



Visiting the market can be a crucial element of winning and keeping business, whether it be visiting or exhibiting at a Trade Exhibition or just visiting the market and potential customers. The markets and trade exhibitions in our programme have been selected to reflect current international developments which present real opportunities for Welsh businesses.

How can you benefit?

By participating in one or more of our UK and International events you will be part of a Welsh delegation and will benefit from:

- Access to local support through Welsh Government and UKTI overseas offices (International events only)

- Funding support towards travel and accommodation when booked through the Welsh Government appointed Travel Agent (International events only)
- Publicity including entry into show brochure for exhibitions (where appropriate)
- Dedicated exhibition stand on the Food and Drink Wales Pavilion including freight forwarding (International events only), graphic panels and stand furniture (limitations will apply)
- On site support from Welsh Government staff

The Welsh Government will support one representative per company to participate on a trade mission and two representatives per company to participate on an exhibition. Support is subject to eligibility.

"With the support of the Welsh Government we have been able to participate in a number of exhibitions that has resulted in substantial business wins. All of our export sales have been a result of these trade shows and the support we have received from the Welsh Government."

Richard Newton-Jones,
Commercial Director of Snowdonia Cheese

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If you think you could benefit from this support please contact Business Wales on 03000 6 03000 or email bwyd-food@wales.gsi.gov.uk
gov.wales/foodanddrinkwales
[@FoodDrinkWales](https://twitter.com/FoodDrinkWales)