



IFE London 2024

March 25-27, 2024

London, England



Funded by the: [Wisconsin Initiative for Agricultural Exports](#)

The International Food & Drink Event (IFE) is the only food and drink trade exhibition with UK government backing and support, making it the premier event for the UK food & beverage industry over the past 30+ years. With the potential of a free trade agreement between the US and the UK, this is ideal timing to position your product in the UK market. IFE London 2024 will serve as a hub for 27,000+ invigorated buyers for the entire food, drink, and hospitality supply chain, including those from Tesco, Sainsbury's, ASDA, Iceland, Waitrose, Marks & Spencer, Aramark, British Airways—position your products in front of decision makers! Meet with some of over 1,500 food and drink suppliers to get your product in front of consumers in this strong market.

[The Wisconsin Department of Agriculture, Trade and Consumer Protection \(DATCP\)](#) invites food companies to join us in participating in a Wisconsin pavilion. Participants will have the opportunity to learn firsthand about this important leading market in Europe; to promote their products, and services; and generate strong business relationships and trade opportunities that will contribute to their economic growth.

Who Should Attend:

Wisconsin food companies interested in participating in trade show promotion to improve exports in foreign markets.

Cost:

Participants are responsible for their own transportation, meals, accommodations, and any additional equipment (i.e., chillers) and shipping of product. There is no participation fee.

Timeline:

- **March 24th (Sun)** Set Up, Market Briefing, Retail Tours
- **March 25th (Mon)** Trade Show
- **March 26th (Tue)** Trade Show
- **March 27th (Wed)** Trade Show, Tear Down

Application Deadline:

January 15th

To apply, contact:

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