

May 2011

Issue 16

Hispanic Limited

TRADE PROMOTION AND PUBLIC
RELATIONS FOR SPANISH
SPEAKING COUNTRIES IN THE UK &
REPUBLIC OF IRELAND.

We also provide Trade Fair
representation.



EXPOSSIBLE!

Trade Fair Representation

Xtend2 Limited is the official UK and Republic of Ireland representative for BEC (Bilbao Exhibition Centre). The next Fair is:

CUMBRE

**Subcontracting, Automation,
metal Technology**
27th – 30th September 2011

If you would be interested in
exhibiting please contact
Alvaro Rey
alvaro@hispanicltd.co.uk
for more details



Alimentaria & Horexpo 2011 US trade mission to Porto & Lisbon

This was hugely successful and very rewarding for our team as one company has already shipped 28,000 US\$ worth of food products to Portugal as a result of this trip!

Alimentaria is the largest business platform for food & drink, distribution and hospitality sectors in Portugal. We organised a Trade Mission for 5 SUSTA member companies in Porto and Lisbon and closed the Mission with a stand at the Alimentaria Horexpo Trade Fair. We planned and organised the stand set up and manning; and attended the whole event to help with logistics and introductions.

IFE 2011

Another success! We organised a number of meetings at the Fair for Quorum International (Spanish Cheeses) and Ultracongeldos SAAR (frozen vegetables), from Spain. We provided focused research for prospective UK clients, promoted the products to the UK market and arranged one to one meetings at the Fair. We accompanied both companies to provide introductions and translations where required.



London Regional Food and Wine Workshop

A workshop and showroom for the trade, showing a wonderful range of confectionery and wines from Aragón, Spain. Our service went from venue searches to event management and marketing. We organised this event from start to finish, speaking directly to the Spanish food and wine producers to make sure that we fulfilled their requirements, liaising with the hotel teams over menus and set up, contacting UK buyers directly with invitations and translated promotional information for flyers, brochures and catalogues. Guests were surprised and delighted by the quality of products on offer and this event raised the profile of food and drink from Aragón, Spain.

Market entry programmes

We offer market entry programmes aimed at creating business contacts for Spanish companies looking to export their products to the UK.

In 2011 we have successfully worked with ASTUREX (trade promotion body for Asturias, Spain) managing projects in the engineering and associated sectors, including the motorcycle, renewable energy and metal industries.



The success rate for Fenavin just gets better and better! Hispanic's detailed knowledge of the Spanish wine market has helped us organise the UK and Republic of Ireland Buyer's Mission since 2005 for the Fair organisers. Our director, Gerald Lawson-Tancred escorted a group of 35 buyers and press around the Fair. We take all the hassle out of the visit, organising travel, accommodation and helping with meetings and translations, leaving buyers free to concentrate on what's important – **the wine!**

This is to thank you all at Hispanic for all the care and support you gave me before and during the recent Fenavin Fair. Everything went very smoothly and I enjoyed every minute of it. I also hope that some good business will derive from it.

C & D Wines Ltd

From the moment I left Liverpool to the moment I returned, everything was professionally organised and it really took the hard work out of attending the fair. Fenavin itself was excellent with plenty of choice of producer and the general quality level was well above my expectations. The only difficulty it now gives me is selecting what to order now and what to leave until later in the year



New projects

Eva Sparkling Juices CoC Navarra, Spain

Working with the Chamber of Commerce of Navarra, Spain we are enjoying promoting a sophisticated **non-alcoholic sparkling fruit juice** to the UK market. These 'celebration' drinks include an elegant Muscat and a refreshing apple.

Alimenta 2011 CoC Navarra, Spain

We are delighted that Navarra have invited us for the 5th year running to recruit UK and Republic of Ireland buyers to this fascinating regional food and drink workshop in September.

FIAB & The Speciality & Fine Food Fair.

We have worked with FIAB at this wonderful food fair for the past two years and are really looking forward to providing further successful introductions to a new range of UK buyers.

**To discuss how we can help you with your own promotions please contact
Gerald Lawson-Tancred & Alvaro Rey info@hispanicltd.co.uk**



Hispanic Limited is the in-market trade promoter for the UK & Republic of Ireland.

