



MARKETPLACE
INTERNATIONAL 2015
WORLD LEADERS. WORLD CLASS. WORLDWIDE.

Marketplace International 2015

World Leaders. World Class. Worldwide.

WELCOME

February 4th 2015

Tara McCarthy

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Agenda

- Marketplace International 2015 update
- Preparing for Marketplace International
- Timings
- Why you are here today
- Guest speakers



Update on Targets



- ✓ 300+ overseas buyers and 140+ domestic buyers being targeted to attend. 361 buyers already confirmed to attend.
- ✓ 150 companies targeted to participate. 173 already signed up

Preparing for Marketplace International 2015

- Market Study Visits/ UK Seminar
- Liaise with your sector manager re. meeting requests
- Work on your Origin Green plan
- Prioritise products you wish to display and sample
- Questionnaires



Timings for Marketplace International 2015

- Origin Green messaging (**Feb 10th**)
- Submission of company logo & product shot (**Feb 13th**)
 - Company Logo: Full Colour .EPS (Vector art) ONLY
 - Send to: marketplaceinternational2015@gmail.com
 - Subject box: Clearly show COMPANY NAME in the subject box
 - Deadline: 17:00hrs Friday 13th February 2015
- Draft meeting schedules and buyer profiles (**w/c Feb 16th**)

Timings for Marketplace International 2015

- Sample Requirement form (**Feb 26th**)
- Origin Green plan submission (**Mar 2nd**)
- Delivery of product for sampling and product display area (Ambient: **Mar 19th** and Chilled/Frozen: **Mar 24th**)

Why you are here today: Maximising your 25 Minutes with the Buyer. Feb 4th

- ✓ Make a good impression on the buyer
- ✓ Strike up a relationship
- ✓ Stand out from the crowd

Your presentation is a
performance

Guest Speakers

- ✓ Andrew Mullins, Origin Green
- ✓ Mairead Dunne, EI
- ✓ Mike Buggy, Euler Hermes
- ✓ Alison Moore, DHL



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Thank You

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