



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, (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, (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	Dark Blue	Light Gray	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Proc. meat	Dark Blue	Dark Blue	Dark Blue	Light Gray	Dark Blue	Light Gray
Proc. F&V	Dark Blue					
Baked goods	Dark Blue	Light Gray	Dark Blue	Dark Blue	Dark Blue	Dark Blue
Honey	Light Gray	Dark Blue	Dark Blue	Light Gray	Light Gray	Light Gray
Live plants	Light Gray	Dark Blue	Dark Blue	Light Gray	Dark Blue	Dark Blue
Brkf. cereals	Light Gray	Light Gray	Dark Blue	Light Gray	Light Gray	Dark Blue
Fruit juice	Light Gray	Dark Blue	Light Gray	Light Gray	Light Gray	Dark Blue
Biscuits/bars	Dark Blue	Light Gray	Light Gray	Dark Blue	Dark Blue	Light Gray
Ice cream	Dark Blue	Dark Blue	Light Gray	Dark Blue	Dark Blue	Light Gray
Pet food	Dark Blue	Dark Blue	Light Gray	Dark Blue	Dark Blue	Dark Blue
Baby food	Light Gray	Light Gray	Light Gray	Dark Blue	Light Gray	Light Gray

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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