



THE FIRST SPANISH FARMER'S MARKET IN LONDON



ORGANISED BY:



PRESENTATION

1. THE CONCEPT

INNOVATION IN TIMES OF CRISIS

The concept that underlies this radical project is known in the Anglo-Saxon world as a Farmers' Market – in which a group of small to medium producers of food and drink products are brought together in a single location to collectively show, demonstrate and sell their wares to the general public and those responsible for purchasing in commercial enterprises such as bars, restaurants, hotels, etc.

This project sees the planning and organisation of a large-scale Farmers' Market, that is designed to bring a range of food products under one roof, and provide the opportunity for producers to market and sell products over a two-day period to catering professionals and the general public in the UK.

Spain has always maintained a strong farming and domestic food production sector, many of the country's specialities – paella, cheeses, seafood, hams, wines – are world famous. At times of crisis, it's no secret that those businesses with the capability to market and sell abroad, building their export capability, are the ones that will survive and prosper. Next year, in 2013, the launch of the **SPANISH FOOD & WINE MARKET** in London means that large-scale promotional and export capabilities are now available to many of the smaller producers who might previously have been shut out of these international sales and marketing channels. All exhibitors, however large or small, can compete evenly via a real-time and online sales presence that will allow them to increase export business, diversify their customer base, and exponentially grow profit margins. In particular, using the latest technology, our online sales outlets that will bring additional business and increased profits are available with up to 80% grants and 2 years credit finance.

2. THE BUSINESS CASE

The **SPANISH FOOD & WINE MARKET** is organised along the lines of an authentic Farmers' Market, an idea born in 1930s America that allowed local farmers to survive the Depression years by loading up their trucks with produce and holding an informal market to sell direct to the public, cutting out the intermediary sales chain. This formula was hugely successful. Spain has a similarly large agricultural and food production sector which can benefit from applying the same formula. Until now, high distribution chain costs estimated at adding 35% to the average price of a product, have discouraged international and export business within the food sector. However, today's advanced technologies allow the promotion, sales and distribution of goods across national borders, where necessary within 24 hours in the case of perishable products.

The model of the **SPANISH FOOD & WINE MARKET** has been designed to take advantage of these emerging technologies and systems to offer a completely new way of doing business. One that complements existing food and wine fairs, yet offers an innovative niche with virtually no competition that directly reaches a specific market – catering professionals responsible for product selection and buying in the hotel, restaurant, bar, delicatessen, gourmet and retail outlet sector, as well as directly to the general public.

Sponsoring the event are some of the largest brand names in Spain, along with promotions and tastings of the various local cuisines across our regions and a gastronomically-themed bookshop stocked with English translations of some of our best-known food writers.

Owing to the large UK population, and the six-decade British love affair with all things Spanish, the launch of the **SPANISH FOOD & WINE MARKET** represents a huge, unique and unmissable opportunity for exhibitors, the myriad of small to medium producers of food and drink-related products in all regions of Spain.

3. DIFFERENTIATION

Existing food fairs tend to be organised according to activity and sector, for example hotels, restaurants, etc. The **SPANISH FOOD & WINE MARKET**, as an authentic Farmers' Market but on a grand scale, is different, since only goods produced in Spain are exhibited, and only catering professionals and those with a direct interest in the exhibition and the products on offer – are present.

4. SERVICES

The **SPANISH FOOD & WINE MARKET** will be held annually in London.

The organisers undertake to:

- Contract with exhibitors in the food and drink sector.
- Invite and encourage the participation of national, regional and local government bodies to support the event.
- Publicise and promote the event on an international level.
- Launch a publicity campaign in the UK, particularly targeting London, and in other countries.
- Organise the planning, design and construction of exhibition materials.
- Arrange the availability of all e-commerce facilities to exhibitors.
- Provide all support services for exhibitors.
- Organise hotel reservations (double room without breakfast included in stand fees).
- Organise events in parallel with the show in order to ensure its success.
- Deliver invitations across the UK.
- Negotiate bulk deals for exhibitors with international transport and logistics providers.
- Provide integration of all stands and exhibition facilities – power, wifi etc – so that exhibitors are free to concentrate on their products.
- Provide translation and interpreter services in London.
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5. MARKET SEGMENTATION

Break down the customer base by product/service to enable homogenous business channels for exhibitors to exploit efficiently.

