



Welcome to the autumn issue of the Xtend2 newsletter, keeping you up to date with our achievements and demonstrating how we can successfully support your 2016 projects. We have worked with a number of new clients this year including the Caribbean Export Development Agency, Procomer (The Government Export Agency of Costa Rica), Switzerland Global Enterprise and the Association of Macedonian Fruit and Vegetable Processors as well as continuing to work with long term clients such as Asturex and Fenavin Wine Fair

We already have some exciting projects lined up for 2016 including being selected as the official UK and ROI representative for the Hosted Buyers Programme at Alimentaria in Barcelona and contracted as an International Consultant for Switzerland Global Enterprise, working on the SIPPO programme for food ingredients at Biofach.

We have extensive databases of buyers/procurement directors in sectors that include food and drink, giftware, textiles/fashion, furniture and tourism. Our expertise is in B2B matchmaking at European trade fairs. We also have expertise in inbound/outbound missions, in-store promotions, workshops, meeting agendas and seminars.

Do please contact us for any projects you are planning for the UK/European markets for 2016.

For more information please have a look at our website [www.xtend2.co.uk](http://www.xtend2.co.uk) or contact us at [info@xtend2.co.uk](mailto:info@xtend2.co.uk)

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#### **Trade Fairs – B2B Matchmaking**

For exhibitors at Trade Fairs -we offer an intensive email and telephone campaign concluding with pre-arranged introductions to visiting buyers and exhibiting companies at the Fair. Our selections are made following a detailed analysis of our client companies profiles and products.

This year we worked closely with Caribbean Export Development Agency brands

- Design Caribbean representing 11 designers at the Autumn Gift Fair in Birmingham
  - Caribbean Kitchen representing 12 food and drink companies at Anuga in Cologne
- The B2B meetings resulted in a number of confirmed sales at the Fair, with more pending following our post event follow-up. Feedback from Caribbean Export and the Caribbean companies themselves has been very positive.



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#### **Switzerland Global Enterprise**

We were appointed as an International Consultant by Switzerland Global Enterprise for SIPPO (the Swiss Import Promotion programme) in the food ingredients sector.

Projects in 2015 included

- B2B matchmaking at Biofach in Nuremburg for 9 companies from South Africa & Indonesia.
- A sourcing mission to Colombia & Peru in the food ingredients sector.
- B2B matchmaking at Anuga in Cologne for 14 companies through The Macedonian Association of Fruit and Vegetable Processors (MAP)

In December we will be at Food Ingredients in Paris organising both inbound and outbound meetings for 6 companies from Colombia, Indonesia and South Africa.



### Workshops

We were invited to collaborate in a food and wine tasting workshop in London on behalf of the German Federal Ministry of Food & Agriculture, contacting UK food and wine importer companies to invite them to the workshop as well as organising meeting agendas for the German companies with UK buyers around the event.



### Focused Trade Missions

These missions offer our clients scheduled meetings providing sales opportunities with target markets and are generally anchored to trade shows.

This year we were contracted by Procomer [the government export agency of Costa Rica] to organise meeting agendas for 4 companies from Costa Rica who were visiting the International Food Exhibition (IFE) in London. We also organised a retail tour for the companies and gave a PowerPoint presentation on opportunities in the UK market in the food and drink sector.



### Seminars & Retail Visits

Seminars and retail visits are an important educational component to our missions. These are tailored to fit the client and can be country or sector specific.

This year we organised retail visits to leading supermarkets and department stores in Cologne for Caribbean Export and key supermarkets and specialist stores in London for Procomer

We gave sector specific seminars to

- SIPPO participants at Biofach Nuremberg,
- Design Caribbean at the Autumn Fair, Birmingham
- Caribbean Export at Anuga, Cologne.

We also gave a seminar on export trade between Spain and the UK to Spanish business trainees on behalf of the Chamber of Commerce of Ciudad Real, Spain.



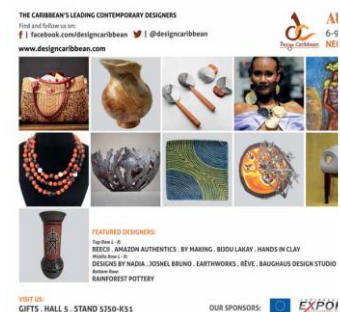
### Marketing and PR

We support our projects and missions with strong marketing campaigns including press releases, advertising and editorial, through to event management and social media campaigns.

This year we organised a strong press release campaign for Design Caribbean, distributing their press releases to over 4000 journalists/bloggers Europe wide and achieving editorial in 'The Gift Focus Magazine', 'Furniture News', 'Housewares Magazine and HousewaresLive.net.

We recommended entry into the Anuga Taste 15 awards for Caribbean Kitchen companies, successfully invited 'The Grocer' magazine and the Cologne News Corporation to the Caribbean Kitchen Anuga stand and contacted the German rum ambassador Dirk Becker and the UK rum specialist Pete Holland on behalf of the rum producers.

We updated twitter regularly for both brands, much of which was re-tweeted.





INTERNATIONAL MARKETS



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#### **Important European Trade Fairs for 2016**

##### **Food & Drink Sector**

Biofach Nuremberg – 10<sup>th</sup> to 13<sup>th</sup> February <https://www.biofach.de>

London Wine Fair – 3<sup>rd</sup> to 5<sup>th</sup> May <http://www.londonwinefair.com>

SIAL Paris – 16<sup>th</sup> to 20<sup>th</sup> October <https://www.sialparis.com>

##### **Fruit**

Fruit Logistica Berlin – 3<sup>rd</sup> to 5<sup>th</sup> February <http://www.fruitlogistica.de>

##### **Seafood**

Seafood – Brussels – 26<sup>th</sup> to 28<sup>th</sup> April <http://www.seafoodexpo.com/global>

##### **Gifts**

Maison et Objet Paris – 20<sup>th</sup> to 26<sup>th</sup> January <http://www.maison-objet.com/en/paris>

The Spring Fair – Birmingham – 7<sup>th</sup> to 11<sup>th</sup> February <http://www.springfair.com>

The Autumn Fair – Birmingham – 4<sup>th</sup> to 7<sup>th</sup> September <http://www.autumnfair.com>

##### **Fashion**

Pure London – 14<sup>th</sup> to 16<sup>th</sup> February <http://www.purelondon.com>

Moda Birmingham – 21<sup>st</sup> to 23<sup>rd</sup> February <http://www.moda-uk.co.uk>

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