

Understanding
international
logistics to
emerging markets.



Jade Blackburn,
Head of Sales,
WTA



Our core priorities in food and drink transportation

Continued investment in
technology and AI

Working towards sustainability

Emphasis on speed and
maintaining product quality





At WTA, we have over **100 years in the freight industry.** Founded in **1913** by Ernest Sommer, our business is built on a foundation of passion and professionalism, so that we can give you the **best service possible.**

Due to our independent nature, we are able to give you a level of flexibility which large corporations simply cannot.



Why are we here?



To explore **some exciting markets**



To inspire **export growth**



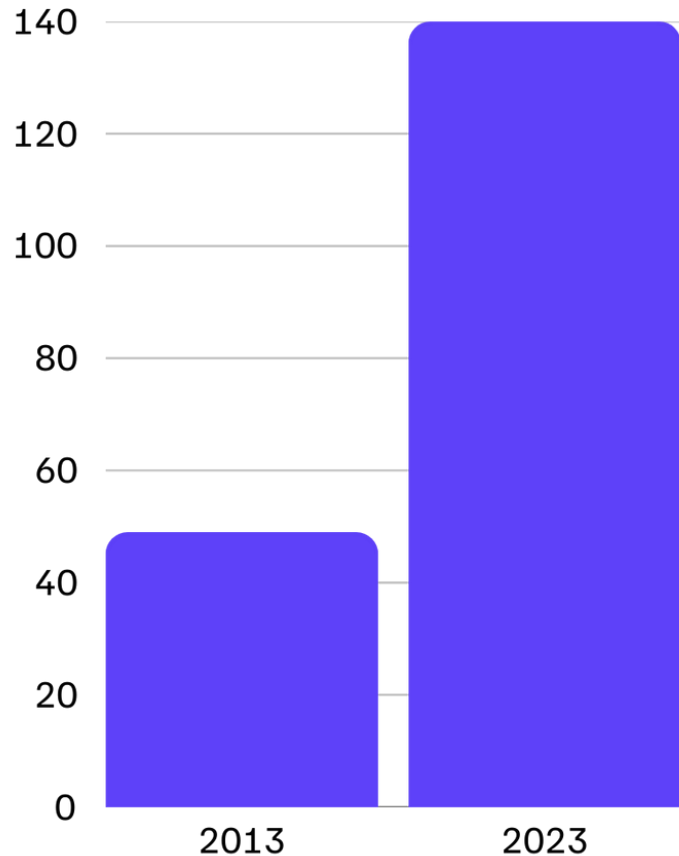
To optimise **international logistics**



To remove **logistical barriers**

Market opportunity: China

China food imports (\$bn)



Source: US Dept of Agriculture

18.3%

increase in food and drink UK exports to China since 2018.

2nd

largest non-EU export market for UK food and drink.

Biggest

food importer in the world.



UJ

Market opportunity: **China**

Growing middle-class

An increasing number of wealthy Chinese consumers are interested in international goods.

Food standards

UK is known for high product quality and safety.

Regional hotspots

Such is the scale of the market, initially focusing on a single province or city can make entry more manageable.

Backhaul routes

Very frequent and cheap backhaul shipping routes to China.

China top imported food categories:

- Meat
- Grain products
- Aquatic products
- Fruit
- Dairy products
- Vegetable oil

Market opportunity: China

Food and drink compliance regulation

China's General Food Safety Law (FSL)

Certification to prove a product complies with China's safety standards.

China's Import and Export Commodity Inspection Law

Using an authorised body to inspect goods on arrival.

