

75+ GLOBAL BUYERS UNDER ONE ROOF

YOUR GATEWAY TO GLOBAL BUYERS

The UK's biggest in-person international buyer event for food and drink.

THE BIG MEET THE BUYER

The Tower Hotel, London | 14–15 October 2026

14-15

OCT 2026

75+

INTERNATIONAL
BUYERS

~ 300

UK FOOD & DRINK
BRANDS

2

FULL DAYS
FACE-TO-FACE

1

PRIME LONDON
LOCATION



MEET THE DECISION MAKERS

Direct, face-to-face access to senior buyers flying in from around the world.



PRE-QUALIFIED DEMAND

Buyers actively seeking UK innovation, matched to the ranges they want.



A PROVEN FORMAT

Thousands of valuable connections delivered, turning meetings into new listings.



PRIME LOCATION AND TIMING

The iconic Tower Hotel, London, in the run up to SIAL Paris.

SECURE YOUR PLACE

£1,500

+VAT

STANDARD

For FDEA Verified Enterprise Members.

£2,100

+VAT

PLACE + become a VERIFIED ENTERPRISE member

Includes one year Verified Enterprise membership.
Monthly membership also available.

**READY TO GROW YOUR
EXPORT SALES?**

FIND OUT MORE

MORE THAN MEETINGS

Beyond your pre-matched meetings, here is the wider programme across both days.

BEFORE THE EVENT



Pitch Doctor by the buyers

Get pitch ready with practical advice direct from the buyers themselves. Discover what they look for, what makes a brand stand out and how to make every buyer meeting count.



Top Tips from those who have been there

Hear directly from experienced exporters as they share practical advice on preparing for buyer meetings, avoiding common pitfalls and making the most of every conversation.



Landed Cost & Margin Clinic

Follow the price journey from product cost through freight, margins and taxes to the final shelf price. Learn how to check whether your pricing works.



Make the Right Connections

Learn how to build a strong B2Match profile, explore buyer profiles and approach the buyers most relevant to you. Buyers will discover your brand and request meetings ahead of the event.

AT THE EVENT



Sample Logistics Concierge

Done a deal? Get indicative sample shipping costs on the spot and expert advice from our Freight Partner on sending your products to buyers quickly and smoothly.



Speakers' Corner

Hear directly from buyers, successful exporters and industry experts. Expect practical advice, real brand stories and useful insights to help you grow internationally.



Three Questions, Real Insights

We'll be putting three quick questions to brands and buyers throughout the event. Expect honest answers, useful insights and a snapshot of the people behind the meetings.



Blind Tasting Panel

Take a break between meetings and put your taste buds to the test. Sample three mystery products, vote for your favourite and see if you can guess what they are.



Product Discovery Gallery

Every brand will have a dedicated space to showcase its products in the main event area. Buyers will be guided through the gallery, with introductions made wherever there is interest.



Brand & Buyer Awards

Celebrating the standout brands and buyers of the event, as voted for by each other. Who will be the category game changer, one to watch or ultimate buyer champion?

POSSIBLE EXTRAS



Drinks over the Thames

A spectacular evening inside Tower Bridge's high-level Walkways, overlooking the Thames and London skyline. An invitation only drinks bringing together buyers and partners.

BY INVITATION

team@fdea.org.uk



Buyer Discovery Bag

Place your hero product directly into the hotel rooms of all 75 buyers as part of their exclusive Discovery Bag. Limited spaces are available to selected attending brands.

£150 per brand

team@fdea.org.uk