



# European Commission's Own Initiative Actions

Update: July 2020

*Civil Dialogue Group – Promotion*

*3 July 2020*

## Asia - events

- High Level Mission to Vietnam and Singapore  
**postponed until 2021**

- SPS/Quality seminars

**Vietnam:** **postponed** to 8-9 October 2020 (tbc)

**China:** December 2020 tbc

**Japan:** 2021

\*All possibly in hybrid physical/online format

- EU pavilions at fairs

**SIAL China:**

**postponed** to 28-30 September 2020

**Foodex Tokyo:**

**cancelled**, next show in 2021

**FHA Singapore:**

**postponed** to 2021

# China campaign: Colours by Europe

- E-commerce promotion: Chunbo and Benlai - **ongoing**
- 7 May 2020: European Cheese Online Master Class – 130 attendees
- Planned: “EU fruits in China: unlocking new trade opportunities – Virtual roundtable”



# China: Market research after Year 1

- **98%** of consumers are aware of the EU or of EU F&B products; **50%** notice EU and EU F&B communication every week
- **94%** frequently buy at least one category; on average the purchase **2.5 categories** (dairy products, confectionery and wine & spirits are consumed the most)
- **Over 90%** believe the campaign visuals stand out, convey clear and credible messages and make them want to know more about EU F&B
- **91%** believe that EU F&B products are highest quality, **90%** safe and **89%** authentic
- **90%** of the consumers have a positive image about the EU
- **65%** recall the EU flag correctly and **43%** the campaign signature (“Enjoy”)

# China: Market research after Year 1

- **100%** of media and KOLs are aware of the EU and EU F&B products; **60%** notice EU and EU F&B communication at least once a week
- **100%** recognise the campaign signature (“Enjoy”) and **74%** have seen the EU logo before; moreover 32% can recognise all logos correctly (including PDO, PGI, organic)
- **94%** have a positive image about the EU
- **92%** believe that EU F&B products are high quality, safe and authentic
- **Over 85%** believe the campaign visuals stand out, convey clear and credible messages and make them want to know more about EU F&B
- On average, they have tried **2.9 categories** (wine & spirits, dairy products and confectionaries are the most popular)

# China campaign: coming up

- **Supermarket promotion weeks**
- **Business-oriented, product-focused seminars**
- **Sponsored visits of Chinese buyers to European food fairs**
- **Online promotion**

Additional budget: 4,200,00.00 EUR

Duration: 18 months

Product coverage: dairy (cheeses and butter), olive oil and table olives, meat (beef, poultry, pork), fruit and vegetables (to a lesser extent)

# Japan campaign: Perfect Match – coming up

- **Business-focused webinars**
- **Supermarket promotion weeks**
- **Online promotion incl. Cookpad consumer activation**

Additional budget: 3,700,000.00 EUR

Duration: 18 months

Product coverage: dairy (cheeses and butter), olive oil and table olives, meat (beef, poultry, pork), fruit and vegetables (to a lesser extent)

# New campaigns: Vietnam and Singapore

- **Supermarket promotion weeks**
- **Business-focused, product oriented seminars**
- **Online promotion**

Budget: 1,300,000.00 EUR (Vietnam) + 500,000.00 EUR (Singapore)

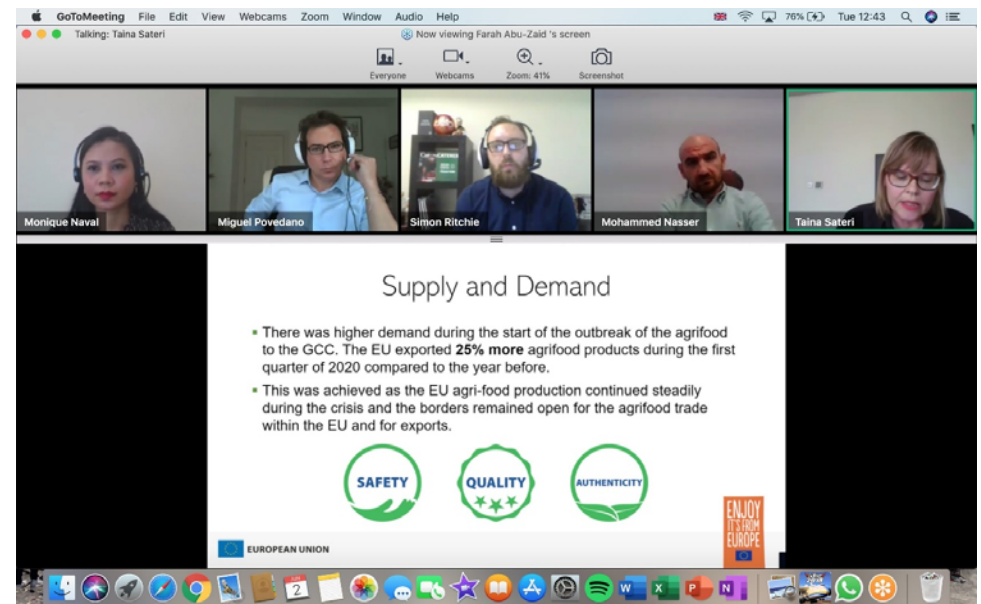
Duration: 18 months

Product coverage: dairy (cheeses and butter), olive oil and table olives, meat (beef, poultry, pork), fruit and vegetables (to a lesser extent)



# Middle East campaign: More Than Food

- Online promotion: **Instagram**
- 2 June 2020: Webinar “Beyond COVID-19: Rethinking Food for the Future” – 140 participants
- Coming up: B2B webinars, “online” product tastings
- EXPO 2020 **postponed** until 2021-22



# Canada campaign: More Than Food

- July 2020: last wave of TV advertising
- July 2020: summer recipe wave
- July and August 2020: sponsored articles
- August 2020: fall recipes wave
- B2B dinners held in Toronto and Montreal in February 2020, will be continued as online webinars



# New: Mexico campaign – Bocados de Europa

- Duration: 3 years
- Budget: 4,500,000.00 EUR
- Target groups: affluent middle class consumers, business sector, HORECA, media and opinion leaders
- Geographic coverage: Mexico City, Guadalajara, Monterrey, Merida, Queretaro, Leon
- Product coverage: Meat and poultry, cheese and dairy, bread and cereals, fruit and vegetables, olive oil, confectionery, wines, spirits and beers



# New: Mexico campaign – Bocados de Europa

## **B2C activities**

- Tasting exhibitions at supermarkets
- VIP European dinner
- “Food trip” media contest
- Cookery workshop

## **B2B activities**

- Newsletter
- Masterclasses
- Cookery workshop
- VIP European dinner
- HORECA fairs

## **Media activities**

- Desksides
- Cookery workshop
- Press trips
- VIP European dinner
- Editorial content

## Other events

- EU pavilion at **ANTAD Alimentaria Guadalajara**: postponed to 14-16 October 2020
- **SPS/Quality seminar in South Africa**: postponed to June 2021 tbc
- **SPS/Quality seminar in Nigeria**: 2021 tbc
- **GI promotion event in Canberra “Europe Day”**: postponed

# Market Entry Handbooks

## Freshly added:

Colombia

Vietnam

Singapore

## Coming up:

South Africa

Thailand

Malaysia

USA

**Available for free at:**

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

# Beyond COVID-19: Promotion!



More info on Commission's promotion campaigns:

<https://ec.europa.eu/chafea/agri/en/campaigns/commission-campaigns-events>



© European Union 2020

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

