



Promotion of EU agri-food products - Own initiatives from the Commission

Brussels, 2 July 2019





1. Japan: De-briefing from the High Level Mission & communication campaign

2. Promotion seminars in Singapore, Mexico, India, Colombia, South Africa

3. Communication campaigns in the Middle East and China

4. Market Entry Handbooks

High Level Mission to **Japan**, Tokyo

- 8-11 May 2019
- 60 Business Delegates, 22 MS + EU organisations, 1 journalist
- Market intelligence and networking programme
- New: Focus on the opportunities from EPA + latest developments/trends on the market

High Level Mission to **Japan**, Tokyo



Feedback by EU Business Delegates

- Response rate: 43%
- Overall satisfaction: 100% are satisfied (27%) or very satisfied (73%)
- Business impact ('Do you expect that your business in Japan will grow as a result of this visit?'): 88 % positive

Communication campaign in **Japan**

“Perfect Match”:

Tastings at Farmer's Market - Tokyo



EU High Level GI Seminar, **Singapore**

- **16 July 2019**, Grand Hyatt Hotel Singapore
- Set in the context of ongoing approval process of European GIs and EU-Singapore FTA
- Expert and business sessions to help explain EU GI system
- Product display (tbc), roundtable discussion and cooking show
- Event coinciding with Speciality Fine Food Asia 2019 fair

SPS Promotion Seminars

- **Mexico**: 9-10 July 2019

Topics: modernised FTA, GIs, organic products, SPS and quality standards, product-focused sessions

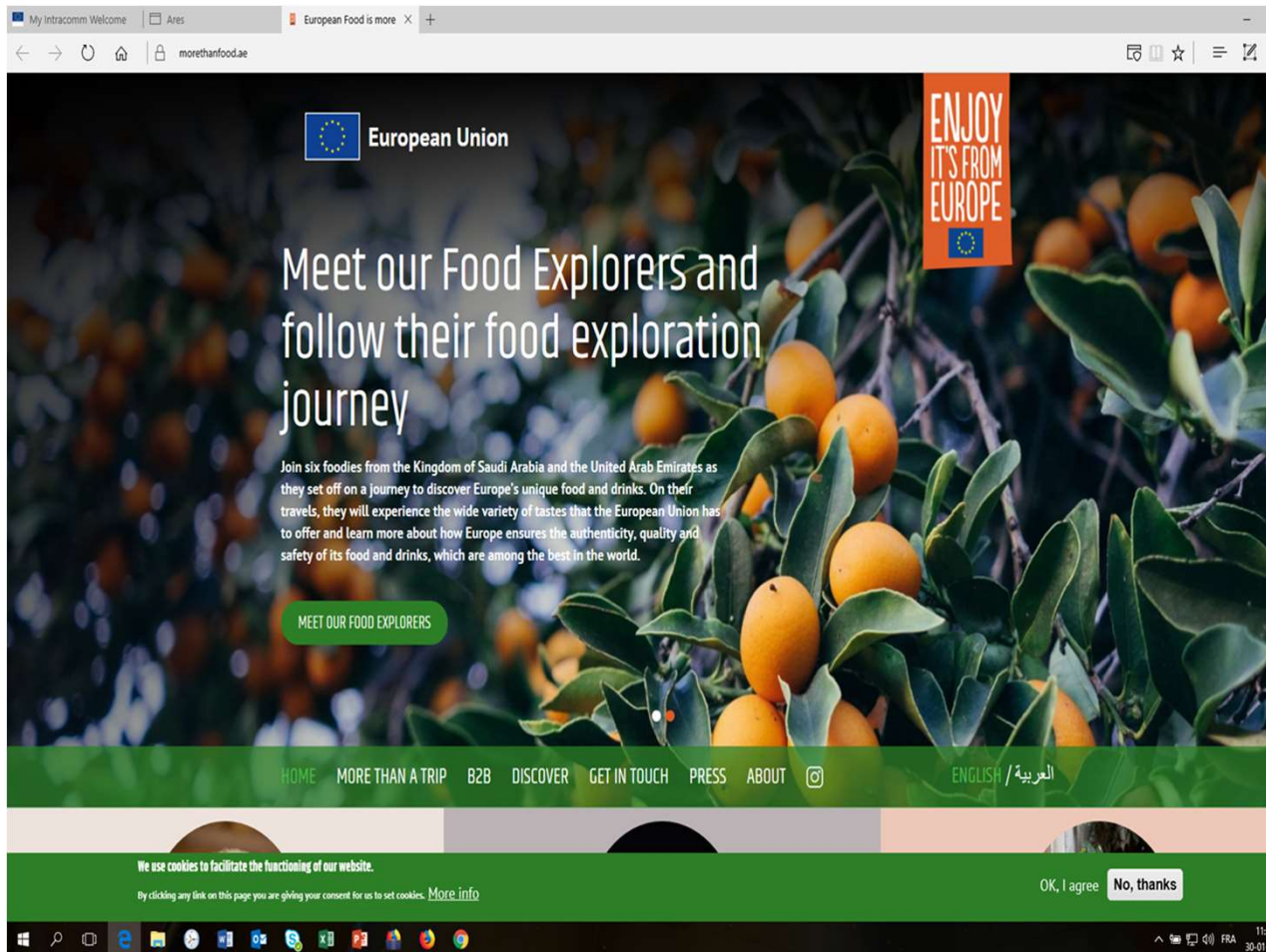
Business-led sessions on milk & dairy, wines & spirits, olive oil, poultry, pig meat and meat products, fruit & vegetables

Roundtable debate, product display, cooking shows

=> Communication campaign to follow

- **India**: 10-11 October 2019
- **Colombia**: 12-13 November 2019 (tbc)
- **South Africa**: 3-4 December 2019 (tbc)

Communication campaign in the **Middle East: “More Than Food”**



Storytelling

1. Influencers' trips:

- January: Portugal & Spain (F&V, olive oil, cereals)
- June: Belgium & Netherlands (confectionery, fruit)
- August: Austria & Germany (meat and dairy)

Trips are complemented with social media material, videos, competition

B2C and B2B Events

1. Tasting exhibitions in Marina Mall Abu Dhabi and Dubai Mall (June) and Granada Centre Riyadh (August)

- Virtual Reality
- Products from all MS

2. Master classes

- “More Than a Lunch” (Caterer ME Conference, Dubai, March)
- “More Than a Wedding” (Riyadh, August)
- “More Than a Muffin” (Dubai, September)



Paid media

- Paid social media posts – featured content
- Newsletters with B2B contact base
- Features in specialised media

Campaign continuation until 2021, including **EXPO 2020**: “More Than Food Week”



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China communication campaign **2019 – 2020: First Activities**

- Kick off events for **Chinese business representatives** in Beijing and Shanghai in May
- SIAL La Cuisine – cooking show – in May
- Professional tasting seminar in Tianjin in June
- Open day for **Chinese consumers** in Beijing on 28 June
- GI Conference for Chinese professionals in Beijing on 28 June
- Professional seminars at fairs in September
- **Social media** – WeChat, Weibo, Douyin

Beijing, Shanghai, Tianjin....



New Market Entry Handbooks

AVAILABLE:

United Arab Emirates

Mexico

Japan

South Korea

Egypt

<https://ec.europa.eu/chafea/agri/enter-new-markets/market-information>

COMING UP:

India

Colombia

Vietnam

Singapore

USA

South Africa

Thailand

Malaysia

Own initiatives from the Commission

