

25th November 2013

Gerald Lawson-Tancred Tours the top Global food and beverage shows.



Whether it be SIAL in Paris ANUGA in Cologne, Biofach for organics, the Food and Beverage show in Miami, the London International Wine Fair or the IFE, Gerald Lawson-Tancred, Director of Xtend2, has experienced these and many more and is able to advise on where the best opportunities lie for SME's looking to promote their products at trade fairs.

This year Gerald could be found at the **Food and Beverage Show in Miami** assessing opportunities for the European markets as well as **ANUGA in Cologne** where he continued to develop his strong networks with contacts old and new and became involved in intense discussions at the most important platform for the international food business.

Gerald's trade fair experience is extensive and his company, Xtend2 Limited, can pre-arrange business meetings at trade stands, arrange personal introductions to buyers and procurement managers, match make companies and provide stand set up and representation. Xtend2 also organises events for their clients around trade fairs such as receptions and dinners.

For further information on the Trade Fair services Xtend2 and Gerald Lawson-Tancred can offer please contact

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