Annex 2: Assessment of Promotion prospects in third countries - Summary of replies received from EU delegations

+	positive comments	o	mixed comments	-	negative comments

Country	Economic Prospects	Trade Climate / EU position	Retail sector	Promotion aspects	Other Comments
Colombia		+ implementation of trade agreement since 01/08/2013 - some difficulties in implementing SPS chapter		+ opportunities apart from capital also in main cities o joint strategy EU + MS with trade promotion offices could be developed	+ EU delegation has been active in communicating about trade agreement
Peru		+ trade agreement is already implemented - some difficulties in implementing SPS chapter		+ increase in trade promotion and business missions by Member States seen during recent months	o Peru is net-exporter in agricultural products
Mexico	+ large population	o trade agreement in force, - but not covering agricultural tariffs nor SPS issues - competitive advantage for US due to NAFTA			o new government programme to bring the agri-food trade balance to equilibrium
United Arab Emirates	+ high population growth rate + growth in purchasing power + very dynamic market for food, including organic	+ low import tariffs + 80% of consumption has to be imported + EU is already the main supplier	- high cost for retailing + some EU companies have invested in distribution - structural limitations for foreign companies to operate in the UAE		o bottleneck in retailing sector to be overcome o lack of branding and brand recognition of EU products
Saudi Arabia	+ high average income	+ SPS ban on bovine lifted + good prospects for specific products (high-quality, mid-priced)		o currently no visible promotion for EU products, except for French apples	
Egypt		+ big increase in EU agricultural exports to Egypt in Jan-Aug 2014		+ good possibilities for promotion, will be discussed with Economic and Commercial counsellors	
Morocco		+ trade agreement allows for access of EU products - existing deficit in trade balance with EU seems to be political problem		+ good opportunities at SIAM agricultural fair + Eurocham Maroc represents all chambers of commerce	o Morocco wants to benefit from export opportunities to Russia, i.e. for tomatoes, citrus fruit, cereals and olive oil
Algeria					

Country	Economic Prospects	Trade Climate / EU position	Retail sector	Promotion aspects	Other Comments
Tunisia					
Thailand					
Vietnam	+ significant economic growth since joining WTO + rising income level and consumption abilities	+ integration into global economy expected to continue + trade agreement with EU under negotiation - China, Australia and New Zealand are closer than EU		o first improve market access before going for promotion	+ export prospects also for intermediate goods for food production in Vietnam o further research on market access restrictions and market potential needed
Indonesia	+ large population + large economy within the ASEAN block + large and growing middle-class	+ EU is third largest trade partner for Indonesia - business environment becomes more difficult - increasing protectionist measures to limit imports - high number of trade and investment barriers, non-transparent SPS requirements		+ European Wine and Cheese festival in Jakarta	+ regular EU-Indonesian Business Dialogue to improve cooperation
South Africa	+ growing middle class with demand for quality and more diversified products - deteriorating marco-economic environment with increasing adverse to imports	+ recent conclusion of SADC-EPA offers new perspectives - restrictive SPS rules (e.g. for pork) and trade defence measures (e.g on frozen chicken meat, frozen potato chips + EU delegation is working actively in facilitating market access	- need for innovative distribution chains	- offensive promotion action in times before EPA is ratified might back fire	- South Africa is net exporter of food o win-win approach to be found
Nigeria	+ rapidly increasing middle class + high number of inhabitants and population growth rate	+ conclusion of West African EPA could offer future opportunities - but government is reserved on signature - political objectives to reduce food imports - several protectionist measures introduced	- strong competition with South Africa which is already present via retailer chains o presence of EU distribution chains seems to be important	- with critical reflections on EPA not the right moment now for promotion + Member States could scale up existing promotion activities (trade fairs, chamber of commerce events)	

Country	Economic Prospects	Trade Climate / EU position	Retail sector	Promotion aspects	Other Comments
Ethiopia	- very low average income	+ demand in particular for commodities, e.g. wheat, malt for breweries - customs procedures and other trade related issues (recently discussed at conference on business climate in Ethiopia)	- logistics and distribution still a major problem	o synergies to be sought with development objectives – improving food security outside Addis Ababa	+ some promising prospects for EU in the medium to long run
Turkey		+ is already major trade partner for EU			o volume of Turkish exports to other destinations than Russia is stable so far (except for Iraq)
Ukraine	- current economic, political and security situation	+ no particular barriers for EU products to enter Ukraine - implementation of trade agreement postponed for EU exports	+ several distributors from EU are already placed in Kiev and in the regions + GI and organic products already available from EU	+ high image in terms of safety and quality + several EU producers already directly promote by wine/food events in high ranking restaurants or in supermarkets	- EU objective is rather to facilitate Ukrainian exports to the EU
Uzbekistan	- relatively low purchase power	+ significant space for increased trade with EU - existing market protection to stimulate local production - complexity of customs regulations	- difficult to find distribution networks	o limited interest so far by EU companies + EU delegation ready to support activities in Uzbekistan	- existing self-sufficiency/export ambitions of the government