



## Midlands Engine Market Visit to Chicago – Food & Drink

18 - 21 September 2016

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***The Midlands Engine initiative aims to boost economic growth across the Midlands including through enhanced trade and investment. The US represents huge opportunities for UK business. It is experiencing solid economic growth and has many well established links.***

### **The Market Visit**

This is a unique opportunity to take part in the inaugural Midlands Engine trade and investment mission, led by a UK Government Minister. For the first time, companies from across both East and West Midlands will be involved in a mission that will raise the profile of the region overseas and its strong manufacturing industry.

You are invited to join the visit to Chicago which will focus primarily on Food & Drink, and will offer great opportunities for companies to gain insights into one of our most important trading partners. The high-profile programme will include events and receptions arranged by the British Consulate-General in Chicago for participants and guests, and we aim to generate significant media coverage both in market and in the UK.

### **Why participate?**

Travelling out as part of a Government organised trade contingent will attract greater publicity than a solo visit and help open doors. For companies that are serious about doing business in North America, there is simply no substitute for a personal visit. There will be press coverage and networking events – you will benefit from the support of Trade Advisers before and throughout your visit to ensure that the trip is a success and that you have a clear understanding of the next steps you need to take.

**Draft Programme: Food & Drink Delegation (itinerary subject to confirmation)**

**Sunday 18 Sept**

Outbound flights to Chicago  
Informal networking evening with delegates

**Monday 19 Sept**

09.00 Doing business in the USA and an overview of Chicago/Midwest region (Location: DMDII)  
10:30 Tour of Wrigley's Innovation Campus  
12.30 Networking lunch event with Chicago Council on Global Affairs: Britain's Place in the Global Economy  
14.30 Working with distributors in the US and one on one meetings with potential distributors  
17.00 Return to hotel prior to evening reception  
18.00 Evening business reception at Shakespeare Theatre on Chicago's iconic Navy Pier, bringing together the Midlands Engine delegation and potential US partners, buyers and investors.

**Tuesday 20 Sept**

09.00 US Food & Drink Market Overview with Mintel  
11.00 Logistics session with UPS  
12.00 Lunch  
13.00 Doing business in Canada session  
15.00 Tour of Institute of Food Technologists

**Wednesday 21 Sept**

09.00 FDA Regulations Overview and Approval Process  
11.00 Selling to Whole Foods - Session with procurement contacts from regional procurement contacts at WholeFoods  
13.00 Whole Foods - Lunch and store tour  
16.00 Visit to Tate & Lyle Commercial and Food Innovation Centre (Suburban Chicago)

**Register your interest**

Please register your interest online at [www.bit.ly/1LIZveM](http://www.bit.ly/1LIZveM) We are expecting interest in this market visit to be very high so please note that your place is not guaranteed until you receive confirmation.

**Eligibility**

The market visit is open to all Midlands exporters. If you are an SME you may be eligible for a travel grant of £750.

**Cost**

A management fee of £275 for all delegates will cover in-market event costs. Delegates need to meet their own flight and accommodation costs.

