

'For Immediate release'



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Sainsburys to join VIP line up for retailer seminar

Focusing on the UK retail market, Irish producers and manufacturers have been invited to attend the first in a series of events to be held across Ireland, on Thursday 9th September at the Marriott Hotel in Ashbourne Co. Meath.

Keynote speakers include: David McMahon and Blanche Armstrong from Sainsbury's, Steve Blackmore from Spar, Mark Hancock from Kozy Shack, Bernard Coyle from Mr Crumb, IGD's Liam Gilbert and Dean Attwell and Paul Ziolek event hosts from Oakland International, a multi temperature supply chain expert in warehousing and logistics.



Speakers will detail the essential elements involved when dealing with UK retailers. Oakland International's MD, Dean Attwell, stated: "There are a number of complex factors involved when working with UK retailers and this event is designed to address those areas."

Current Suppliers: Kozy Shack and Mr. Crumb, who have been exporting into the UK via Oakland for a number of years, will be giving their insight into challenges faced and how they currently service the UK market. Facts, Figures and Trends across UK retail will be delivered by IGD's Liam Gilbert: the use of brokers will be covered by Nick Green: Compliance and the Convenience Supply Chain will be covered by Steve Blackmore from SPAR and Blanche Armstrong and David McMahon from Sainsbury's will be explaining the do's and don'ts of dealing with a Supermarket Buyer and the routes-to-market for supplying into the UK retail market.

Adding further Dean Attwell, Oakland's MD, stated: "Having successfully held this type of event in the UK we are well-placed to understand the UK retailer market, able to support Irish producers wishing to explore the many UK opportunities available."

Amid market globalisation and the current economic climate focusing industry's attention on supply chain efficiencies, gaining first-hand information about the UK marketplace is a must for all Irish producers looking to work with UK retail.

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