



# Flanders

State of the Art

# Introducing FIT London



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FIT London

3

UK Food & Drink sector

2

TRADE

4

Trends in Food and  
Beverages



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Flanders Investment & Trade

# An introduction





# Flanders Investment & Trade

## Our services

<b>TRADE (support to FL exporters)</b>	<b>INVEST (support to UK investors)</b>
Information on markets, sectors and sales	Site selection
Background checks of UK companies	Overview of all tax benefits, financial grants and incentives
Liaise with UK Gov officials re trade flows	Introduction to the country's decision-makers
Assist FL companies with UK market access (regulatory, identification of UK partners, etc.)	Legal aspects of setting up locally
Events (trade shows, missions, ...)	Identify business opportunities
Arrange B2B meetings & publish trade proposals	Integration into local community life
...	...

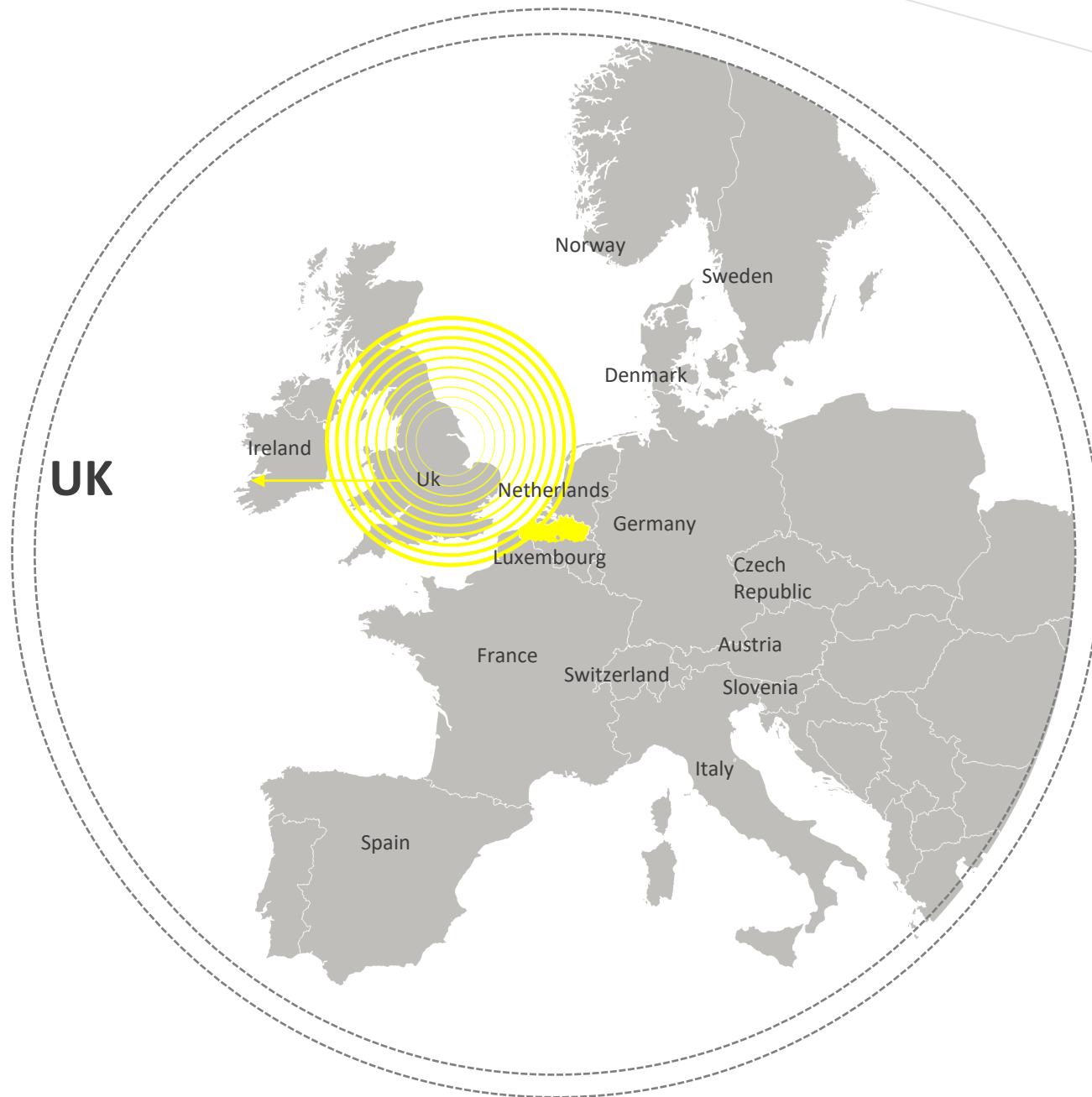


**taylor-made  
network  
abroad**



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# TRADE





**export**  
from Flanders  
in 2020

EUR 298 BILLION

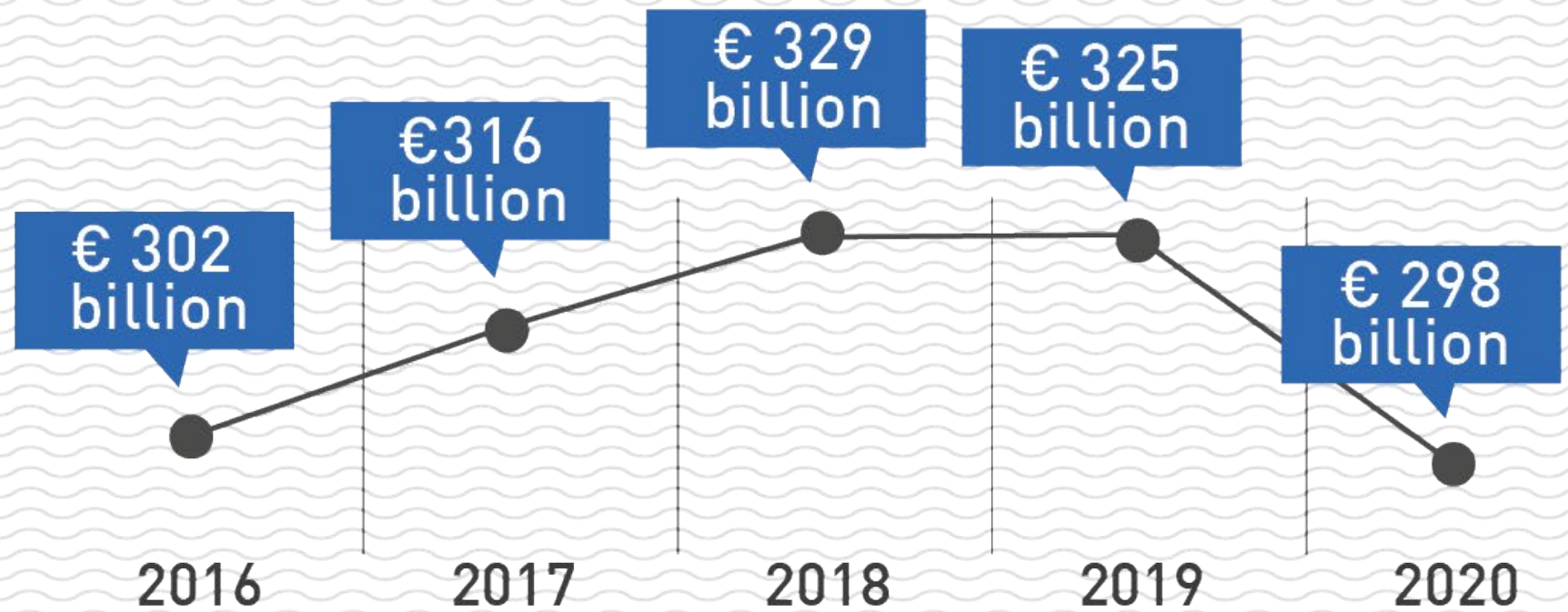


EUR 281 BILLION

**import**  
to Flanders  
in 2020



# export from Flanders



2016-2020



62,93%  
inside EU

37,07%  
outside EU



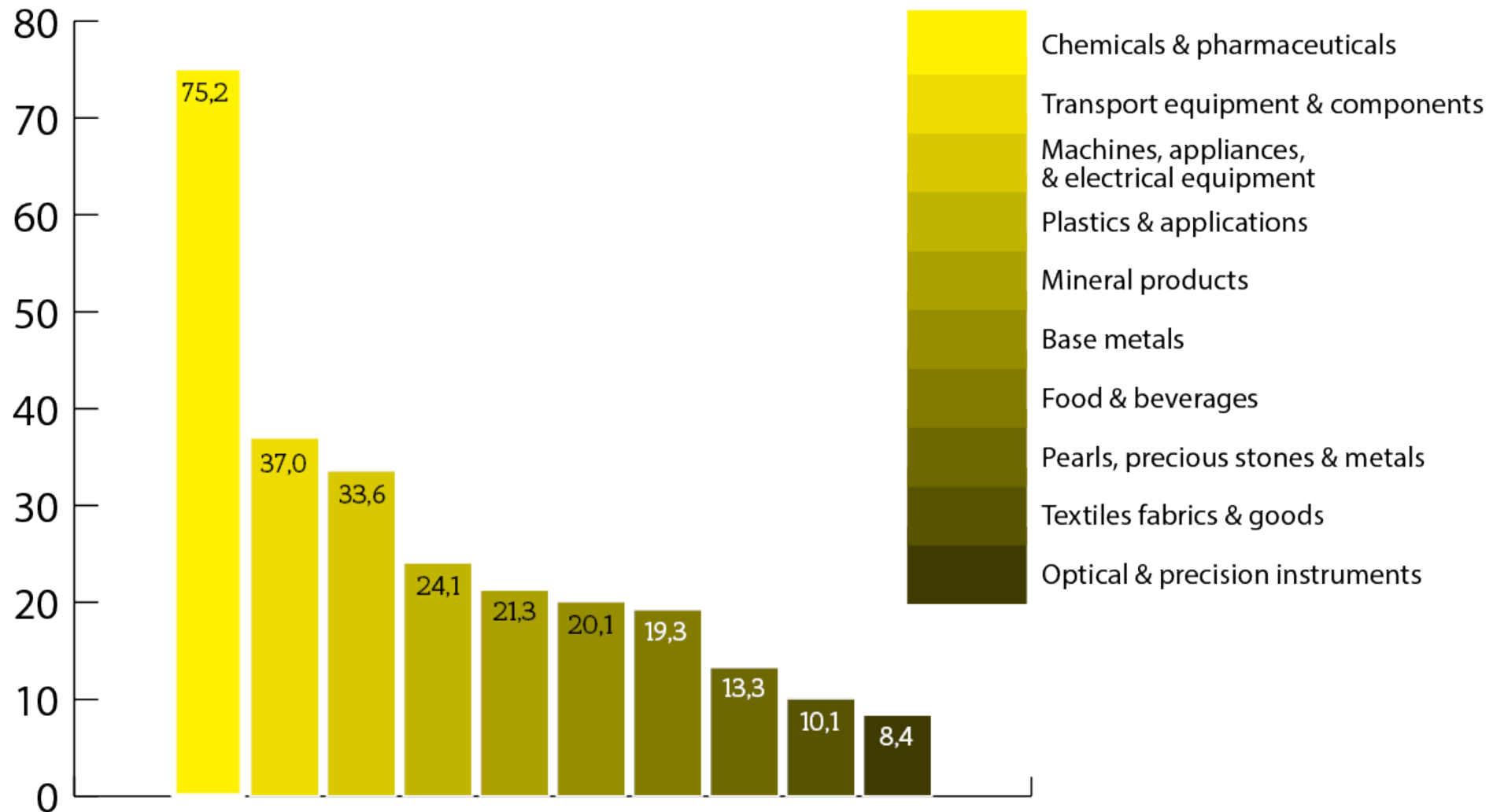
# top 10 export destinations of Vlaanderen



2020



# Flanders' **sectoral** export.



2020



# Flagship Sectors – Flanders Accelerates



**FOOD AND  
NUTRITION**



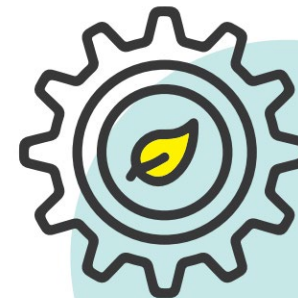
**SMART LOGISTICS**



**LIFE SCIENCES  
AND HEALTH**



**SOLUTION-DRIVEN  
ENGINEERING AND  
TECHNOLOGY**



**SUSTAINABLE  
RESOURCES, CHEMISTRY  
AND MATERIALS**



# Do's & Don'ts – Anglo-Dutch Commercial Guidance

DO's	DON'TS
Humour – football - weather	Brexit – Politics – religion – Belgian taxation
Punctuality - chasing culture	Racial comments
Build rapport	Direct statements
Meeting agenda (including “AOB”)	Too casual dressed
Business gifts	





