



VII Inward Trade Mission for Importers in the Food & Wine sector - La Rioja (Spain)

Logroño, 27th & 28th February 2019

Business Round – bilateral meetings

The VII Inward Trade Mission in the Agrofood Sector will join the most important Spanish enterprises in the Food & Wine sector from La Rioja, along with importers and distributors from EU (United Kingdom, Germany, Italy, Belgium, Denmark, Netherlands, Poland, Sweden...), United States, Canada, México and Asian markets (China, Japan and South Korea)

The event consists of:

- Bilateral business meetings previously established in individual agendas, between companies and importers (booking priority to importers)
- Visits to Rioja companies' premises also previously established in individual agendas (according to the selection made by each importer)

The Business Federation of La Rioja (FER) is the promoter of the event, co-organized by Business Organisations from the above mentioned countries. All of them are member of the Enterprise Europe Network (EEN, the Business Network of the European Commission).

Objective

Facilitate bilateral trade between Rioja companies and Importer in the Agrofood sector.

Represented sectors

Enterprises in the Agrofood Sector from one of the most important agrarian and Agrofood industrial areas in Spain (Ebro River Valley - La Rioja):

- Wine in Denomination of Origin Rioja, tinned vegetables (peppers, artichokes, mushrooms, asparagus, etc.), Olive oil, Cold cuts (serrano ham, chorizos, sausages...), Sauces, Ready meal, Cheese, etc.

Importers and distributors:

Distributors and importers of the products stated above. Food chains, supermarkets, purchase agents for Hotels and Restaurants, delicatessen chains of shops and others.

Applications will be evaluated individually.

Collaborates:



Meeting place: Rioja Forum (Logroño, La Rioja) www.riojaforum.com

Dates: 28th February and 1st March 2018

Financing: Business Federation of La Rioja, Enterprise Europe Network and the Regional Government of Rioja

Conditions of participation for importers and distributors:

Free travel and lodging:

Travel costs to Logroño and lodging expenses for three nights will be covered 100% by FER for importers.

Calendar – Deadlines:

- Open until 15th Jan: Importers/Distributors can register on the event website (FER must validate and accept the application).
- 16th to 26th January: Importers/Distributors will select the companies they wish to have interviews with (from the local participants), and the ones they would like to visit.
Travel arrangements: Importer must provide a copy of their passport (for flights arrangements) to the contact person from the host organisation. Importers must also confirm their travel plan once it has been sent by the host organisation.
- 28th January: FER/EEN local point will send the agendas of interviews and visits to importers and distributors (also the travel plan), those will need to be confirmed.
- From 1st February: Importers will receive their flight tickets and hotel reservation by e-mail.

27th and 28th February. VII INWARD TRADE MISSION.

27th February.

- 08.00 h. Transfer to Riojaforum.
8.15 h. Participants' Registration and delivery of documentation.
8.40 h. Official Welcome with representatives of the Regional Government of La Rioja and the Business Federation of La Rioja.
9.00 – 13.30 h. Bilateral meetings according to previously established agendas.
13.30 – 15.00 h. Lunch break
15.00 – 18:30 h. Bilateral meetings according to previously established agendas.

28th February.

Visits to companies, pre-arranged according to the interests expressed by importers/distributors.

March / July Monitoring survey to evaluate the results.

Host organisation: **Business Federation of La Rioja (Spain)**

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