



# European Commission's own initiatives for promotion

Debriefing 2020 and update for 2021

*CDG Quality & Promotion, 9 March 2021*

# Own initiatives in 2020: debriefing

# Events carried out, cancelled or postponed

High Level Mission to Singapore and Vietnam – postponed to early 2022

EU pavilions:

- SIAL China: postponed to 2021
- Alimentaria Mexico: postponed to 2021
- Foodex Tokyo: postponed to 2022
- FHA Singapore: postponed to 2022
- India: postponed to 2021/2022

SPS/Quality policy seminars:

- South Africa – postponed to 2021 or later
- Japan – postponed to April 2021
- China, Nigeria – postponed to 2021 or 2022 tbc
- Vietnam – organised online on 8-9 October 2020: 480 participants

EU Day GI celebration in Australia – postponed to 2021 tbc

# Campaigns 2020

**Canada:** campaign completed in September 2020. Detailed debriefing provided during CDG meeting on 5 November 2020

**Mexico: Bocados de Europa:** <https://europa.eu/bites-of-europe-mexico/>

- Online VIP dinner for the media (October)
- Online cooking workshop for consumers (November)
- Online B2B masterclass (December)
- Social media activity: partnerships with Instagram influencers and renowned chefs
- Desk-side meetings with specialised media, sponsored articles and press advertisement

# Campaigns 2020

## Middle East: More Than Food

- Consumer tasting exhibition in Red Sea Mall in Jeddah (January)
- Partnership with blogger Zahra and ElGrocer online retailer: EU product boxes
- B2B masterclasses: on healthy dishes (Dubai, January), zero waste (Dubai, February)
- B2B webinars: 'Beyond COVID-19: Rethinking Food for the Future' (June), 'The Rise in Demand for EU Organic & Sustainable Products in the GCC' + online B2B (September)
- More Than Food VIP Buyers' Lounge at Organic & Natural exhibition (Dubai, December)
- Social media activity

# Campaigns 2020

## China: Colours by Europe

- Yearly billboards on Shanghai and Guangzhou Markets Aug 2019 – Aug 2020
- B2B : Masterclasses online cheese event (May), Fruit & vegetables webinar (August), Sial La Cuisine Cooking show (September), Technical seminar Asia Fresh (November)
- B2C Retail promotional activities: E-commerce promo Benlai (June-July), Hema Retail (August + November), Olé retail (December)
- B2C HoReCa promotions: Beijing (September), Shanghai and Shenzhen (November)
- B2B and B2C: GI conference and Open Day (September)
- Social media activity, KOC's and KOL's engagements (e.g. 10 Weibo KOCs wrote 10 posts about SZ HoReCa on their weibo, total views: 6,382,000)

# Campaigns 2020

## Japan: Perfect Match

- B2B : Newsletters
- B2C Retail promotional activities: Meidi-ya stores (October), sales increase 179% EU products
- B2C Influencer posts Instagram (3 M views), cookpad contests (1 M views)
- B2B seminars, seminar at FABEX Kansai (October) and three webinars: charm of EU food (July), olive oil and wines (July), EU cheese (November)
- Social media activity, paid (+ 150 M impressions) and earned (1,130 M reach for 10 press releases)

# Campaigns 2020

## **Vietnam: Perfect Match**

Start October 2020

- B2C Retail promotional activities: Lotte Mart (November)
- B2B gastronomy exchange cooking class (November)
- EU cookbook for Vietnamese market and videos with 3 VN chefs

# Update on own initiatives in 2021

# SPS/Quality policy seminars

- Fully online format
- Policy/regulatory presentations available in advance via online eLearning platform
- Interactive webinars, 2 half-days
- Special focus on selected sectors, e.g. meat, dairy, F&V, olive oil, wines and spirits
- Highlighting the benefits of trade agreements
- More attendees than in physical formats
- Target audiences: gov. authorities, food business (importers, retailers, distributors, Horeca), media
- **Next seminar planned with Japan on 19-20 April 2021**

# EU pavilions at international fairs

Tentative planning 2021:

- Gulfood Dubai – **cancelled**
- SIAL China – 18-19 May: **confirmed**
- Alimentaria Mexico – October tbc
- CIIE Beijing - November tbc