# Pitfalls – Anglo-Dutch dictionary

What the <b>British say</b>	What the <b>British mean</b>	What the <b>Flemish hear</b>
I hear what you say	I disagree and do not want to discuss it any further	He accepts my point of view
With the greatest respect...	I think you are wrong (or a fool)	He is listening to me
Perhaps you would like to think about... I would suggest...	This is an order. Do it or be prepared to justify yourself	Think about the idea, but do what you like
Oh by the way... Incidentally...	The primary purpose of our discussion is...	This is not very important
I was a bit disappointed that... It is a pity you...	I am most upset and cross	It doesn't really matter
Very interesting	I don't agree/don't believe you	They are impressed
Could we consider some other options	I don't like your idea	They have not yet decided





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# UK Food & Drink sector





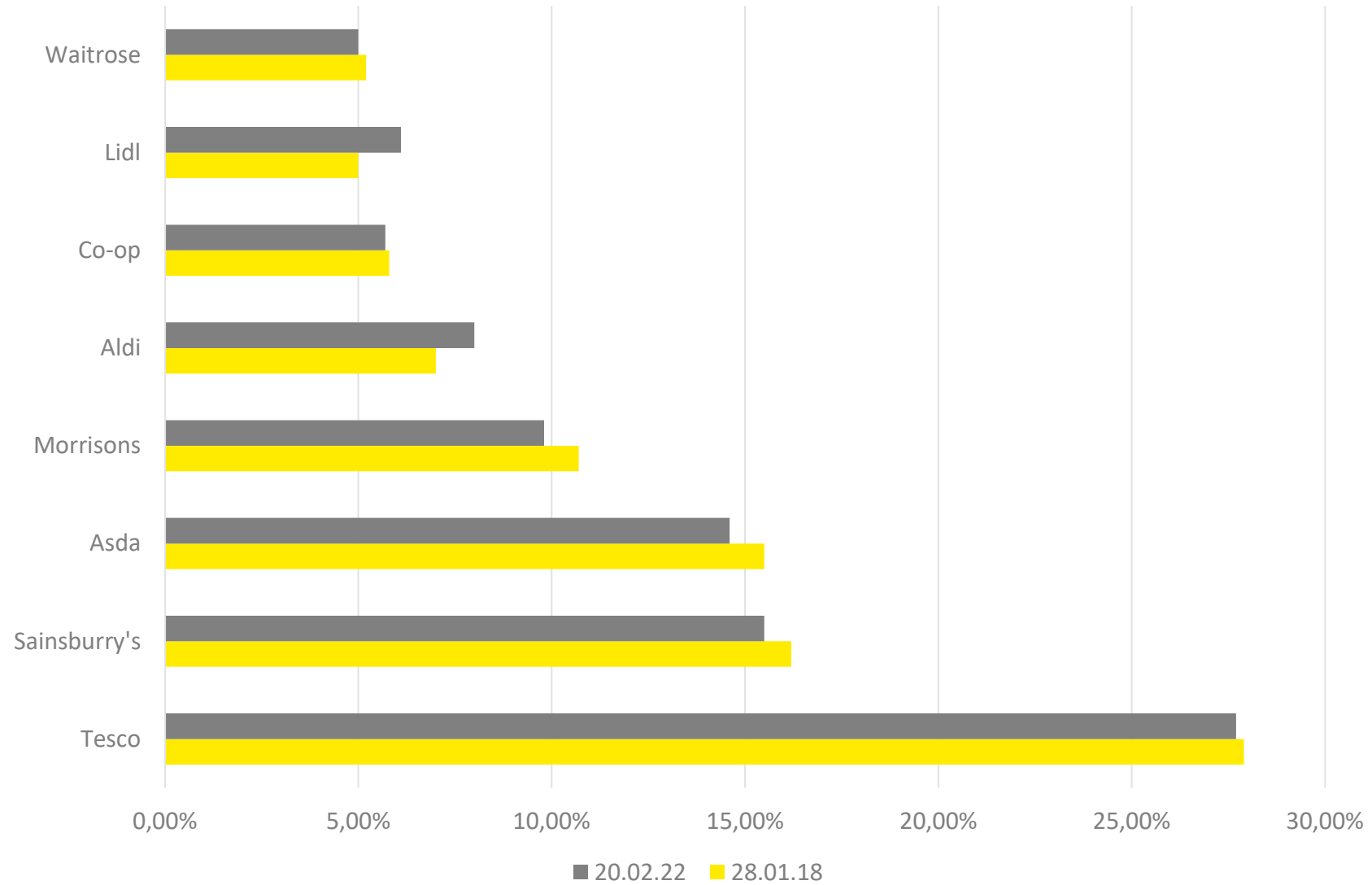
# Navigating the retail landscape

“The big four”