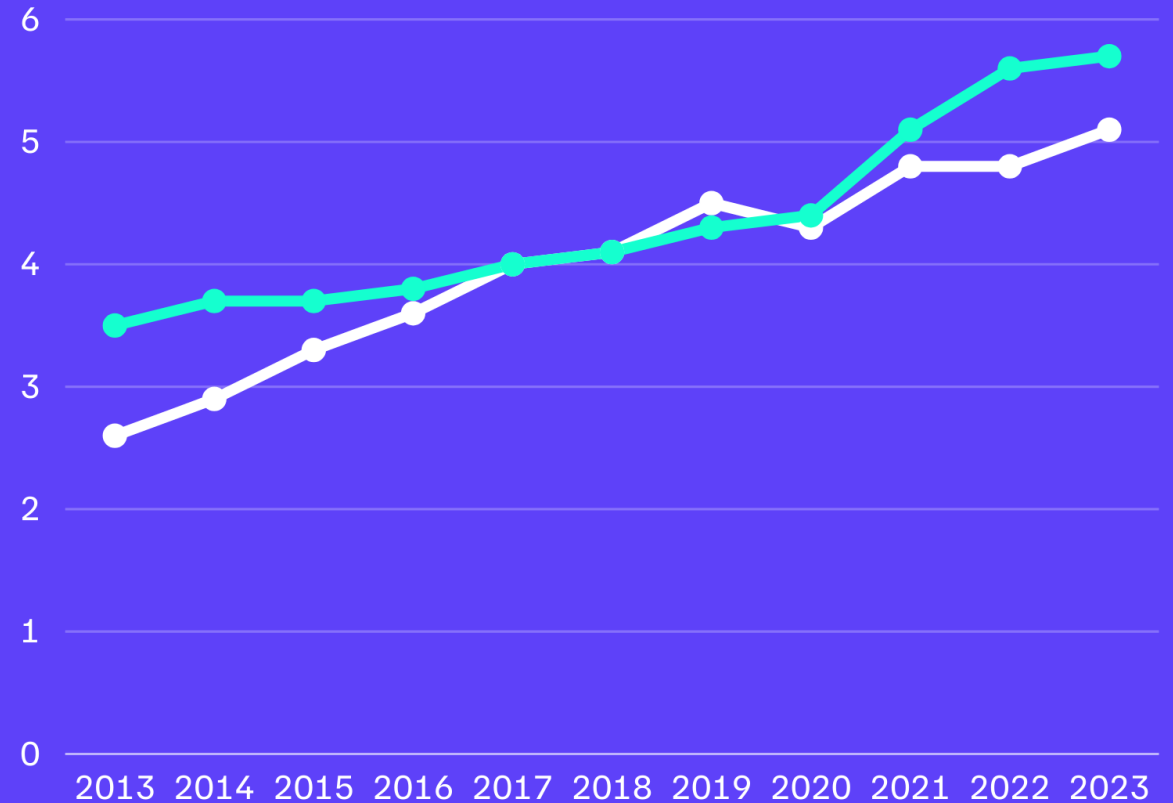
Chinese Standards for Food Additives

Documentation of all additives used must be provided.

China's Food Labelling Law

Labels must be in simplified Chinese, including product name, ingredients, allergens, nutritional facts, and expiration date.

China and USA retail sales
2013-2023 (£trn)



Source: Statista & Oberlo



Market opportunity: Australia

FTA

(Free Trade Agreement) now in force, liberalising trade.

5th

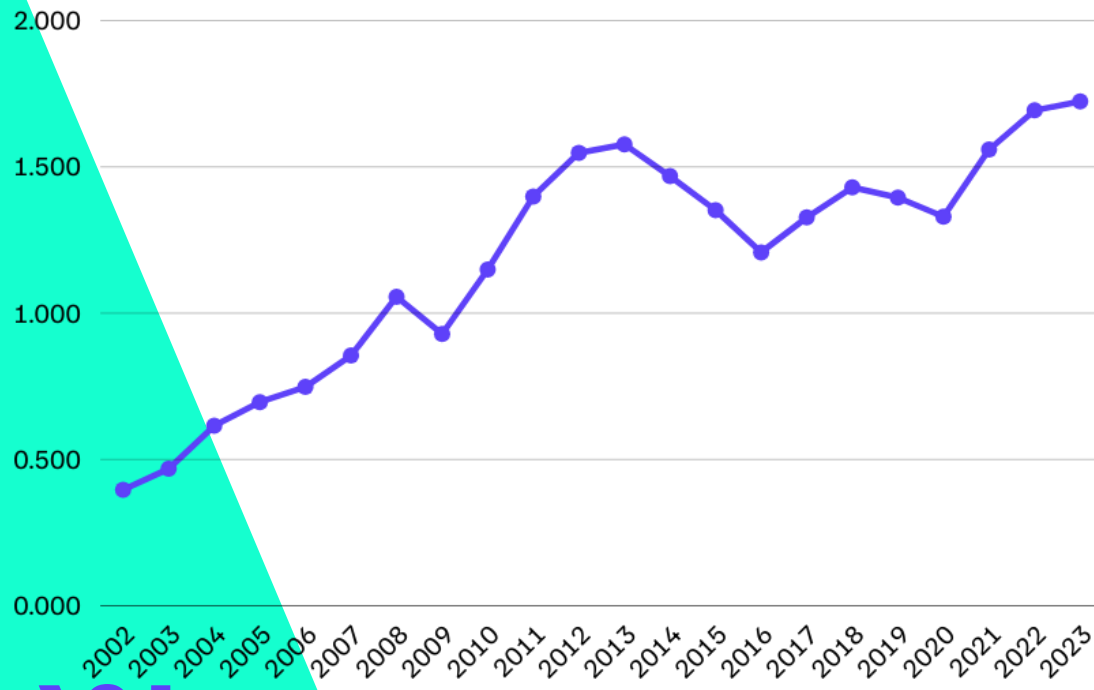
Largest non-EU market for UK food and drink.

