



INTERNATIONAL MARKETS

Xtend2 Limited

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Xtend2 Services:

Xtend2 Limited (www.xtend2.co.uk) is a B2B sales consultancy company headed up by Gerald Lawson-Tancred supported by a small team of project managers, marketing and PR experts. Most of our clients are Government Export Promotion Agencies, Trade Associations, Chambers of Commerce, Departments of Agriculture as well as Trade Fair organisers. We have undertaken projects in a lot of sectors that include:

Food & Drink, Fruit & Vegetable, Seafood, Food Ingredients/Supplements, Agricultural, Alcoholic Drinks & Wines, Organic Products, Textile, Pharmaceutical, Beauty Products, Furniture, Giftware, Construction, Fashion/Clothing, IT/Life Sciences and Manufacturing.

Xtend2 Skills:

Our expertise is **matchmaking**. We identify companies both in the UK and Europe that would be interested in procurement of products or signing commercial agreements with our client companies. We have a very good track record of organising meetings agendas for companies where we identify suitable potential clients as well as the key decision makers. We work very closely with all of our client companies, keeping them updated of all progress as well as discussing with them a route to market strategy. We can also accompany client companies to meetings if requested.

Identification of key buyers – Xtend2 is frequently contracted by Trade Fair organisers to identify and invite key buyers both in the UK and the rest of Europe to partake in Hosted Buyer Programmes at Trade Fairs. We have been contracted by FIRA Barcelona, IFEMA Madrid, Fenavin Wine Fair, Procomer Costa Rica and Saskatchewan Trade and Export Partnership to be their UK/European delegate in Hosted Buyer Programmes.

Event Management – Xtend2 Limited has also been contracted by clients to organise workshops and showcase events in the UK and Europe. We invite Press/Bloggers/Travel Agents/Chefs/Sommeliers/Investment Managers/Procurement Managers and New Product Development Managers to these workshops.

Inward Trade Missions – we have undertaken trade missions in the food and drink, organic, seafood, flower, agricultural and textile sectors. We have organised trade missions in the UK, Republic of Ireland, Spain, Portugal, Switzerland and Scandinavia.

Outward Trade Missions – we have organised for UK buyers to meet and visit client companies in Spain, Italy and France. We have worked with major foodservice companies to take out their buying team to meet with client companies and visit their factories. We have taken wine buyers to Spain and Italy and important motorhome retailers to visit factories in Italy. We have also invited UK Tourism Press to visit regions in Spain and Italy.

Sector Reports – we undertake sector reports on behalf of our clients. Sector Reports can range from the Halal meat sector in Europe, The Maple syrup market in the UK, The Herb and Spice market in Europe, The organic sector in Scandinavia, The alcoholic drinks market in Spain, The Route to Market in the UK Pharmaceutical sector and the Textile sector in the European markets.

In-store Promotions – we have carried out a number of food and drink in-store promotions on behalf of our clients. In the UK, we have undertaken food and drink in-store promotions with Partridges, Fenwick and John Lewis. We also organised all the in-store tastings on behalf of the client companies.

Our Sector Expertise:

Food and Drink – we have undertaken trade missions on behalf of the Spanish Food & Drink Federation, The Canadian Food Exporters Association, Agri Food Quebec as well as many Chambers of Commerce. We have also undertaken food and drink buyer visits to Canada, Spain, Italy and Latin America.

Fruit and Vegetable – we have worked with many Spanish and Latin American clients in this sector. Our work in the Swiss Import Promotion Programme [SIPPO] has given us invaluable contacts in the fruit sector. We have been successful in organising meetings agendas for fruit companies as well as assisting client companies at trade fairs such as Fruit Logistica and Fruit Attraction.

Seafood – we have worked with Ecuador, US and Spanish clients in the seafood sector. We have undertaken trade missions to the UK and Spain and have successfully matched our clients with leading supermarkets such as Sainsburys and Mercadona. We have also undertaken visits to fish markets in London and Barcelona.

Food Ingredients/Supplements – we are very strong in the food ingredients sector, having worked with SME companies from Colombia, Peru, South Africa and Indonesia in the Swiss Import Promotion Programme [SIPPO]. We have built up a database of key European food ingredient buyers and have successfully matched our clients with important European food ingredient companies.

