



# SPAIN'S GREAT MATCH WASHINGTON, DC 2024

Washington DC. May 7, 2024

ICEX Spain Export and Investment and the Ministry of Agriculture (MAPA) are organizing Spain's Great Match in Washington, DC, one of the largest in-person event for trade promotion of Spanish products, directed towards food and wine industry trade buyers (importers, distributors, specialized stores, HORECA, etc.) specialized press and media.

This activity is part of the #SpainFoodNation campaign developed by ICEX and the Ministry of Agriculture (MAPA) to showcase the quality, excellence, variety and uniqueness of Spanish food and beverages among business professionals and consumers in the United States, among other priority countries.

## WHY PARTICIPATE

Spain's Great Match's goal is to promote Spanish foods and beverages that are already present in the U.S. market and are seeking to expand their distribution. Local attendees are exclusively professionals from the food and beverage sector (importers, distributors, specialty stores, HORECA etc), specialized press and media.

The Great Match program includes tastings and seminars for local industry professionals (importers, distributors, sommeliers, educators, restaurateurs...) and specialized press with the objective of showcasing the natural pairing of Spanish wines and food in one of the most important and promising markets of the world, the United States.

Spanish companies, regional trade organizations and U.S. food and beverage importers from Spain are invited to participate in this event to be held on May 7, 2024. This activity represents the first Great Match to be held in the U.S. market in 2024, to be followed by a second edition on October 1<sup>st</sup> in New York City.

María Naranjo Crespo

Food Industry Director

ICEX sponsors the Spanish food and gastronomy sector under the brand name



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## 1. DESCRIPTION OF THE EVENT

Spain's Great Match in Washington, DC will feature Spanish food and beverage companies with a maximum of 30 exhibitors (and a minimum of 15) and will be held from **12:30 pm to 4:30 pm**, Entrance is limited to wine and food industry professionals such as importers, distributors, sommeliers, educators, restaurateurs, and specialized press. The expected attendance is 250 professionals.

The following activities will be held as part of the event:

- Seminars: Two educational 45-minute food and/or wine tasting seminars will take place at an enclosed space adjacent to the exhibition area. The first one takes place at 11:30 AM and the second one at 1:00 PM. The maximum number of attendees is 70.
- Mini-guided Tastings led by Master Sommeliers: 4 guided tastings will be held, each divided into two 20-minute shifts and led by local MS.
- Tapas Pairing Challenge: 10 different tapas will be arranged in stations throughout the event hall so attendees can create their own Spanish food and wine pairings.
- Artisan Cocktail Bar for the promotion of spirits and soft drinks for cocktails.
- Interactive blind tastings to encourage wine exploration.
- Organic, natural and/or biodynamic wine Bar (NEW) led by a "bartender or sommelier hired by ICEX". Up to 12 products will be presented at the bar (max 2 wines per winery). Products will be chosen according to the selection criteria described in section 5.

## 2. PARTICIPATION OPTIONS FOR COMPANIES

Spanish companies and US importers of food, wine and beverages from Spain are welcome to participate with the following options and prices:

PARTICIPATION OPTIONS		Spanish Companies	US Companies
1	One exhibitor table for <b>wine, beer, spirits, and other alcoholic beverage companies</b> (8 products max.)	1.850 € + 10% VAT	1.850 €
2	One exhibitor table for <b>food</b> companies wishing to also showcase alcoholic beverages (8 products max.)	1.650 € + 10% VAT	1.650 €
3	One exhibitor table for <b>food and non-alcoholic beverage companies</b> (8 products max.)	1.450 € + 10% VAT	1.450 €

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4	Product tasting presentation (maximum of 3 items, 2 cocktails) at the Artisan Cocktail Bar attended by a mixologist, as an example, for gin, vermouth, tonic water or similar soda beverages.	1.250 € + 10% VAT	1.250 €
5	Product presentation at the Organic, Natural and/or Biodynamic Wine Bar (max. 2 wines per company). Number of products presented per Bar is limited to 12.	500 € + 10% VAT	500 €

Participation options indicated above include the following: Tablecloth, company signage, water, napkins, ice tub. Wine companies will also have glasses and a spittoon. Each participating company will receive 4 exhibitor passes. Participants in the Artisan Cocktail Bar (option 4) and in the organic, natural and/or biodynamic wine Bar (option 5) will receive 2 passes.

