

The third collective internationalisation mission to the United Arab Emirates successfully finalised!

Nitra, February 27th, 2024. The selected **Champion SMEs** of the call for the third target country, **the United Arab Emirates** got the opportunity to expand their business and to start a new internationalisation journey.

Collective internationalisation mission to UAE

During five busy days, from 14th till 18th February 2024, [F2F Health Matters](#) project consortium with the expertise of Emirati consultants dedicated efforts and resources to embark selected European companies to discover UAE market and to get a real insight of what to expect for future collaborations around innovation, but also the right strategy to follow in order to make their internationalisation journey a success. The mission was held in **Dubai**, where SMEs were supported to meet potential business partners, present their healthy food products and supplements and learn the specifics of UAE market, all leading to new potential business agreements and promising collaborations.

The mission was organised one week before the **Gulfood** fair, which was held from 19th till 23rd February 2024. Therefore, SMEs got the possibility to make direct contact and discuss possibilities with potential partners during two intensive weeks.

The Champion SMEs participating in the internationalisation mission were the following: [Dely Wafels SRL](#) (Belgium), [Yogurt Kitchen](#) (Belgium), [Acushla, S.A.](#) (Portugal), [Costa Casimiro LDA \(YOGAN\)](#) (Portugal), [Algolesko](#) (France), [Vanilla Fair](#) (France), [SLIKE s.r.o. \(SYDRIP\)](#) (Slovakia), [ROAL Group s.r.o. \(ZEEN\)](#) (Slovakia), [Cabomar Congelados S.A.U.](#) (Spain) and [Grupo Pistacyl S.L.](#) (Spain).

Elite Program

All the selected SMEs have also been part of the **Elite SMEs coaching and training programme**, which provided training courses for the UAE market, coaching and access to a dedicated SMEs Community.

How to get information for your internationalisation journey?

All information about the calls (including application and selection process), planned events and other project activities can be found on the project website in [NEWS](#) and [GET INVOLVED sections](#).

The European project F2F Health Matters is an internationalisation accelerator for innovative agri-food SMEs. It is driven by an alliance of five European clusters: [Wagralim \(Belgium\)](#), [Clusaga \(Spain\)](#), [Bioeconomy Cluster \(Slovakia\)](#), [InovCluster \(Portugal\)](#), and [Valorial \(France\)](#). It is funded by the [European Programme for the Competitiveness of Small and Medium-sized Enterprises \(COSME\)](#) within the framework of the [European Strategic Cluster Partnerships - Going International \(ESCP-4i\)](#).