



Opportunities in the UK Food & Drink Market after Brexit: a spotlight on Wales



WEBINAR 18 MARCH / 10.00-11.15AM CET

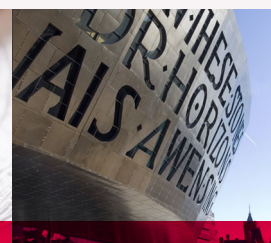
With its 65 million consumers, the UK is the 2nd largest Food & Drink market in Europe, and the most dynamic in the world in terms of new product launches. In 2019, 71% of the UK's imported food and drink was from the EU.

Ties between Germany and Wales have traditionally been strong. Benefiting from the support of the Welsh government and a strong local supply chain, German businesses like Aldi and Lidl have invested in Wales over the years and continue to grow.

In this webinar we look ahead and address both the challenges and opportunities for the UK Food & Drink Market in 2021: What are the key consumer trends and growth segments? How does Brexit affect the F&D market and trade with Europe? And how can German F&D companies benefit from forming a local supply chain in Wales?

Attend this webinar if you:

- Want to hear from a UK embassy expert about how Brexit affects the market and trade
- Want to learn the key trends in the UK Food & Drink market
- Are interested in forming a local supply chain to meet customers' demands in the UK



 **Duration: 60-75 min**



**Bwyd a Diod Cymru
Food & Drink Wales**


foodactive
Metropolregion Hamburg

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Agenda & Speakers

Agenda items	Time	Speaker
Welcome Words & Introduction of Speakers	5-10 min	Dr. Annika Schröder , Managing Director foodactive
UK F&D Market Overview	10 min	Ms. Emma McGeown , Senior Food & Drink Analyst, Mintel
How Brexit Affects the F&D industry	15 min	Ms. Kaeshini Sivananthan , Adviser EU and Economic Section, British Embassy Berlin
Wales as a place to do business and invest in the F&D sector	15 min	Ms Fuling Li , Senior Manager Food Division, Department of Economy, Skills and Natural Resources, Welsh Government
Q&A	10 min	Moderator: Lukas Josten , Project Manager OCO Global

Webinar Registration



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