# Activities update: Middle East

- B2C tasting activation in Abu Dhabi Yas Mall on 21-23 January
- B2C tasting activation in Riyadh Panorama Mall on 4-6 February (interrupted)
- Upcoming B2B event: Market intelligence webinar for EU agri-food exporters on entering the Gulf markets: 23 March
- Return of influencers' trips to the EU: virtual trips – first topic: cereals
- Campaign will be extended until mid-2022

# Activities update: Mexico

- Online VIP dinner for consumers: 18 March: partnership with Instagram influencers
- Consumer tastings in malls in Mexico City (March) and Guadalajara (May) – later also in July and September
- Possible virtual trips to Europe for influencers and press
- Cookery workshops: for business (May) and the press (tbc)
- Online Masterclass on Chocolate & Confectionery, pairing with wine (May) – followed by 5 others
- Exclusive European dinners: for business audience (June) and the press (tbc)
- Participation in fairs: Alimentaria dinner Oct 2021/ 2022; and Millesimé in November 2021/ 2022
- Social media activity: partnerships with Instagram influencers and renowned chefs
- Desk-side meetings with specialised media, sponsored articles and press advertisement
- Newsletter

# Activities update: China

- B2B Technical tastings/seminars: Chongqing, Xi'an, Xiamen (January), Xi'an (April), GI in Chengdu (July), Wuhan (October)
- B2B GI Technical tasting and celebration in Beijing (March): Entry into force of the EU-China GI Agreement 1st of March
- B2B: Hotelex Fair Shanghai (March): cooking demonstration and a technical seminar of 1h30, CIMIE (September), FHC Shanghai (November)
- B2C retail promotions : E-tail Benlai (March), Specialty Jenny Lou (March), TBC (April, June, July, September, November, December)
- Ongoing social media content production and media relations, videos (Weibo, Wechat, Douyin, KOL's and KOC's)

# Activities update: Japan

- 5 B2B seminars: Foodex / Meat Industry Fair (March), Food Style Kansai and Olive oil Kansai (May), Gaishoku Business Week (October), TBC
- B2C retail promotions (restart from May, depending on Covid situation, negotiations ongoing)
- B2C: EU Caravan (October)/ EU Christmas Market (December)
- Partnerships with food content providers, food influencers, cooking communities (Cookpad contests), unpaid and paid (social) media (e.g. Asahi monthly lifestyle insert 'Bon Marché'), newsletters



# Activities update: Singapore

- B2B webinars: European Dairy and Olive Oil Webinar at FHA Singapore (March 18), European Fruits, Vegetables and Dairy Webinar (June/July), Specialty & Fine Food Asia (September)
- B2C Retail promotions: FairPrice (July), Cold Storage (September)
- Outreach activities through website [morethanfood.sg](http://morethanfood.sg), (un)paid social media Facebook, LinkedIn, retailers communication channels,...

# Activities update: Vietnam

- B2B technical seminars: EU dairy TBC (June), Food & Hotel Vietnam on EU meat (September)
- B2C retail promotions: retailer TBC (June/July), BIG C (September/October)
- Outreach activities through website [foodmatcheu.vn](http://foodmatcheu.vn), (un)paid social media Facebook, Twitter, retailers communication channels,...

# Activities update: Australia

- Europe Day in Canberra: EU GI promotion event for Australia's government and diplomatic community – September tbc

# New campaign: S. Korea, Thailand, Indonesia

- Contractors' offers evaluated
- Campaign start: Spring 2021
- Duration: 18 months, ultimate end date August 2022

# 2021 MEH planning

- Country coverage: **Australia, Indonesia, Mexico, Peru, Russia, Turkey**
- Format and structure essentially maintained with some improvements
- Sectors selected based on analysis of current trade and future trade prospects
- Core sectors covered in each handbook: **Fresh meat, Fresh fruit and vegetables, Dairy, Wine, Spirits, Olive oil, Chocolate and confectionery, Beer**

# 2021 MEH planning: additional sectors

	Australia	Indonesia	Mexico	Peru	Russia	Turkey
Pasta						
Proc. meat						
Proc. F&V						
Baked goods						
Honey						
Live plants						
Brkf. cereals						
Fruit juice						
Biscuits/bars						
Ice cream						
Pet food						
Baby food						

# Keep in touch



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



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# Thank you



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