### 3. PARTICIPATION OPTIONS FOR ORGANIZATIONS (ASSOCIATIONS, CAMPAIGNS, REGIONAL PROMOTION ORGANIZATIONS, APPELLATIONS OF ORIGIN, ETC.)

Two 45-minute seminars will take place at an enclosed space, the first at 11:30 AM and the second at 1:00PM. The scheduled number of attendees is 70. The seminars will feature foods and wines represented by the Sectoral and Inter-professional associations, Autonomous Communities and Appellations. One table in the general tasting area will be on display.

The following participation options are available:

PARTICIPATION OPTIONS		Participation fee for entities in Spain	Participation fee for entities in the United States
6	<ul style="list-style-type: none"><li>Seminar with tasting (up to 8 products) for trade and press. The maximum number of attendees is 60. Exhibitor is required to provide speaker and product.</li><li>Exhibitor table (up to 8 products)</li></ul>	9.700 € + 10% VAT	9.700 €



7	<ul style="list-style-type: none"><li>2 mini-guided tour sessions led by a MS with tasting (4 products each session) for trade/press. Maximum number of attendees is 10 per session. Exhibitor is required to provide product.</li><li>Exhibitor table (up to 8 products).</li></ul>	4.250 € + 10% VAT	4.250 €
8	<ul style="list-style-type: none"><li>Tasting Bar (8-9 ft in length) for up to 12 products.</li></ul>	3.650 € + 10% VAT	3.650 €
9	<ul style="list-style-type: none"><li>2 mini-guided tour sessions led by an MS with tastings (4 products each session) for trade/press. Number of attendees per session is limited to 10. Exhibitor is required to provide product.</li><li>Tasting bar (8-9 ft in length) for up to 12 products.</li></ul>	6.050 € + 10% VAT	6.050 €

Participation options indicated above include the following: Tablecloth, company signage, water, napkins, ice tub. Wine companies will also have glasses and a spittoon. Each participating company will receive 4 exhibitor passes.

CONDITIONS OF PARTICIPATION: All products being exhibited must be provided by the exhibitor (food, beverages, etc.).

As for participation option number 6 (Seminar + Table), exhibitors are responsible for providing the speaker. However, if requested, ICEX may assist exhibitor to procure a suitable speaker. In any case, ICEX must pre-approve the selected speaker.

The following are suggested themes for the Seminars:

- Food and wine pairings (e.g., cheeses, cured meats, preserves, etc. already distributed in the country).
- Regional focused wine tours.
- Organic wine culture.
- Other topics: Old vines, new wines, recovered native grape varieties, etc.

ICEX reserves the right to increase the number of Seminars, Guided Tours, and Tasting Bars, subject to availability. A waiting list will be provided.

#### 4. REQUIREMENTS AND CONDITIONS FOR PARTICIPATION

##### Participation requirements:

- All food and beverage products exhibited must have distribution in the United States.
- The maximum number of products displayed at the tables is limited to 8; and to 12 at the Tasting Bars.

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- Spanish wines exhibited at tables and bars will need to reach the minimum suggested retail price of \$15.
- Certificate of liability insurance and, if applicable, alcohol license according to instructions to be specified once registration has been confirmed.
- Fulfillment of payment
- It is mandatory for all participating companies with a registered name in Spain to be a Customs Authorizer. In regard to evaluate public procedures, the effectiveness of activities and public resources that ICEX administers, ICEX collects foreign trade information from participating companies. Therefore, companies must authorize the Customs and Tax Administration Department of the State Tax Administration Agency in Spain to provide this information to ICEX. This authorization must be submitted only once through the Tax Agency and may be revoked at any time.
  - Link to APPLY FOR CUSTOMS AUTHORIZATION  
<https://sede.agenciatributaria.gob.es/Sede/procedimientoini/DC15.shtml>
  - Information about the objectives of this authorization:  
<https://www.icex.es/colabora>

#### Conditions of participation:

- All companies, Associations, Appellations, etc. are responsible for timely delivery of product to designated warehouse and are required to take care of all the expenses related to travel, room and board of its representative(s), as well as any other expenses not included in the services mentioned above.
- All companies, Associations Appellations, etc. are solely responsible for their table and products on display and are required to have a representative at their table or bar throughout the entire event.

It is essential to comply with the sanitary measures established by the local authorities at the time of the event. If applicable, supporting documents will be required at the entrance of the event.

