

# GET READY FOR THE EU MARKET!

## DAY 1 (MARCH 1<sup>ST</sup> 2022) EU MARKET AWARENESS

TIME (CET)	TOPIC
14:00 – 14:15	Welcome session and Introduction by Caribbean Export, GIZ and sequa
14:15 – 14:30	Assessment of needs and experience
14:30 – 14:00	Getting ready for exports – The Export Marketing Plan
Coffee Break (10 min)	
15:10 – 15:55	The EU Market for Natural Ingredients
15:55 – 16:40	Legal and common requirements in the EU Market
Coffee Break (10 min)	
16:40 – 17:15	External Analysis: Opportunities and Threats in the EU Market
17:15 – 17:45	Hints and Sources for Market Research
17:45 – 18:00	Wrap up and Conclusion day 1

## DAY 2 (MARCH 2<sup>ND</sup> 2022) HOW TO SUCCESSFULLY APPROACH EU BUYERS?

TIME (CET)	TOPIC
14:00 - 14:10	Welcome + Briefing for the day
14:10 – 14:30	Where to find potential buyers?
14:30 – 15:10	How to master intercultural challenges ?
Coffee Break (10 min)	
15:20 – 15:50	How to create an attractive Value Proposition ?
15:50 – 16:20	How to pitch? Unique Selling Proposition & Elevator Pitch
16:20 - 17:00	How to create "wow moments" with your Marketing Material ?
Coffee Break (10 min)	
17:10 – 17:45	How to get the maximum out of it? Hints for the meeting and follow up
17:45 -18:00	Wrap Up & Conclusion

Persons in the Nutraceutical/ Natural Product sectors are invited to register here:

[carib-export.com/event-eu-market](https://carib-export.com/event-eu-market)

