



EU AGRI-FOODS SPS SEMINAR

**Seoul, Republic of Korea
20-21 March 2018**

DEBRIEFING

EU AGRI-FOODS SPS SEMINAR

- Organised on 20-21 March in Four Seasons Hotel, Seoul
- Objective: To present key elements of EU policies for food safety and quality
- Purpose: To capitalise on trade opportunities for agri-food products enabled by EU-Korea Free Trade Agreement

PROGRAMME

- 10 expert presentations with Q&A

Speakers from: DG AGRI, SANTE, TRADE, Freshfel

- Stakeholder roundtable
- Cooking show with display of EU agriculture food and beverage products

TARGET AUDIENCE

- Competent Korean authorities: Ministry of Food and Drug Safety, Ministry of Agriculture, Food and Rural Affairs, Animal and Plant Quarantine Agency, National Food Safety Information Service, Korea Consumers Agency
- Major Korean importers, retailers, distributors
- University researchers
- Press and media
- EU MS, European business community

ISSUES COVERED

- Overview of EU food safety regulations
- Animal identification and traceability in the EU
- International standards for safe trade of animal products
- Food information to consumers in the EU
- EU policy on GIs and organics
- Challenges and opportunities on the Korean market

ISSUES COVERED ctd

- The EU phytosanitary system (F&V) and the EU pesticides management system
- Regionalisation for plant diseases
- The EU management system for pesticides, residues and chemicals
- Enforcement of EU SPS legislation: controls, audits, inspections







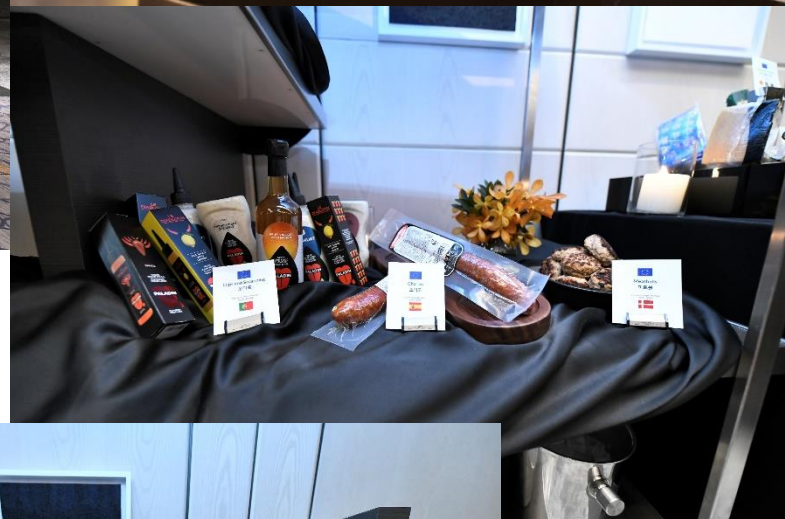
ISSUES RAISED BY PARTICIPANTS

- Trade facilitation tools in the FTA not yet fully implemented
- Very strict import policy for F&V in Korea
- Burdensome customs controls
- Opportunity for promotion of GIs, organics in Korea – apparent consumer interest
- Point made to avoid 'undue delays' in market access approval procedures

PRODUCT DISPLAY

MS providing products: Categories of products:

- Greece
 - Ireland
 - Italy
 - The Netherlands
 - Poland
 - Portugal
- Beverages: mineral water, juice, wine and spirits;
 - Confectionery and Chocolate
 - Dairy and cheese;
 - Fish (processed);
 - Nuts and olives;
 - Olive oil, balsamic, vinegar, sauces and dips;
 - Pastry cooked products: biscuits and waffles;
 - Preparations of cereals





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EVALUATION

- **147 participants** over 2 days
- **>70%** of participants had increased their overall knowledge on the European Union and EU food safety standards
- **>50%** of participants had increased their knowledge on EU quality policy on GIs, organics, and safe EU exports to Korea

EVALUATION ctd

- **<40%** of participants had increased their knowledge of the EU's plant health standards, of the EU's phytosanitary system, and of the EU's pesticides management system
- **All participants** had increased their knowledge of the EU's GI products following the Seminar
- **64%** found the quality of the speakers to be good, while **36%** found it very good
- **91%** of participants overall satisfied with the reception, cooking shows and product display

MEDIA IMPACT

- 16 Korean media outlets covered the event
- 19 articles about the seminar published in Korean press and media
- 6 social media influencers and bloggers participated

