

VIII INWARD MISSION 2020



INTERNATIONAL
FOOD&WINE FAIR

LA RIOJA

LOGROÑO, 26.-27.02.2020



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

Logroño, 26th & 27th February 2020

Business Round – bilateral meetings

The VIII 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 Importers 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...), Fish & Seafood, Snacks, 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.*

VENUE: Riojaforum (Logroño, La Rioja) www.riojaforum.com

Dates: 26th and 27th February 2020

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.

- Travel arrangements: Importers must provide a copy of their passport (for flights arrangements) to the contact person from the host organisation (Laura Labanda – laura.internacional@fer.es). Importers must also confirm their travel plan once it has been sent by the host organisation.

Calendar – Deadlines:

Open until 15 th Dec:	Importers/Distributors can register on the event website (FER must validate and accept the application) https://food-wine-2020.b2match.io/
16 th to 24 th 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
From 27 th 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 Importers will receive their flight tickets and hotel reservation by e-mail

26th and 27th February. VIII INWARD TRADE MISSION

26th 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

27th 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)**



Sheila Argáiz
Head of International Department
Sheila.internacional@fer.es
Tel: 00 34 941 271 271
www.fer.es

Laura Labanda
Technical Advisor, International Department
Laura.internacional@fer.es
Tel: 00 34 941 271 271 ext:218
www.fer.es