



## The UAE: Food & Drink Virtual Support Programme

Make connections overseas with free online support from the SEED Project.



The **SEED Project** provides **FREE** support to help food & drink businesses in Kent & Medway, East Sussex, Essex and South Essex to get into overseas markets.

SEED's '**Food & Drink - UAE**' programme aims to connect SELEP-based SMEs to business opportunities in the United Arab Emirates (UAE) market.

### KEY DATES & WHAT TO EXPECT

- **International market insight report (December 2021)**  
This bespoke market insight report produced by a sector specialist from British Centres for Business UAE will provide an in-depth overview and practical export advice for the UAE market.
- **Individual 1-2-1 support from BCB UAE (10 January - 20 January 2022)**  
These individual online meetings will help ensure that companies understand how to get fully 'export ready' for the UAE market and will provide an opportunity to discuss routes to market and preparations needed for the SEED virtual trade mission to the UAE.
- **Virtual Trade Mission: UAE (28 February - 10 March 2022)**  
Participating companies will be able to present their business and have the opportunity to book targeted 1-2-1 meetings with targeted in-market contacts, for example distributors or buyers during this period.

### WHY THE UAE MARKET?

The United Arab Emirates (UAE) is one of the fastest growing markets for UK exports. The majority of the UAE's population consists of expats, including a considerable British presence. British companies operating in the UAE include Marks and Spencer, Waitrose and John Lewis. Many Emiratis have studied and have homes in the UK, and have a taste for British goods, offering new opportunities for food & drink companies from the SE of England.

### INTERESTED?

1. Please email [natasha.white@kent.gov.uk](mailto:natasha.white@kent.gov.uk)
2. Visit [www.kentinternationalbusiness.co.uk/seed/](http://www.kentinternationalbusiness.co.uk/seed/) to download an expression of interest form.