7.1%

Increase in food and drink exports to Australia in H1 2024.

Market opportunity: Australia

Australia GDP Growth (\$trn)



Source: World Bank

Free Trade Agreement (FTA) Unpacked

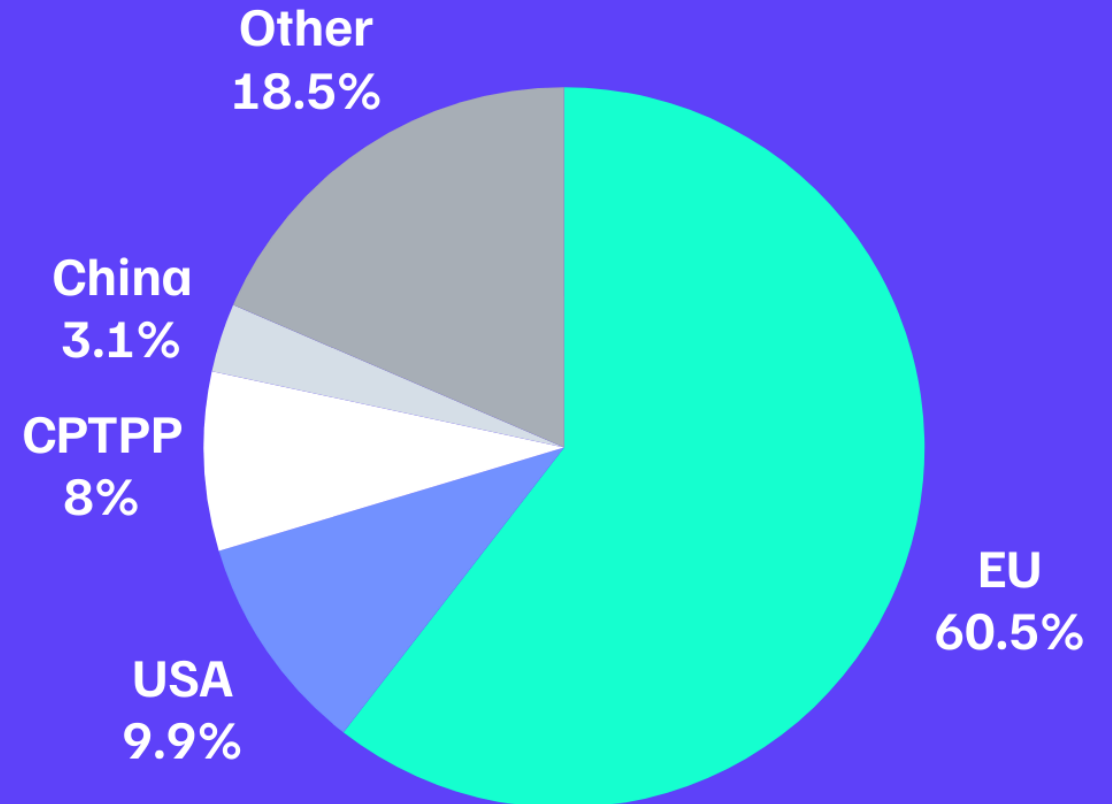
- Removal of all tariffs on goods exported to Australia.
- Significant red tape removed for SMEs.
- New visa schemes for UK citizens wanting to work in Australia.
- Removal of red tape for British investors in Australia.

Market opportunity: CPTPP

Tariff free access to Australia, Brunei, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam.



UK food and drink export value by destination (Q1-3 2024)



Source: FDF

Market opportunities

USA

£1.1bn

UK food and drink exports to the USA in H1 2024.

22.3%

of total UK exports currently head to the USA.

Biggest

non-EU market for UK food and drink.

Canada

£178m

UK food and drink exports to Canada in H1 2024.

TCA

(Trade Continuity Agreement) in force since 2021. Giving preferable tariff rates.

£41,922

GDP per capita in 2022.

Market threats: USA

10-20%

Tariffs on all imports suggested by the Trump campaign.

60%

Tariffs on all Chinese imports suggested by the Trump campaign.

£22bn

Estimated hit to UK exports, if 20% tariffs are imposed.

Reasons to be less worried

20%

US reliant on imports for 1/5th of its food.

28%

Adults in the US who report difficulty in affording food.

\$3bn

Value of UK food and drink exports to the USA in 2023.





Featured Success: Ludwig Foods

12+

year relationship

+100

Product lines in
each shipment

+7500

different food items
shipped per year





Market Opportunity: UAE

5000+

UK companies operating in
the UAE.

1.5 million

British tourists every year
visiting the nation.

