

# Promoting Kent Food & Drink Exports

## Activities & Opportunities

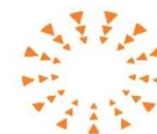
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Produced in Kent



# Background

- **Businesses that export show stronger financial performance, greater resilience and are more productive and innovative than non-exporters**
- **Food & Drink is the UK's largest manufacturing sector and is one of Kent's most important industry sectors**
- **Food & Drink products have huge export potential**
- **Kent has relatively low export levels - 8% in 2010 compared to 10% in the wider South East**



Enterprising  
**BRITAIN**  
AWARDS 2016



Department for  
International Trade



# Produced in Kent



- **A trade organisation supporting and promoting food & drink products and services in Kent**
- **Partnering on international trade programmes in Kent has provided membership with new opportunities & significant export benefits**
- **Export meets a key objective for membership through providing new routes to market**
- **Department for International Trade knowledge and worldwide 'local' expertise has proved invaluable**
- **Inexperienced exporters benefit from handholding and support**

# Challenges for Kent Food & Drink Businesses

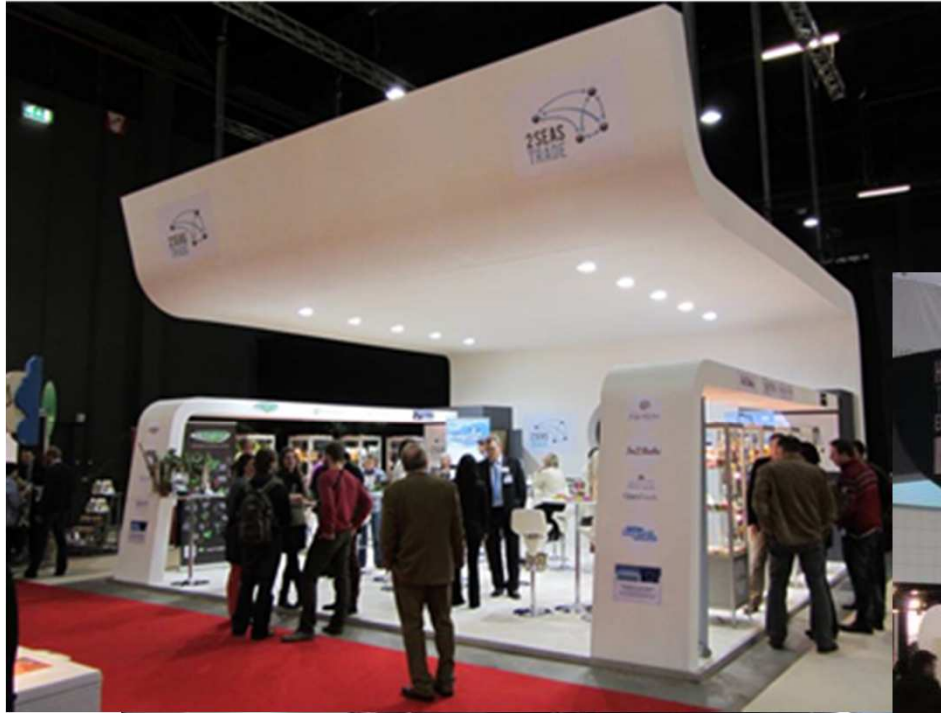
- Finding 'in-market' contacts / partners
- Distribution & consolidation
- Market selection
- Understanding regulations
- Financing & internal resources
- Uncertainty around Brexit
- Exchange rates fluctuations
- Support for country specific challenges



# A short story...



# TAVOLA Trade Show, 2012 & 2014 Kortrijk, Belgium



# GREAT Food from Kent, 2016



# Consumer Show – Ghent, 2013

## Testing the Flemish Market





# Zeeland Food Expo – the Netherlands March 2017 (Trade & Consumer)



# Market Research & Networking Visits: Anuga 2015 & SIAL 2016



# British Embassy Reception during SIAL Market Visit – October 2016



# Combining Trade Development & Tourism

**FOOD  
IS  
GREAT  
BRITAIN**

*Whitstable Harbour  
Kent*

Whitstable Oysters have been cultivated off the Kent coast since Roman times. To enjoy fresh seafood and the catch of the day, visit Kent.

[producedinkent.co.uk](http://producedinkent.co.uk)



# HERITAGE IS

# GREAT

# BRITAIN

Kent is a leading wine-producing region thanks to its south-facing slopes, chalk soils and favourable climate. To discover vineyards and award-winning wines, visit Kent.

[visitkent.co.uk](http://visitkent.co.uk)

Biddenden Vineyard  
Kent



# FOOD IS

# GREAT

## BRITAIN

*The White Cliffs  
Dover, Kent*

From the ripest strawberries to the sweetest apple juice, Kent has all the ingredients for a perfect picnic. For outstanding culinary experiences, visit Kent.

[visitkent.co.uk](http://visitkent.co.uk)



# HERITAGE IS GREAT

BRITAIN

Hole Park Estate  
Robenden, Kent

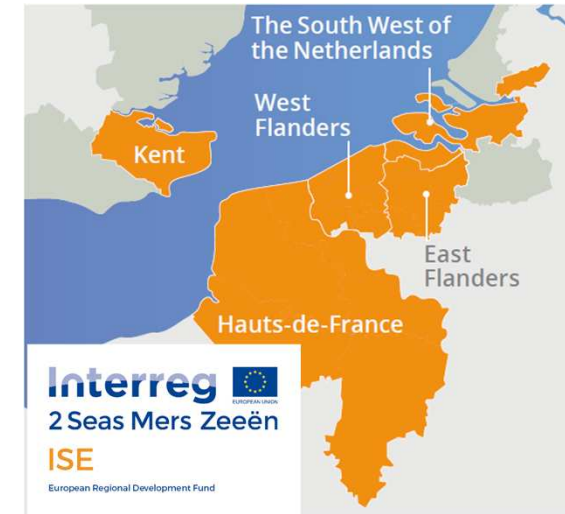
Known as the 'Garden of England', the county of Kent has produced hops to flavour British beer for centuries. To discover traditional real ales from over 30 breweries, visit Kent.

[producedinkent.co.uk](http://producedinkent.co.uk)



# Opportunities & Potential Activities

- Supporting product adaptation for nearby European markets
- Overseas market visits, trade show visits, cross-border matchmaking & clustering



- Department for International Trade European funded project & food exporters forum
- Future market visits/trade missions
- French trade press visit to Kent
- Consumer events & Pop-up shops
- Kent pavilions at trade shows
- Build on 'GREAT' Britain activities



Department for  
International Trade