## 5. SELECTION GUIDELINES

If the number of registrations is greater than the available spots, ICEX will take into consideration:

1. Diversity of the products
2. The geographical diversity of the products.
3. Content of organic and biodynamic products
2. The chronological order of registration.

Registered companies will receive an email from ICEX confirming their participation in the activity once the registration period has concluded.

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## 6. REGISTRATION PROCESS

For companies with tax residence in Spain, pre-registration is required on ICEX's portal: [www.icex.es](http://www.icex.es). In the log-in area. Please complete the registration form on the "[INSCRIPCIÓN](#)" link.

[https://bit.ly/SPAINS\\_GREAT\\_MATCH\\_Washington\\_2024](https://bit.ly/SPAINS_GREAT_MATCH_Washington_2024)

US companies must complete the online form in the following link: [Online Form](#)

[https://bit.ly/US\\_COMPANIES\\_SGM\\_WA\\_2024](https://bit.ly/US_COMPANIES_SGM_WA_2024)

All participating companies have 2 payment options:

- Credit card info. Spanish companies will receive the corresponding invoice immediately.

- Bank transfer to:

ICEX Spain Trade and Investments:

Account number: ES48 0182 2370 4300 1429 0099

Subject: SGM WASHINGTON DC 2024

\*Please note bank fees may apply and sender is responsible to cover those charges.

Deadline for registration: **February 29<sup>th</sup>, 2024**

If the maximum number of participating companies has not been reached by the registration deadline, ICEX reserves the right to extend the deadline to March 7<sup>th</sup>.

If you experience technical issues during registration or payment, please contact ICEX's "Ventana Global" help center at (+34) 91 349 7100 or email [informacion@icex.es](mailto:informacion@icex.es).

Once the deadline is met no further registrations will be processed, except for technical issues previously registered in ICEX's Ventana Global.

ICEX will confirm your participation once payment is received and deadline is met.

Once registration and payment has been completed, a company wishing to cancel its participation will forfeit 100% of the amount paid. Only in cases where unforeseeable circumstances necessitate cancellation, ICEX reserves the right to assess the reasons presented by the company and decide to refund a percentage of the amount paid.

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## 7. INFORMATION AND INQUIRIES

Should you have any questions, please contact:

ICEX Ventana Global  
Phone: (+34) 91 349 7100  
Email: [informacion@icex.es](mailto:informacion@icex.es)

### INFORMATION ON THE PROTECTION OF PERSONAL DATA AND CONFIDENTIALITY INCLUDED IN THE PARTICIPATION APPLICATION FORM

In accordance with the provisions of Organic Law 3/2018, of December 5, on the protection of personal data and guarantee of digital rights and Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons about the processing of personal data and on the free movement of such data, we inform you of the following:

1. That, in accordance with the provisions of the mentioned regulations, ICEX España Exportación e Inversiones, E.P.E. (ICEX) has a Data Protection Policy. To this effect, the collection and automated processing of personal identification and contact data requested through this procedure is the responsibility of ICEX and its purpose is to manage your application and, if selected, your participation in the activity organized by ICEX. Your data will be included in a file under the responsibility of ICEX for the purpose of processing your request and, subsequently, if applicable, your participation.
2. That you are obliged to provide the data requested by ICEX, the refusal to provide this data, implying the impossibility of participating in this activity.
3. That you declare that all the information provided is true and correct, and that you undertake to inform ICEX of any changes that may occur.
4. That you consent to the processing of your personal data by ICEX for the mentioned purpose, and therefore, consent is the legal basis that legitimizes the processing of the data.
5. That once the management of your participation in the activity organized by ICEX has been completed, ICEX will keep your data, duly blocked, for the legally applicable period to comply with legal obligations, without prejudice to the rights that you may exercise at any time, in accordance with the provisions of point 6 below.
6. That under no circumstances will ICEX use the personal data collected for purposes other than those mentioned above.
7. That you may at any time exercise your rights of access, rectification, deletion, opposition, limitation of processing and portability, where such rights are applicable, by sending a written communication to the e-mail address of our Data Protection Officer: [delegadoprotecciondatos@icex.es](mailto:delegadoprotecciondatos@icex.es), providing a photocopy of your ID card or equivalent document and specifying your request.
8. That, likewise, if you consider that your data have been treated inadequately, you will have the right to file a complaint before the Spanish Data Protection Agency (C/ Jorge Juan, 6. 28001 - Madrid (<https://www.aepd.es/es>) or before our Data Protection Delegate.

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