FIAB: international aspirations for Spanish agri-food companies in 2016

The Spanish food industry has launched its international program for this year with 75 key actions worldwide: FIAB will reach seven major markets, with initiatives such as fairs, technical seminars, direct and reverse missions and in-store promotions are. The kick-off in internationalization is participation in the Winter Fancy Food Show in San Francisco, where 21 Spanish exporting companies involved and other gourmet products.

Mauricio Garcia de Quevedo, FIAB CEO, has sought to highlight the positive results of such actions, which allow companies and distributors direct contact and buyers see first hand the high quality and variety of Spanish food products and drinks. The program of the food industry is "an excellent letter and the clear commitment of the Federation to internationalization as a key vector in competitiveness," according to Garcia de Quevedo.
The director general of the Federation explained that this ambitious program promotes the internationalization of SMEs, especially in helping business growth and momentum abroad.

Main markets

FIAB has launched its ambitious internationalization program for 2016 with the participation of 21 Spanish companies in the Winter Fancy Food Show in San Francisco, where companies present

their main gourmet and delicatessen products.

After the starting gun, FIAB launched its annual calendar of activities of International Promotion, through which reach seven major markets of interest to the Spanish food industry and beverage: Europe, North America, Central America and South Asia, China (particularly), Africa, and Middle East.

Through some 75 activities planned throughout 2016, FIAB will facilitate the participation of companies, mostly SMEs, grouped and pavilions, technical seminars, direct and reverse missions, and point of sale promotions.
These projects include participation in Alimentaria 2016 (Barcelona), in the Summer y Winter Fancy Food Show (USA), Foodex (Japan), Sial (China), Cibus (Italy), Sial Paris (France) or World of Food Moscow (Russia); or POS promotions in Hyundai (South Korea), ACE Kitano (Japan) or Super City (Hong Kong).

Similarly, trade missions were also conducted in Spain, where the main distributors firsthand knowledge of Spanish products and manufacturing processes of enterprises in our country.

There is still room for growth in this field and IFLA want to be who accompany small and medium enterprises in their international strategy needed.

Source: FIAB