

Bord Bia's UK Foodservice Programmes

Helping you build business in a competitive market

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Bord Bia Foodservice Seminar

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Growing the success of Irish food & horticulture

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Irish Food Board



✓ **What is the value of the UK Foodservice market?**

- A. £19 billion
- B. £49 billion
- C. £100 billion

Why I'm here...

- ✓ To help you **build sales** in this market



This year's programme delivered...

✓ **New business:**

€23.9m in new business sales in 2012*

✓ **Lead generation:**

Leads worth approx €90m generated with UK customers

✓ **Buyer contact:**

Over 40 meetings with UK Foodservice buyers

*Including Marketplace 2012

Sounds good! But how do I get involved?



3 Key Programmes

Expertise and support to gain a foothold and drive sales

✓ **Market Intelligence**



✓ **Market Entry**



✓ **Market Development**



We can't guarantee you will look this slick ...



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**But we can give you the tools you need to
succeed at the highest level**



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Interested? Talk to us

- ✓ Recruiting now for 2013!
- ✓ Limited places available
- ✓ Contact Sarah O' Connell

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Thank You

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