NB. Exhibitors are advised to act quickly to secure their presence at the **SPANISH FARMERS' MARKET** in London.

Places are limited according to the various selection criteria in the following sectors:

- Agricultural and food product producers.
- Processors and packagers.
- Distributors

In addition, there are selection criteria for the following categories:

- Industry and trade organisations
- Tourism operators
- Logistics services suppliers
- Import-export management and services

(See Appendix 1 for full listing)

6. EXPERIENCE AND VALUE

Expo Global, organiser of the **SPANISH FOOD & WINE MARKET** and publisher of **A2Z SPAIN**, the online magazine that enables pan-European Web-based sales of products sourced within Spain, has extensive experience in trade fair operations, having been the creator and organiser of **SIAL** (Salon Inmobiliario de Almería), with events in London, Dublin, Cannes (France) and Poland.

IFEPA (Institución Ferial en Murcia) organises some 10-12 business fairs every year, and with 25 years experience is the recognised market leader in Spain's south-east.

7. PROJECT JUSTIFICATION

In difficult economic times, it is vital to innovate and adapt. The Spanish food production sector, while valued at several thousands of millions of euros, is in a constant state of evolution and in order to maintain growth, must adapt to new trends by employing new technologies that are becoming available. More than just part of a business cycle, the **SPANISH FOOD & WINE MARKET** event represents a central element in the evolution of the sector.

Estimates show that a two-day investment at the London event could generate a 10%-15% annual increase in sales. The venue is located in the heart of the City of London, which is arguably the single most important trade hub for the entire Anglo-Saxon world.

8. OBJECTIVES

Promotion of food products from across the regions of Spain, demonstration of the richness of our gastronomic culture, and how it has influenced our artistic and cultural development.

Strengthen and improve the export capacity of enterprises that currently export to the UK, and more importantly, expand that export capacity to new small and medium operations that do not yet market their products internationally. The latter are the businesses that will be initially targeted as exhibitors.

Assist exporters to use new online marketing, logistic and fulfilment technologies to distribute their products to catering industry professionals throughout Europe

Promote Spanish food products, especially those produced by small businesses using organic methods.

Use the promotion of food and drink products to encourage tourism and familiarity with not only the better-known destinations but also the lesser-known ones.

Promote Spanish culture as an economic resource.

Persuade central and local government and industry organisations to lend support to the business of exportation of produce from Spain.

APPENDIX I

SPANISH FOOD & WINE MARKET is soliciting potential exhibitors in the following sectors:

PRODUCERS OF:

Fruit
Vegetables
Milk products
Prepared foods
Diet products
Organic products
Meats
Preserved meats
Hams
Cheeses
Fish and shellfish
Sauces and flavourings
Sweets
Oil
Olives
Bottled waters
Soft drinks
Fruit juices
Wines
Aperitifs
Sparkling wines
Spirits

PROCESSORS AND BOTTLERS OF:

Jams
Vegetables
Fruits
Fish
Frozen goods
Salted goods
Sauces
Baked products

DISTRIBUTORS OF

All types of products as cited above.

Other sectors:

OFFICIAL INSTITUTIONS:

Industry bodies, ICEX
Government departments of commerce and environment
Regional governments
Provincial governments
Local governments
Sponsoring bodies
Tourism organisations

TOURISM:

Travel agents
Internet portals
Airlines
Hotels
Museums
Casinos and gaming establishments
Rural hostels
Publishers of food, travel and guide books

LOGISTICS:

Transport companies
Logistic support service providers

BUSINESS AND COMPANIES:

Import/export
Marketing
Awards and grants organisers
Translation services

SPONSORSHIP ORGANISATIONS:

Government departments of commerce and environment
FROM
Food industry regulators and bodies
Brands: Iberia, Mahou, San Miguel, Redel and other food industry brands