WEBINARS

EUROPE FOOD MARKET DIVERSITY: A MARKET SNAPSHOT - ECONOMY, CONSUMERS, FOOD TRADE, OPPORTUNITIES AND REGULATIONS

Thursday, Mar 6, 2025 | 10:00 AM - 11:00 AM
Registration: Thursday, Feb 20 - Wednesday, Mar 5, 2025
Microsoft Teams Meeting | United States of America | Europe

https://wusata.avibe-stag.com/e/JYW0A1M

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Spain | Germany | Netherlands

EVENT DETAILS

Europe Food Market Diversity: A Market Snapshot - Economy, consumers, food trade, opportunities and regulations

March 6th, 10am-11am PST

Virtual - Microsoft Teams Call

****The meeting link will be sent to registered companies the day before the meeting via email****

Presented by Hopscotch Network UK

This webinar is designed for U.S. companies looking to export to the EU (excluding the UK), providing a comprehensive introduction to key aspects of market entry. Topics include identifying high-demand food sectors, understanding consumer trends like sustainability and health, and positioning products effectively in the EU market. It will cover value-added opportunities, distribution channels, and comparisons between retail and foodservice sectors. Additionally, the webinar will outline essential regulatory requirements, packaging and labeling standards, and tariff considerations, with a focus on Spain, Germany, and the Netherlands.

Detailed Meeting Overview:

Overview of the EU – 15 mins

- Country profiles (focus on Spain, Germany and the Netherlands)
- Economy in EU
- Food supply
- Consumer profiles

EU's Food Market – 15 mins

- Size
- Sectors
- Distribution channels
- Retail vs Foodservice
- Product trends
- Market opportunities

EU's Food Import – 15 mins

- Overview
- Requirements
- Tariffs

Conclusion – 5 mins

- Key takeaways
- Upcoming trade shows
- Resource

Q&A – 10 mins

Learning Outcomes

- **Identify Market Opportunities**: Understand high-demand food sectors and growth potential in the EU market.
- **Analyze Consumer Trends**: Gain insights into key trends like sustainability and health to align product offerings.
- **Position Products Strategically**: Learn about popular food categories and value-added opportunities to stand out.
- **Navigate Distribution Channels**: Explore options such as direct-to-consumer and online platforms for market entry.
- **Compare Retail vs. Foodservice**: Determine the best fit for their products and business strategies.
- **Understand Regulatory Requirements**: Learn about EU certifications, compliance standards, and packaging regulations.
- **Assess Trade and Tariffs**: Gain knowledge of applicable duties and trade agreements affecting U.S. exports, with a focus on Spain, Germany, and the Netherlands.

By the end of the webinar, participants will be equipped with the knowledge and strategies needed for a successful export venture into the EU.