Chamber of Commerce of Barcelona. We have just signed a contract with the Agency of Piedmont Investment Exports and Tourism for the Speciality Fine Food Fair in London where we will be inviting companies in the UK to visit the Piedmont stand.

As the Director of Xtend2, I have been invited by Aragon Exterior to attend their annual Encuentro Internacional AREX as the UK/Republic of Ireland in-country promoter for food and wine. I will be meeting with regional producers and manufacturers, reviewing their products and discussing their export readiness ahead of introductions to the UK market. We have also signed a contract with CITEM (Philippines) to act as its agent for European fairs, the Global Design Manila Fame and the International food Exhibition (IFEX) Philippines.

We are also starting to work with UK companies helping them export into Europe.

Kind Regards

B2B Projects

We have successfully completed six projects for Asturex this year, matchmaking Spanish SME companies with UK buyers and importers. Products include children's sleeping bags, specialist shoes for horses, engineering products for the oil and gas sector, electrical safety equipment and zinc oxide. We are currently working on projects with new companies from Asturias in the dental tourism sector and luxury accessories.



Working with Chamber of Commerce Navarra, Spain

As the UK in-market promoter for the Chamber of Commerce of Navarra we are currently working on a project in the steel sector, helping a Spanish manufacturer introduce their products to interested UK companies.



The Piemonte Agency for Investment Export and Tourism at the Speciality & Fine Food Fair London, England

Following up on our previous successful projects we are again working with the Agency of Piedmont for Investment Export and Tourism, this time at the Speciality & Fine Food Fair at Olympia London from 7th to 9th September. We will be introducing Piedmont speciality and artisan products to UK importers and distributors at their stand.

The UK's leading showcase of fine food & drink



UK/Republic of Ireland Representation for the Chamber of Commerce Barcelona.

Xtend2 has been selected as the in-market promoter for the Chamber of Commerce of Barcelona, covering the UK and Republic of Ireland. Our first project will be introducing an artisan coffee company to the UK market.



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Buyers Mission Results

Working with the Agency of Piedmont for Investment Export and Tourism.

Results from our Buyers Mission to Piedmont for a speciality/artisan food workshop were excellent. Major importers from the UK and Ireland considered the products high quality. Invited UK companies selected many Piedmont companies to follow up from the event and the Irish companies carefully reviewed all the companies they had met and selected those with the widest appeal to the Irish speciality market. Invited companies reported that the organisation, co-operation and hospitality were excellent and the focused two day fitted in well with busy work schedules.

Xtend2 have now been selected to arrange introductions for speciality food companies from Piedmont at the Speciality Fine Food Fair in London in September.



UK Exports to Europe

SLOEmotion is a wonderful family business based in the heart of North Yorkshire, producing a range of premium quality sloe-based liqueurs, chocolates and chutney using the sloes that grow in the local hedgerows.

Already extremely popular across the UK, we are looking forward to introducing these products into Europe.

SLOEmotion



Encierra in the UK

Xtend2 Limited have been working with Encierra from Chile, representing their wine in the UK. With Xtend2's help Encierra already sells well in the North of England and we have promoted it further this year, asking MW Derek Smedley for tasting notes and contacting niche importers across the UK. We have distributed samples to a number of interested buyers and, not only were Derek Smedley's tasting notes excellent but the wine has also achieved a Parker score of 90.



Dates for the diary:

7 - 9 September	Speciality Fine Food Fair London, UK
24-26 September	COTECA Coffee, Tea, Cocoa Global Expo, Germany
19-23 October	SIAL Paris, France