

Trade Mission: Western Europe

Western Europe Overview

Europe is a huge trading partner for the U.S. in many different sectors. If the EU countries together were a single market, it would rank as the number two export market for the U.S. (2020). The U.S. exports of goods to the EU in 2020 was USD 231 billion. Top European countries for U.S. exports include the United Kingdom, Germany, the Netherlands, and Belgium. Regarding imports, if the EU countries were to form a single market, it would rank as the second-largest supplier of imports to the U.S. (2020). The U.S. imports of goods from the EU countries in 2020 totaled USD 415 billion. The top European countries for importing to the U.S. were Germany, Switzerland, and Ireland. The U.S. goods trade deficit with the EU countries was USD 184 billion in 2020. There is a healthy European investment in the U.S. – EU investment in the U.S. is eight times higher than the amount of EU investment in China and India together. Total U.S. investment in the EU is three times higher than the total U.S. investment in all of Asia, demonstrating a good trade relationship between Europe and the U.S.

Opportunities in Western Europe

Pharmaceuticals

The European pharmaceutical market size was valued at USD 282.8 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 5.4% from 2021 to 2028. The growth can be attributed to the increasing healthcare expenditure, a surge in R&D investments, and the emergence of biologics and biosimilars. Furthermore, supportive regulatory framework and reimbursement policies improve the adoption of pharmaceuticals in this region, thus facilitating market growth.

Europe has key pharmaceutical companies, world-class research institutes, and hospitals that provide a better environment for developing clinical and therapeutic innovations for rare and life-threatening diseases. Cell and gene therapies and immunotherapies are the fastest-growing areas in terms of research and development activities, and these segments also received the highest investments to continue research activities. As per therapeutic areas, oncology and central nervous system disorders received the highest funding for developing novel therapies.



Food and Beverage

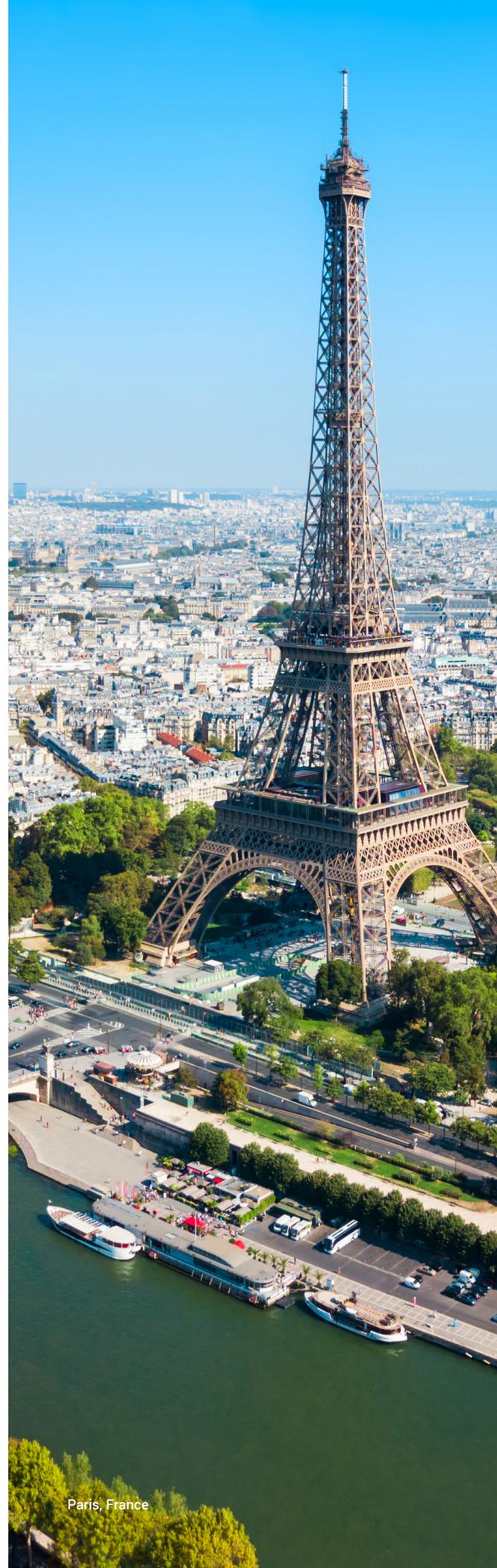
The food and beverage industry in Europe is worth more than USD 1 trillion and is the highest capital spend of any manufacturing industry. It has proven to be stable, resilient, and robust, and has grown at between 5–12% per annum depending on category. There are key trends in the sector pointing towards health, wellbeing, and improved experiences, however, regulators are also taking an increasing interest in the sector – particularly with respect to labeling and claims – which varies by country due to the EU Novel Foods directive and several other new directives. Taste, food safety, and cost are the drivers of any purchasing in food; however, sustainability is now emerging as a growing factor in consumer choices.

