

East of England food and drink producers – one of the region's largest economic sectors – are set to boost their exports from a Global Food Forum event at Newmarket next week which being run as part of the Department for International Trade's *Exporting is GREAT* campaign.

The event at Newmarket Racecourse Conference Centre on Friday 19th October will give firms the opportunity to meet international buyers from Europe, the Middle East and Canada and let them sample their fare. Alan Pain, DIT's head of the East of England, said: "There is overwhelming global demand for locally produced food and drink. The East of England has a rich heritage when it comes to our local food and drink, and events like this are important to celebrate and highlight our high quality, locally produced goods overseas. We know food and drink producers that export are more profitable, successful and resilient than their non-exporting counterparts. We'd encourage any food and drink producer to tap into the demand for British-stamped food."

The DIT has a team of 30 advisers based in the East of England to help food and drink producers with exporting. The event will see 39 international buyers from countries like Argentina, Spain, Mexico, US, Canada, India and Japan, and will give more than 135 food producers across the UK, including 80 in the East of England, the chance to showcase their products.