



Future information and promotion activities

Brussels, 29 June 2018

Agriculture
and Rural
Development



Communication campaigns

Objectives

- Raising awareness of merits of EU agricultural products

Target audiences

- B2B
- B2C

Target countries

- Canada
- Middle East (Saudi Arabia and UAE) (including participation in Gulfood 2019)
- China (including participation in CIIE Shanghai 2018)
- Japan (including participation in Foodex 2019)

SPS/Promotion Seminars - Handbooks

Seminars

- Fall 2018 – Iran
- 1st quarter 2019 – GCC

Market entry handbooks

1st wave

- Japan, Mexico, United Arab Emirates, South Korea, India, Egypt

2nd wave

- USA, Brazil, Columbia, Singapore and ASEAN (tbc)

2019 Programme

- Under development

2019 Programme of High Level Missions
Communication campaigns and fairs,
Seminars



Thank you for your attention

http://ec.europa.eu/agriculture/promotion_en