



EUROPEAN UNION PAVILION AT SIAL CHINA 2018

Debriefing

EU PAVILION AT SIAL CHINA

Shanghai, 16-18 May 2018

Objective: Communicating key characteristics of EU agricultural food & beverage products:

Food safety

Tradition

Nutritious value

Traceability

+ Special focus on GIs

ANIMATIONS AND ACTIVITIES

- Product display
- Tasting area
- Cooking show & policy information sessions
- Infopoint
- Panel session: “Geographical Indication labels – promising high quality and tradition”

TASTING STATIONS

Meat

Cheese

Fruit and Vegetables

Beer

Wine

Confectionery

Total of **33 250 samples** served



DN
SIAL

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MS CONTRIBUTIONS

Bulgaria

France

Greece

Italy

Portugal

Sweden

United Kingdom

EVALUATION

- **12** cooking and information sessions
- **588** participants in total
- **88,5%** participants satisfied
- **85%** learned about EU added value for food safety, **71%** about health quality of EU foods
- **81%** interested in buying EU foods