

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://www.wusata.org/e/JYW0A1M

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

INDUSTRY FOCUS

Consumer Oriented

BUYER AUDIENCE

Spain **Germany** **Netherlands**

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373

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.

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