

# Food and Drink Forum West


The Scottish food and drink industry is one of the key growth sectors for the Scottish economy. It is the largest manufacturing employer in Scotland, with 21% of the manufacturing workforce, employing almost 50,000 people directly. The industry is also a major player in international markets, accounting for 27% of Scotland's manufacturing exports, worth over £3.5 billion to the economy.



## Overview of Forum

The Scottish Food & Drink Forum (West) is to be re-formed from April 2008 with support from Scottish Enterprise, due to industry demand, with initial two-year support from Scottish Enterprise. The Forum ran successfully from 2003 to 2006 for companies and organisations associated with the food and drink manufacturing sector.

The forum's objectives are:

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- to be part of the Scotland Food and Drink strategy
  - to engage the wider food and drink industry
  - to encourage the sharing of knowledge, best practice and collaboration on a regional basis
  - to involve the industry in the management and delivery of the programme.



## Forum Itinerary

Commencing in April 2008 and running for an initial two year period, the forum will include workshops and events based around current industry challenges and opportunities. For example, this will likely include the following topics: Scotland's National Food Policy; Homecoming 2009 – the Opportunities; How to get Listed with Premium Food Halls/Department Stores; Corporate Social Responsibility & its Impact on Business; Exporting to Emerging & Established Markets; the Value of Branding; Maximising Business on the Internet; New Product Development; Emerging Trends in the Food & Drink Sector; and much, much more. Each event will include reputable speakers from industry, highlighting best practice and offering the opportunity for forum delegates to debate the issues and how to tackle these as a group.



## Further Information

For further information, please contact either:

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