# Navigating the retail landscape





## Impact of Brexit

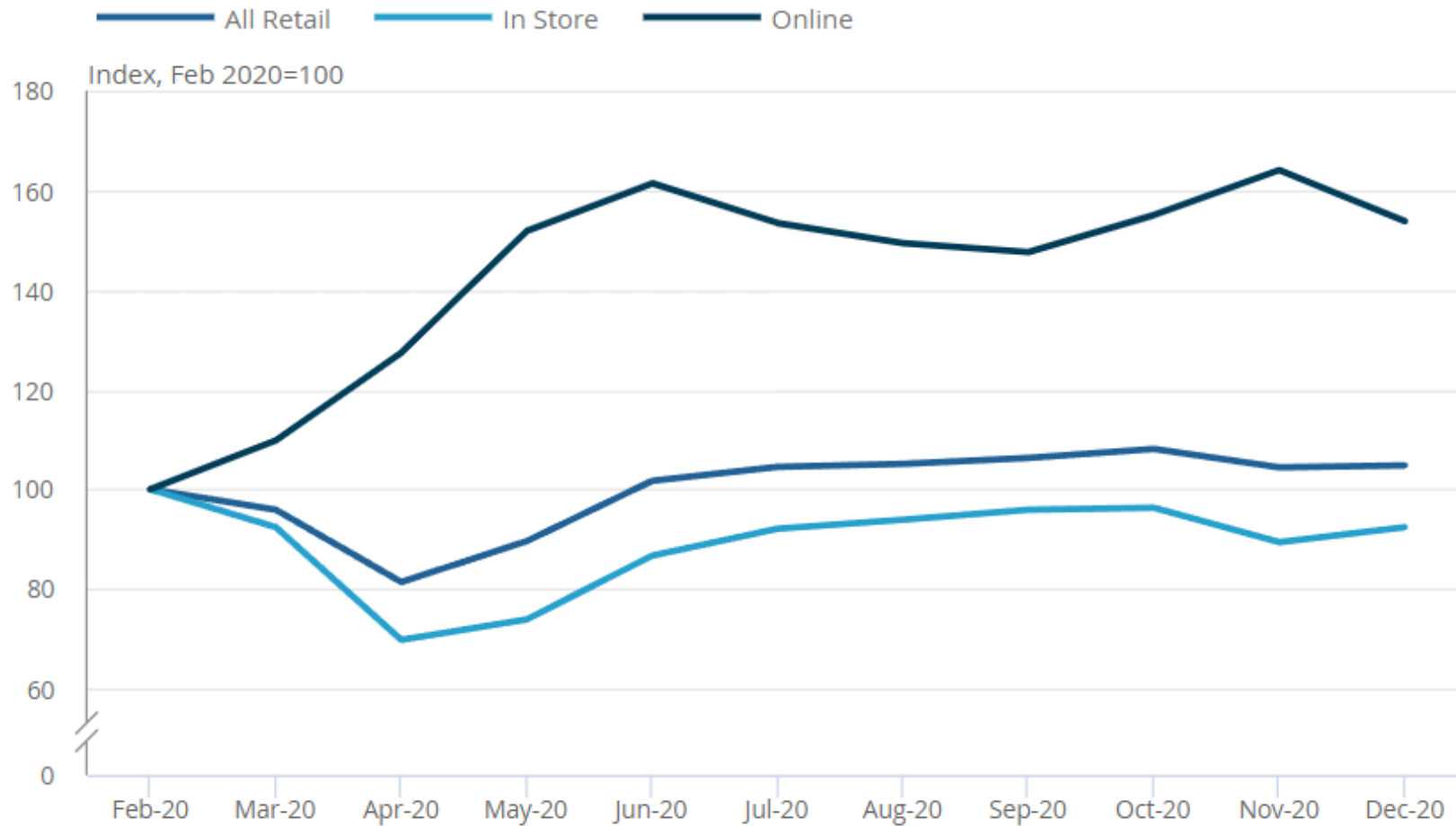
- Complexity for the food & drink trade
- Impact yet to be felt by consumers





