

Tuesday 22 - Thursday 24 November 2016
ExCel, London
www.foodmatterslive.com



BELGIAN LUXEMBOURG
CHAMBER OF COMMERCE
IN GREAT BRITAIN



Dear Belgian Food & Drink Manufacturer,

The BLCC in collaboration with Food Matters Live is pleased to invite you to a seminar which will highlight the opportunities in the UK food and drink retail sector. This seminar will provide invaluable insight into how best to access the UK food and drink retail marketplace and also provide helpful tips on how to get listed and equally important, stay listed.

In order to provide you the best experience, the following two representatives of the sector will be attending:

Joanna Walker, Food Sales & Marketing Consultant, Purple Basil Ltd
"Supplying UK Retailers, what is important and how to get noticed"

Joanna is a food retail expert with experience gained from Buying, Product Development, Marketing as well as National Account Management at companies including Marks and Spencer, Sainsbury's, Netto UK and a Bakery manufacturer. Jo has managed food categories worth over £400m in sales turnover, developed numerous category plans and award winning private label products and led marketing strategies and research plans aimed at delivering profitable growth. Her deep understanding of the UK grocery retail environment gives her the skills and expertise to support food manufacturers to exploit sales opportunities.

Stefano Cuomo, Managing Director, Macknade Fine Food
"Understanding and delivering real value: an opportunity in the independent retail sector"

Macknade Fine Foods is the South-East's leading food hall, built on a 170 year history of food, farming and retailing in Faversham.

To register your interest to attend, please email Kylie Robertson:
kylie.robertson@foodmatterslive.com

Venue: British Chamber of Commerce, Boulevard Bischoffsheim, 11, Brussels
Date: Wednesday 22nd June 2016 - **Time:** 9.00am - 12.00pm