



Department for
International Trade



MADE IN THE MIDLANDS SOLD TO THE WORLD

Fast Moving
Consumer Goods
Sector Events &
Activity 22/23

CONTENTS

Welcome to FMCG in the Midlands.....	3
Meet the Specialist Adviser.....	4
Case Study: Silk & Shine.....	5
22/23 Events.....	6
22/23 Events Continued.....	7
22/23 Trade Visits.....	8
23/23 Trade Visits Continued.....	9

MIDLANDS FMCG SECTOR

Fast Moving Consumer Goods has played an important role in the industrial development of the Midlands and the UK as whole. The Midlands after all is the Birthplace of the modern factory system, Cromford Mill in the Peak District was the world's first successful water-powered cotton spinning mill. By the 18th century, Birmingham the centre of the Midlands had become the greatest industrial city in the world.



Vincenzo Gallone - FMCG
Adviser for the Midlands

The Midlands of today is still a hub for excellence and creativity for many FMCG sectors including the manufacture of Jewellery where the Midlands manufactures more than 40% of all UK jewellery, Footwear, Handmade Leather goods, Ceramics, furniture, Fashion and much more.

MEET THE SPECIALIST

Vincenzo Gallone

FMCG Adviser in the Midlands

Mobile: +44 (0)7593 584 215

E-mail: vincenzo.gallone@trade.gov.uk



Vincenzo is the specialist adviser for the Fast Moving Consumer Goods (FMCG) sector across the Midlands region, adding focus and guidance to SME's operating in the FMCG sector. He provides tailored export advice to the regions SME's as well as creating a program of country and sector focused webinars, up-skilling workshops and Trade Missions to the leading trade exhibitions across the world.

Vincenzo has over 25 years working in the FMCG sector, 16 years of which were in International Sales. He has gained knowledge and insight across many sectors within the FMCG multi layered categories. As well as possessing a good knowledge on the Mass Market sector Vincenzo also has specialist knowledge regarding the Natural an Organic non-food sectors in particular the Beauty and Hair care Sector.

CASE STUDY

Silk and Shine provide luxury, home and fashion accessories in 100% natural material such as Mulberry silk or Mongolian cashmere. They started working with DIT in 2018 and have recently starting working with Vincenzo to develop their overseas strategy.

Vincenzo suggested the business should consider upgrading their website to reflect the luxury nature of their range, giving examples such as Aspinal of London and GH Hurt. Due to cost, no social media awareness campaigns had been undertaken in the past. Vincenzo suggested they develop a free organic strategy to fully engage with their very good following (Facebook (3,720) and Instagram (755)). Vincenzo provided support and information on how to run an organic social media campaigns. Vincenzo also completed an audit on their website to ensure the best-sellers were most visible.

Following the meeting with the Vincenzo, Silk and Shine sought advise on changing the look of their website and begun reassessing their portfolio and which parts of the range require more focus to generate more export sales through B2C and B2B.

22/23 EVENTS

Get involved in our programme of free events to support you in exploring opportunities in the global FMCG sector.

► **20/09/22 - Webinar: Cyber Security for the FMCG sector with West Midlands Police Service**

Lead by the West Midlands Police cyber security team, join this free webinar to understand the steps you can take to protect your business online.

Registration open soon.

► **31/10/22 - Webinar: Insight into the future. The AI FMCG digital sector of the future**

This is a jargon free, non technical introduction to the Metaverse, delivered by Comsteria's Colin Kelly.

It's aimed at small businesses and communications professionals looking to extend their knowledge of the fast moving and ever changing world relating to 'The Metaverse' and associated concepts such as NFTs or digital collectables and cryptocurrency.

Registration open soon.

22/23 EVENTS

► Coming soon...

- 01/11/22 - Selling on Alibaba (Birmingham)
- 03/11/22 - Selling on Alibaba (Nottingham)
- Introduction to selling on eCommerce Market Places (Webinar)
- Selling on Ankorstore (Webinar)
- Trading on Amazon Europe (Webinar)
- Trading on Amazon USA (Webinar)
- Free Trade Agreement: Trading with Australia
- Free Trade Agreement: Trading with New Zealand

To learn more about any of these events please contact Vincenzo on vincenzo.gallone@trade.gov.uk.

22/23 TRADE VISITS

Join us on a Government lead trade visit to explore new markets, make new contacts and ultimately secure additional overseas business.

► Coming soon...

- Trade Mission to HOMI Milan
- 09/07/23 to 11/07/23 - Australia & New Zealand Gift & Lifestyle @ Brisbane Convention & Exhibition Centre
- 30/07/23 to 03/08/23 - Melbourne Gift Fair @ Melbourne Convention and Exhibition Centre (MCEC)

To learn more about any of these trade visits please contact Vincenzo on vincenzo.gallone@trade.gov.uk.



Department for International Trade

DIT

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

Disclaimer

Whereas every effort has been made to ensure that the information in this document is accurate the Department for International Trade does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.

© Crown copyright 2019

You may re-use this publication (not including logos) free of charge in any format or medium, under the terms of the Open Government Licence. To view this licence visit: www.nationalarchives.gov.uk/doc/open-government-licence/version/3 or e-mail: psi@nationalarchives.gov.uk.

Where we have identified any third party copyright information in the material that you wish to use, you will need to obtain permission from the copyright holder(s) concerned.

Published August 2022 by Department for International Trade - Midlands