Automotive and Aerospace

The aerospace and automotive sectors are two major advanced manufacturing industries. Though they are well established sectors, both are subject to rapid change, influenced by regulations, demand, and technological advances. Advanced manufacturing accounts for 12 million jobs in Europe, and there have been rapid changes in the automotive industry in recent years, many centred around the development of driverless vehicles. The industry has been adding automated features to vehicles to aid human drivers for years but is now testing the possibility of fully autonomous vehicles taking to the roads. Key trends in automotive and aerospace include improved manufacturing processes and technologies, quality testing and regulatory certification, automation, IoT, additive manufacturing, and 3D printing.

Industrial Machinery

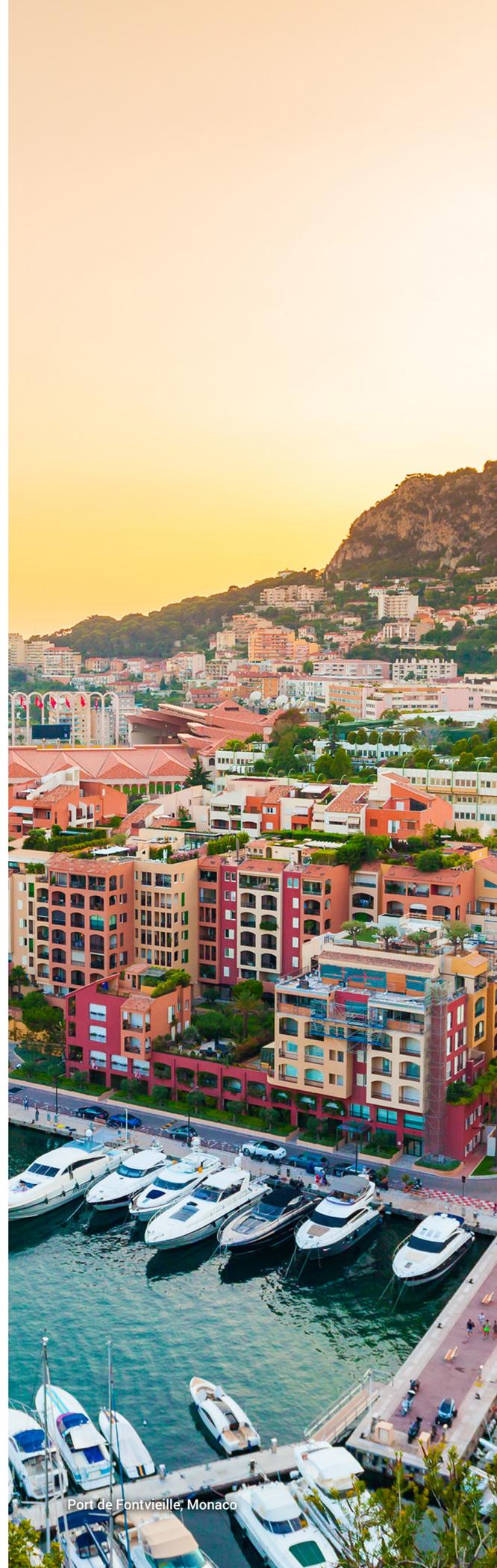
The industrial machinery market in Europe is expected to grow from USD 52.2 billion in 2019 to USD 79.3 billion by 2027; it is estimated to grow at a CAGR of 6.2% from 2020 to 2027. Increasing urban population and growing demand for better infrastructure have led to the growth of the construction industry, which is expected to drive the growth of the industrial machinery market in Europe. Digitization offers industrial machinery players an attractive opportunity. It has triggered the efficiency of existing machines along with enhancing safety in the work environment; this is expected to increase demand for industrial machinery in the coming years. Manufacturers are now implementing analytics and automation to improve their products and services, as well as to provide an enhanced experience to customers. The concept of digital machinery has facilitated the manufacturer transition from “hardware” suppliers to “hardware, software, and service” suppliers, which, in turn, has led to the development of new business models.



Power

The European power industry is undergoing a significant change program – as older nuclear facilities are coming to end of life, the shift to renewables is gaining momentum. The demand and supply factors are changing rapidly with prices fluctuating and energy security becoming a factor for most countries.

Renewables overtook fossil fuels to become the EU's main source of electricity for the first time in 2020. Renewables rose to generate 38% of Europe's electricity in 2020 (compared to 34.6% in 2019), for the first time overtaking fossil-fired generation, which fell to 37%. This is an important milestone in Europe's clean energy transition. At a country level Germany and Spain (and separately the UK) also achieved this milestone for the first time. The transition from coal to clean is, however, still too slow for reaching 55% greenhouse gas reductions by 2030 and climate neutrality by 2050. While Covid-19 had an impact in all countries, its impact on the overall trend from fossil fuels to renewables was quite limited. The rise in renewables was reassuringly robust despite the pandemic, and the fall in fossil-fired electricity could have been even more dramatic, had it not been for such a bounce-back in electricity demand and the worst year on record for nuclear generation.



Trade Mission Details

Objective:

The objective for this trip is to arrange and conduct quality meetings between you, our VEDP client, and potential sales partners (agents, representatives, or distributors) and/or customers in Western Europe. Our ultimate goal is for these meetings to help you generate new sales for your company to customers in Western Europe and to provide you with market intelligence only attainable by an in-country visit.

