



Invitation

# ‘The Rise in Demand for EU Organic & Sustainable Products in the GCC’

A unique opportunity to increase your business and find new partners



**FREE Live Webinar**

**Tuesday, 29 September, 2:00PM GST**

The European Union cordially invites you to a B2B webinar on **‘The Rise in Demand for EU Organic & Sustainable Products in the GCC’** on 29 September (2:00-3:30PM GST).

Tune into a live discussion with an EU trade representative and market analysts, who will explore fresh market prospects for sustainable and organic products from the European Union in the GCC Region, including strategic export opportunities for EU-certified organic producers.

Participants will be divided into virtual networking sessions, per category of products, and led by market analysts, who will share key insights into emerging market trends and introduce potential partners in the GCC Region.

## **Agenda:**

- Opening session: EU delegate and webinar moderator Aminda Leigh discuss the EU organic and sustainability approach
- Networking session: Business consultants will host each product specific session and present business insights and market trends. The rest of the session will focus on introduction of and networking between EU producers and GCC importers.

Space is limited, so make sure to register [HERE](#) by **11 September**. Once you have registered, you will receive a confirmation email.

## **Participation criteria:**

- Exclusively EU-based and EU-certified organic producers or exporters of any of the following product categories: Meat & Poultry; Dairy & Cheese; Fruit & Vegetables; Olive Oil; Cereals & Confectionery.
- Producers or exporters of products not yet present on the GCC market will be prioritised.

Only registered exporters and importers will be allowed to participate in the webinar. Following registration, exporters will be asked to provide a business profile and commercial pitch, in order to facilitate B2B matchmaking.



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