# Impact of Covid

Value of retail sales at current prices, seasonally adjusted, Great Britain,  
Index Feb 2020=100





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# Trends in Food and Beverages



# 3 main Topics

**Health**



**Sustainability**

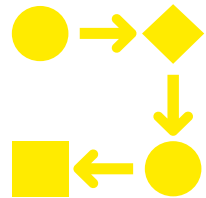


**Convenience**





# 'Convenience', Food-to-Go and E-commerce



## 'Convenience'

What is really needed?



## "To take away, please"

Food-to-go

Improved offer, quality and speed of service



## Online shopping

Innovative companies

Takeaway delivery



## Food and technology

Personal data



## Premiumisation & 'indulgence'



Prepared to pay more  
**'Treat Yo Self'**



## The Sugar Tax for soft drinks

1

Volume of soft drinks bought remained the same

2

Amount of sugar fell by 29.5g  
= 10% per household per week



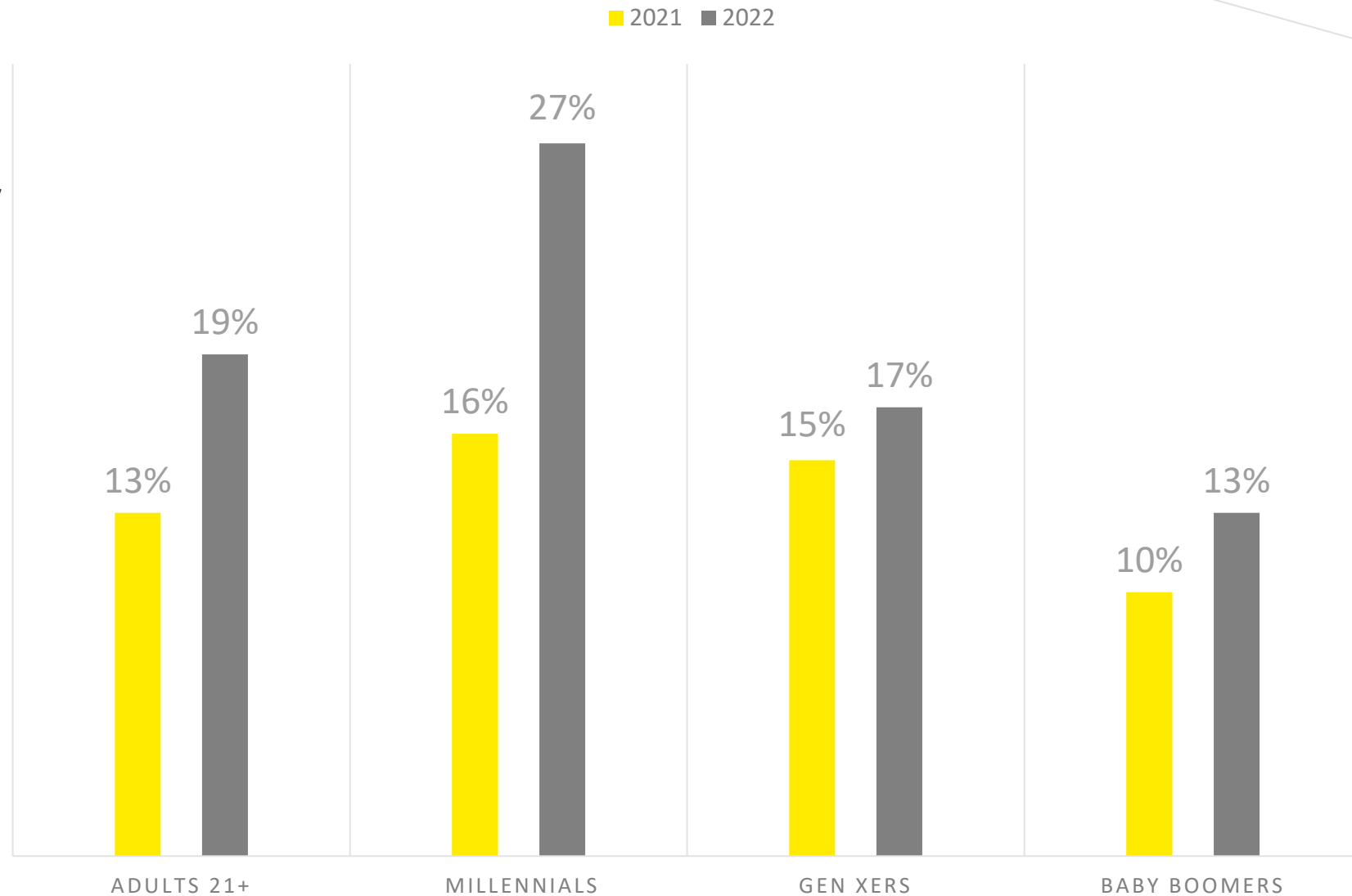


# Low-alcohol, alcohol-free, adult soft drinks and spirits

The share of respondents participating in Dry January



**DRY JANUARY**





# 'Free-from' and labels

Why Free-from? A healthy choice?