171%

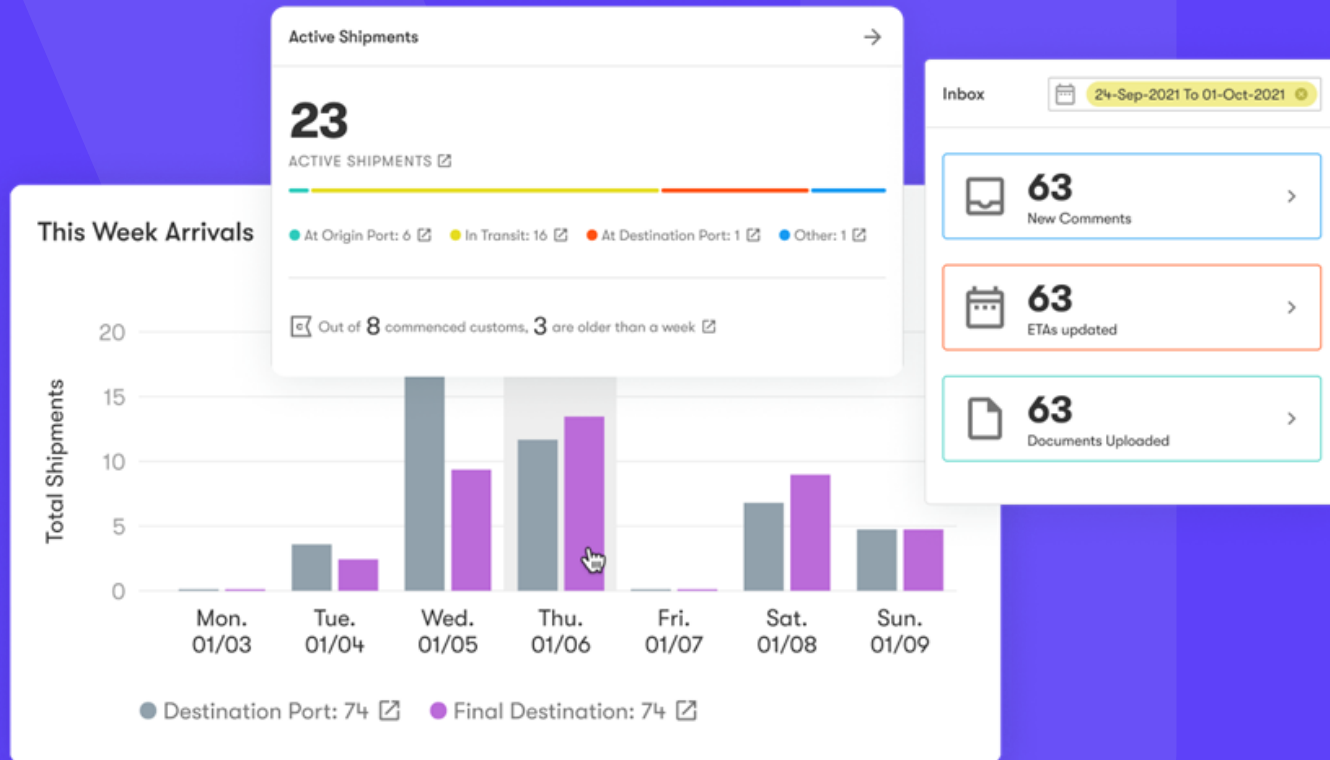
growth in exports to the
UAE over the last 20 years.

Optimising logistics for international success



Optimising logistics

Leveraging technology



The WTA Platform

Data points trackable in a modern supply chain:

- Costs
- Timing
- Weight
- Volume
- Delays
- ETAs
- Route
- CO2 emissions
- Temperature
- Location
- Shocks
- Humidity
- Lighting
- And more....

Optimising logistics

A reputable logistics provider

Global partner network

Your logistics provider needs to be well connected worldwide.

High TrustPilot score

Independent reviews prove reputation and trustworthiness.

Global offices

Offices around the world only enhances global reach.



Thought leadership

Content which demonstrates their knowledge of the sector.

Customs expertise

Vital inhouse knowledge for shippers of food and drink.

Optimising logistics

Cold chain success essentials

Refrigerated containers

Effective packaging

Correct labelling and handling training



Route optimisation

Temperature monitoring





Optimising logistics

Storage and warehousing
Look for...

BRCS

Storage and
Distribution

CERTIFICATED

Optimising logistics

Customs and compliance

Most common errors we see:



Incorrect or missing documentation.



Unpreparedness for regulatory changes



Misclassification of products.



Summary



UN

Key Opportunities

- + China's huge market and growing middle class has extraordinary potential**
- + Australia (and wider CPTPP) with a new Free Trade Agreement in place (FTA)**
- + The UAE a gateway to a wider GCC export portfolio**

Key Logistical Considerations

- Leverage modern technology to visibility and data insight**
- Work with an experienced and reputable freight forwarding partner.**
- Follow best practices to ensure continued compliance with customs regulation**



Q&A

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