

Expression of Interest

Invitation to participate in the 2022 edition of the SPECIALTY AND FINE FOOD FAIR, London, United Kingdom

Caribbean Export invites interested CARIFORUM food and drink manufacturers to submit their applications to participate in the 2022 edition of the Specialty and Fine Food Fair showcase, scheduled for September 5-6, at the Olympia London, United Kingdom.

The Specialty and Fine Food Fair is a well-known food and drink exhibition for emerging and established brands within the artisan, fine food and drink industry. It provides the platform for CARIFORUM exporters to launch and introduce exciting niche and artisanal products to key industry personnel such as buyers, hoteliers, retailers, chefs, restaurateurs and others in the hospitality trade.

Over 2 days, exhibitors will have the opportunity to showcase their innovative food and drink as well as make and secure meaningful business relationships through networking and producer events. Please visit <https://www.specialityandfinefoodfairs.co.uk/> for more information about the fair.

Given the tremendous market potential for the UK and Europe as well as the competitive benefits of the CARIFORUM-European Union Economic Partnership Agreement (EPA) and the new CARIFORUM-UK EPA, Caribbean Export will provide assistance for representatives from CARIFORUM firms operating in the following sub-sectors to participate in the show:

- Speciality Foods
- Health Foods (with emphasis on gluten free, fair trade, vegan etc.)
- Drinks (Alcoholic and Non-Alcoholic)

Caribbean Export will provide:

- Booth space at the show
- Booth design and décor
- Return airfare to London United Kingdom, via the most direct and economical route for one representative of each participating company
- Branded material to assist in your exhibition
- Online training programmes on achieving success at trade fairs.

Participants are responsible for their accommodation, meals, ground transportation and any other associated expenses.

Eligibility Requirements

- Firm must be registered and operating in a CARIFORUM country
- Firm must be in operation for at least 2 years
- Firm must be able to demonstrate export potential or be an existing exporter
- Firm must have the necessary technical standards (e.g. HACCP, FSMA, ISO22000) in place to export to the EU and UK markets

- Firm must have the capacity to meet export orders generated through participation in the show.

The application process will be guided by 2 phases:

Phase 1: Interested firms must submit an online Expression of Interest no later than **4:00 p.m. AST (Barbados time) June 10th, 2022.**

Phase 2: Shortlisted Applicants **must** complete Caribbean Export's Diagnostic Tool Assessment. This online tool assesses firms on four (4) pillars (Management, Production, Finance and Marketing) to determine their current capacity to take advantage of opportunities that may be presented at the trade show.

Applications will be reviewed by Caribbean Export and successful participants will be notified no later than June 24th 2022.

Applicants to the recent EOI for SIAL Paris who would like to be considered for this show should send an email to sfff2022@carib-export.com expressing interest in participation; subject line – Application to Sfff2022 with name of company and contact details of representative in body of email.

Please note that submission of this form does not guarantee participation. Only fully completed application forms shall be considered and evaluated for suitability.

The information provided will be held in strict confidence and will be used to facilitate the review and selection process, arrange relevant B2B meetings and assist in our Monitoring & Evaluation activities.

All queries relating to this activity should be directed to Natasha Edwin Walcott – Senior Advisor, Competitiveness and Export Promotion at nwalcott@carib-export.com