Agricultural – we have undertaken projects in the animal genetics, post-harvest technology and agricultural machinery sectors. We are also very strong in the meat and livestock sector as well as in the agricultural commodities sector. We have undertaken trade missions in the agricultural commodity sector on behalf of Saskatchewan Trade and Export Partnership as well as the Government of Alberta. We have been contracted by IFEMA Madrid to invite UK/ROI meat buyers to partake in the Hosted Buyer Programme for Meat Attraction.



Alcoholic Drinks and Wines – we have worked with Caribbean Export promoting rums, ciders, beers from the Dominican Republic and Barbados. We are also the UK/ROI delegate for Fenavin Wine Fair and Barcelona Wine Week, which are two of Spain's biggest wine fairs and we invite as many as 25 important UK/ROI wine buyers to attend each the fair. We have organised wine tastings in London, Edinburgh and Dublin as well as Press trips to Spanish Wine regions.

Organic Products – we have worked with The Organic Trade Association helping them with a small trade mission to Switzerland. We have also been contracted by Switzerland Global Enterprise to work with their SIPPO programme at Biofach, where we undertook matchmaking services for SME companies from Peru, Colombia, South Africa and Indonesia.

Textile – we have undertaken projects on behalf of Spanish and Portuguese Textile companies. We have built up a good database of European textile buyers (fabrics and yarns) and have assisted clients at The London Textile Fair.

Fashion/Clothing – we have organised meetings agendas in the UK for Italian, Spanish and Portuguese fashion clothing brands. We have worked with bridal, lingerie, dresses, swimwear and childrenswear brands. We also have a good database of apparel buyers in the European markets.

Nutraceuticals – we have worked with nutraceutical companies from British Columbia, Canada at Vitafoods Europe trade fair in Geneva. We organised the B2B meetings for the companies.

Beauty Products – we have undertaken successful meetings agendas in the UK for both Spanish and Portuguese beauty product manufacturers. We have also worked in the ingredient sector for beauty products. We have a good knowledge of essential oils, herbal extracts and natural skin and body care products. We have built up a very good database of buyers in this sector.

Furniture – we have worked with The Spanish National Association of Furniture Manufacturers organising meet the buyer events in London. We have good contacts in the contract manufacturing sector and have also undertaken meetings agendas in the kitchen furniture and office furniture sectors on behalf of client companies from Italy, Spain and Portugal.

Giftware – we have worked with Caribbean Export in the giftware sector. We were contracted to organise B2B matchmaking meetings at the Birmingham Autumn Fair between the exhibiting Caribbean companies and UK giftware buyers.

Construction – we assisted a delegation of Spanish companies exhibiting at Ecobuild London. We were contracted to organise B2B matchmaking meetings as well as organise visits to major construction sites in the London area.

IT/Life Sciences – We have worked with Spanish tech companies seeking partners in the UK and Republic of Ireland markets. We also have experience in organising trade missions in the tech



sector. We won a tender to organise a trade mission to Scotland on behalf of the Chamber of Commerce of Alcoy, Spain for 20 Spanish IT SME companies. Visits were made to The Scottish Technology Forum as well as the Hamilton International Technology Park. We have also taken Spanish trade delegations to London Tech Week (www.londontechweek.com) and Fintech Connect (www.fintechconnect.com) where we have organised B2B meetings for the Spanish participant companies.

Clients that we have worked with:

SPAIN

Generic Bodies - The Spanish Food & Drink Federation and the Spanish National Association of Furniture Manufacturers.

Regional Export Promotion Agencies – Asturex, Aragon Exterior and INFO Murcia

Chambers of Commerce – Barcelona, Ciudad Real, Valencia, Valladolid and Navarra

Trade Fair Organisers – Fenavin, FIRA Barcelona and IFEMA Madrid

PORTUGAL

Camara de Comercio

British Portuguese Chamber of Commerce

LATIN AMERICA

Government Trade Promotion Bodies – Procomer Costa Rica, CORPEI Ecuador and NAFINSA, Mexico

CARIBBEAN

Caribbean Export Development Agency

CANADA

Agri-Food Quebec

British Columbia Trade & Invest

Government of Alberta

Canadian Food Exporters Association

Saskatchewan Trade and Export Partnership

USA

The Organic Trade Association

Southern United States Trade Association

SWITZERLAND

Switzerland Global Enterprise

ITALY

Piemonte Agency for Investments, Exports and Tourism

Promos Milan

Toscana Promozione

GERMANY

GiZ – the German Corporation for International Development