Trade Mission Dates

September 12–16, 2022

Registration Deadline

July 15, 2022

Schedule:

We will focus on markets relevant to your company, keeping in mind there may be meetings in adjacent cities depending on your particular needs. Our consultants will ensure that your meetings are scheduled with the best contacts, regardless of their location. We will keep you apprised as your itinerary develops and suggest travel and logistics options for your itinerary.

The schedule is planned as follows, and is subject to change:

Date	Day	Activity
July 15, 2022	Friday	Last day for registration
September 10, 2022	Saturday	Latest day to depart United States
September 11, 2022	Sunday	Rest / Sightseeing
September 12, 2022	Monday	Trade Mission begins; individual meetings
September 13, 2022	Tuesday	Individual meetings; travel to other cities may be required
September 14, 2022	Wednesday	Individual meetings; travel to other cities may be required
September 15, 2022	Thursday	Individual meetings; travel to other cities may be required
September 16, 2022	Friday	Final day of individual meetings
September 17, 2022	Saturday	Return to United States



Laufenburg, Switzerland

Frequently Asked Questions:

How many Virginia companies will participate?

The registration process is ongoing. Based on past trade missions, we expect 6–10 Virginia companies to participate.

What is the cost for my company to participate?

You must pay the trade mission participation fee of \$2,500 to VEDP at the time of registration. The participation fee includes the following:

- Identifying, contacting, and pre-qualifying local distributors, reps, and/or partners and organization of your meetings with interested prospects
- Briefing on “Doing Business in Western Europe”
- Your VEDP Trade Mission Leader and in-country consultant are on hand during the week to ensure everything runs to plan
- Interpreter if needed

All travel expenses including airfare, hotels, meals, individual ground transportation to be paid directly by each participant.

Additional **estimated** costs you will incur include (but are not limited to):

Expense	Estimated amount (\$)
Roundtrip airfare from Dulles to Frankfurt, economy class	2,000
Hotels (7 nights)	1,500
Meals	500
Airport transfers, taxis, public transportation and other miscellaneous items	500

How are the meetings organized?

VEDP has engaged the services of OCO Global, to identify, screen, and arrange meetings with potential partners for each of our trade mission delegates. OCO Global was selected through a competitive bidding process and has demonstrated extraordinary expertise, enthusiasm, and commitment to the work of introducing Virginia companies to their markets. If you would like to learn more about OCO Global, please review their website: <http://www.ocoglobal.com/us>.

In most cases, you will be traveling independently to the locations of the local companies with which you are meeting. Because most appointments will be held at the companies' locations, travel and other logistics may prevent each delegate from having a minimum of 3–4 meetings each day of the trade mission.

How will I get to my meetings?

For travel between meetings, our consultants will recommend the most effective method of transportation. This will likely be a local car/driver.

Will I need an interpreter?

If required, interpreters will be provided for meetings and are included in your registration fee.

How are airline and hotel reservations handled?

Airline tickets: You book (and pay for) your own airline ticket via a local travel agent or online air travel website. If you do not have a travel agent, the Trade Mission Leader can recommend one for you.

Hotels: VEDP will choose the hotel(s) and make reservations at a pre-negotiated government rate for each delegate. **However, delegates will be responsible for their own hotel charges throughout the mission.** All delegates will stay at the same hotel in order to facilitate logistics as well as to encourage the interaction and networking that is always a collateral benefit of traveling with a group. You will pay all hotel room charges directly to the hotel.

How can I verify that Western Europe is a good market for my company before we register for the trade mission?

Contact your local International Trade Manager or the Trade Mission Leader (see bottom of the last page) **immediately!** We only want you to make the trip if we think there is good market potential in Western Europe for your company. We can perform exploratory market research within a short period of time to verify market potential for you. The more time you give us, the better job we can do!

What are the entry requirements for Western Europe? Will I need a passport or visa?

U.S. citizens do not need a visa if they are traveling within the Schengen Area – <https://www.schengenvisainfo.com/schengen-visa-countries-list/>. Your passport should have at least six months of validity remaining.



Registration:

How do I register to participate?

You can register and pay the trade mission fee online by visiting:
<https://western-europe-trade-mission-2022.eventbrite.com>.

Contact the Trade Mission Leaders for more information:

John Elink-Schuurman

VALET Program Manager

Phone: 703.506.9741

Email: jelink-schuurman@vedp.org

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This event has helped our company to better understand how our products may fit into the European market.

Trade Mission to Western Europe

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We made excellent contacts and cemented new strategic alliances that will be fruitful in the future. It was an excellent event.

Trade Mission to Western Europe

Consultant Bio

Western Europe

Dr. Colm Reilly

Dr. Colm Reilly is the Dublin Trade Director for OCO Global, a UK-headquartered firm that works to expand its clients' export prospects as well as to attract foreign investment in their target markets. Colm's years of experience working with government clients around the world to promote economic development demonstrates his utility as an expert resource for Virginia businesses looking to grow in foreign markets.