

UK'S FOOD INDUSTRY

LATEST TRENDS, DEVELOPMENTS & BREXIT UPDATE

WEBINAR PROGRAM

Thursday, December 5th, 2019 | 02.00-03.00 pm

Which are the future trends and current developments in the UK's food industry?
What are the key characteristics of the market? How can foreign companies best approach and access the UK's food market?
In our live-webinar, our expert **Simon Waring** provides answers to these questions.
In addition, the Austrian Trade Commissioner in London, **Christian Kesberg**, offers a general update on the current BREXIT developments in the UK.

- 01.00 pm** **Welcome & Introduction** | Karin Hölbling, ICS Internationalisation Center Styria
- 01.05 pm** **UK's Food Industry** | Simon Waring, greenseed UK
- Overall UK market
 - Structure of UK grocery sector and key developments
 - Key leading retailers and their market shares
 - Consumer trends driving innovation and buying habits
 - Specialist channels – speciality/health/organic/online
 - Brands vs private label approach
 - Different areas of opportunity and how to access routes to market
- 01.40 pm** **BREXIT Update** | Christian Kesberg, Advantage Austria London
- 01.50 pm** **Q&A Session**

Free registration for the webinar: bit.ly/webinar-uk

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