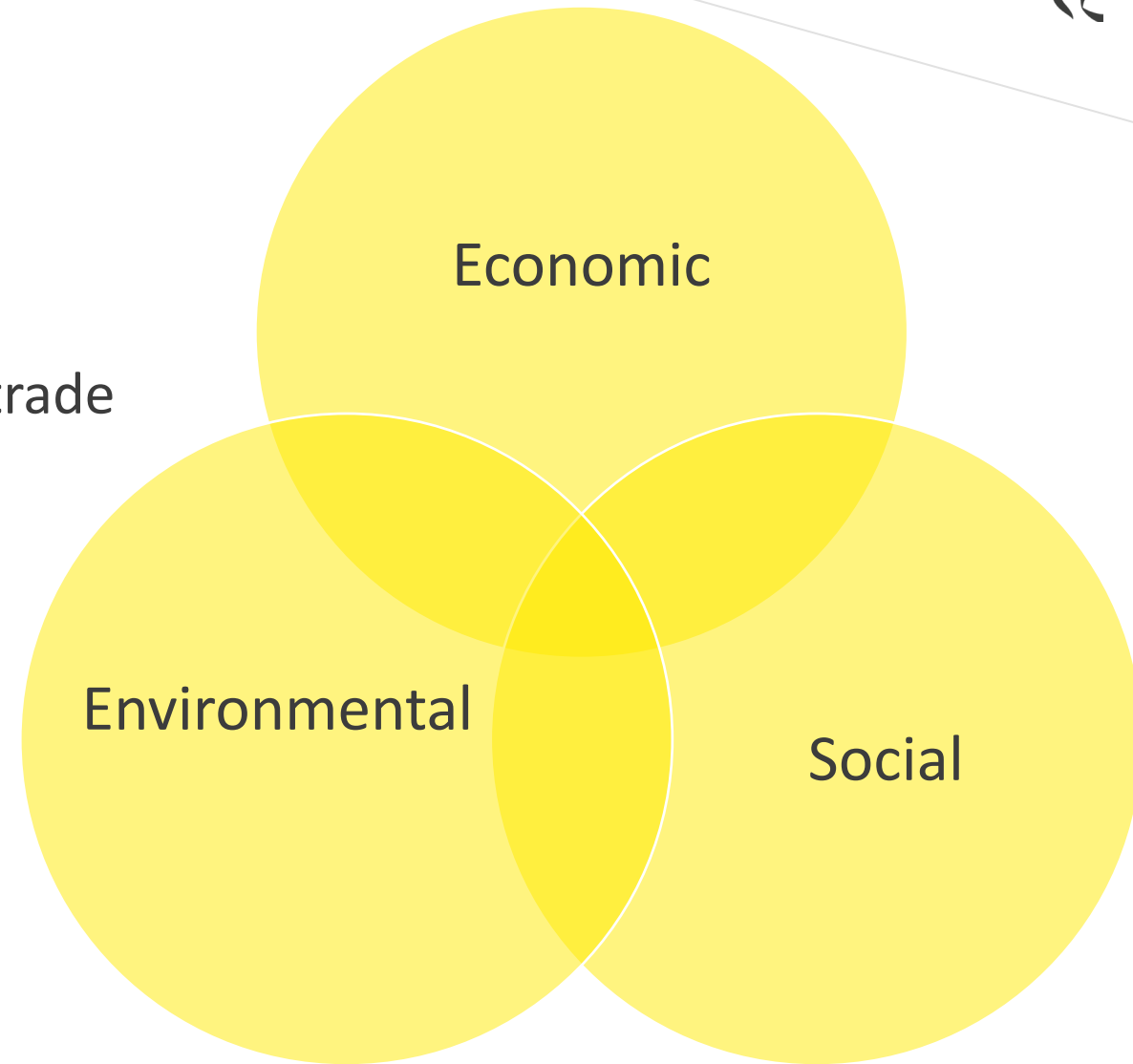


## Fairtrade and Local sourcing

65% of people in the UK say they choose Fairtrade



**FAIRTRADE**

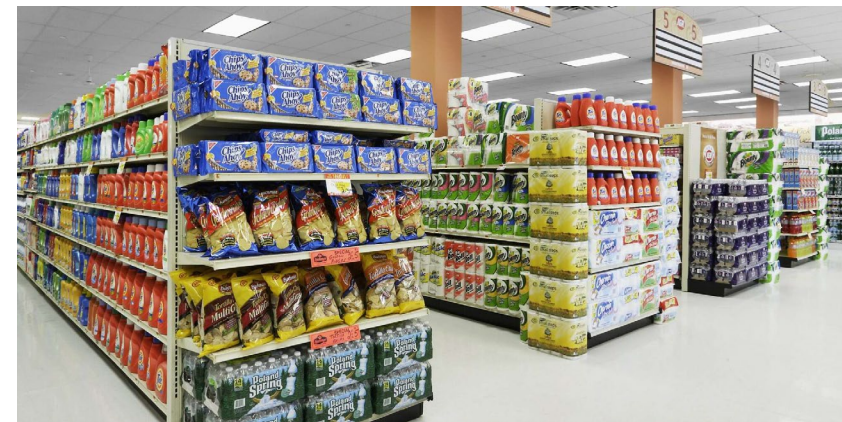


# High sugar and salt regulation

Restricting promotions of products high in fat, sugar and salt by location and by price (October 2022)



Volume promotions



'Front of store' display space

# Veganism

**THE RISE OF Veganism IN THE UK** UPDATE FOR 2021

**10%** of British children aged eight to 16 are vegan or vegetarian

**7.2** Million British adults are currently meat-free

Deliveroo's vegan orders spiked by 163% in 2020

**50%** of Brits said they know someone who is vegan

Illustrations include a cow, a woman's head, a man with a shopping bag, and various fruits and vegetables.

**GO VEGAN**

A record half a million Brits signed up to Veganuary in **2021**

The global vegan meat market is expected to be worth \$8.3 billion by **2025**

**19%** of people check if their toiletries are tested on animals

Generation Z (aged 18 -23) are currently the most meat-free generation

Sainsbury's sales of its vegan cheeses surpassed the company's predictions by **300%**

[www.trulyexperiences.com](http://www.trulyexperiences.com)

Illustrations include various food items like carrots, soy milk, coconut milk, papaya, and a plate of oranges.







