



NBCC concludes three day food products trade mission to the UK

The NBCC has concluded its bi-annual food products trade mission to the UK in March 2013.

8 Dutch companies, all related to the food retail sector, joined the NBCC on a three day trade mission coinciding with the International Food Exhibition (IFE) in London. The programme delivered by NBCC consisted of a meeting with the trading department of Marks & Spencer, a visit to the IFE exhibition and store visits to flag-ship stores of the leading food retail groups in the UK Tesco, Sainsbury, ASDA, Waitrose and Lidl.

Most of these visits consisted of guided tours where staff of the retailer concerned informed the delegation on presentation, trends etc.



the international
food & drink event
17-20 March 2013 ExCeL London

In addition the NBCC organised a seminar where specialist speakers, among which a representative of the leading Institute for Grocery Distribution and a former Tesco buyer informed the trade mission delegation on current UK retail trends and on how to engage the UK food buyer.

Event sponsor and NBCC member company Rabobank International, more specific the International Desk, kindly invited the trade mission delegates as well as the Dutch exhibitors at IFE to a dinner party. This Desk is situated in London and they support Dutch clients based in the UK and Ireland. In this respect both the IFE and the trade mission are events that are of specific interest to them as well. To adorn the dinner a Rabobank colleague gave a presentation on the so-called 'hybrid consumer'; the behaviour of consumers who downtrade to value/discount regarding basic groceries and uptrade to premium goods concerning products which are socially and emotionally of great value to them.

This well-organised dinner event offered tremendous opportunities for the guests to exchange experiences in the UK food retail industry and to increase their knowledge of the future trends in the food sector as a whole.

With support from the Embassy of the Kingdom of the Netherlands a network reception was organised at the Dutch food pavilion at IFE which attracted a large number of guests from the Netherlands, the UK and other markets.



The presentations delivered during the programme are available to NBCC members. Please contact us at info@nbcc.co.uk to make your enquiry.

The NBCC will be hosting a series of trade missions to the UK in the remainder of 2013 and beyond.

These will be dedicated to selected sectors such as offshore wind energy, cycling, oil and gas and food and drink for which good commercial opportunities are perceived in the UK market.

