

# Online workshop: Practical guide to entering the UK food and beverages market

Date & time: 15/10/2025 (14:00 – 17:00)

Link to participate:

<https://us02web.zoom.us/j/83975449285?pwd=L0tBOGZpZzV6T0w5VGcrMVkweVcyZz09>

Greece



United Kingdom



## DRAFT PROGRAMME

Wednesday, 15 October 2025, SVE

14:00 – 14:10	<b>Welcome speech &amp; brief presentation of Enterprise Europe Network</b> <ul style="list-style-type: none"> <li>Ms. Monika Nagy, Business Advisor, Federation of Industries of Greece (SVE)</li> </ul>
14:15 – 14:45	<b>Overview of UK market – food &amp; beverages sector</b> <ul style="list-style-type: none"> <li>Mr. Michael Hadfield, Senior Innovation and Growth Specialist, Innovate UK North</li> </ul>
14:45 – 15:30	<b>Tips and hints for approaching UK buyers</b> <ul style="list-style-type: none"> <li>Ms. Noor Ali, Senior Commercial Manager, P. &amp; B. (FOODS) LIMITED [tbc]</li> </ul>
15:30 – 16:00	<b>Practical guide to entering UK market – regulations, tariffs, etc.</b> <ul style="list-style-type: none"> <li>Speaker from Department for Business and Trade (DBT) [tbc]</li> </ul>



<b>16:00 – 16:15</b>	<b>Presentation of Northern Restaurant &amp; Bar (NRB) Expo, Manchester, UK (10-11 March 2026)</b> <ul style="list-style-type: none"> <li>• <b>Mr. Andreas Johansen</b>, Senior Innovation and Growth Specialist, Innovate UK North</li> </ul>
<b>16:15 – 16:30</b>	<b>Greek mission to the UK focussing on the food &amp; drinks sector</b> <ul style="list-style-type: none"> <li>• <b>Ms. Monika Nagy</b>, Business Advisor, Federation of Industries of Greece (SVE)</li> </ul>
<b>16:30 – 17:00</b>	<b>Q&amp;A</b>

Moderator: Mr. Gordon McDonough, Senior Innovation and Growth Specialist, Innovate UK North

**Working language: English**