# Cannabis: CBD



## Multiple applications

Food products

Medicinal products

Pet products

Cosmetics

Other categories (e.g. vaping)



# Packaging, focus on plastic reduction



of plastic packaging to be reusable, recyclable or compostable.



Eliminate single-use packaging through redesign, innovation or alternative (reuse) delivery models by 2025.

of plastic packaging effectively recycled or composted by 2025



average recycled content across all plastic packaging by 2025





## Testimonials British Buyer

“ “

We are on the lookout for innovative products. Something that stands out.

” ”

“ “

We assume that companies that have an interest in trading in the UK are familiar with the Brexit requirements.

” ”



## Testimonials British Buyer

““

Price - know the retail landscape.

””

““

The foreign supplier need to be willing to invest in marketing in the UK.

””

““

The packaging needs to work in the UK.

””



## Trade Fairs



25-27 April 2022  
NEC Birmingham  
<https://www.foodanddrinkexpo.co.uk/>



5-6 September 2022  
Olympia London  
<https://www.specialityandfinefoodfairs.co.uk/>

## Trade Fairs



British buyers event  
20 – 22 March 2022  
Kortrijk Xpo  
<https://www.tavola-xpo.be/en/>



26-28 September 2022  
Olympia London  
<https://www.low2nobev.com/>



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# **Any questions?**