



# European Commission's own initiatives for promotion

Update as of November 2021

*Pawel Bienkowski and Lieve Martens  
DG Agriculture and Rural Development  
'External communication and promotion policy' unit*

# Overview of main promotion events 2021/22

**High Level Mission** to Singapore and Vietnam –  
planned for 27 March – 2 April 2022

## EU pavilions:

- Alimentaria Mexico: organised on 18-20 October 2021
- CIIE: organised on 5-10 November 2021
- Fine Food Australia: confirmed 8-11 March 2022
- Foodex Tokyo: confirmed 8-11 March 2022
- FHA Singapore: postponed to September 2022

## SPS/Quality policy seminars:

- China: postponed to March 2022 (TBC)
- South Africa: planned for 18-19 May 2022 tbc

**EU Day GI celebration** in Australia – tbc in  
May 2022

# High Level Mission to Singapore & Vietnam

- 27-29 March 2022 in Singapore, 29 March – 2 April 2022 in Vietnam (Hanoi, Ho Chi Minh)
- 60 business delegates in total
- Sectors: Meats: beef, poultry, pork (ovine and caprine meats can be added, whenever suitable), Dairy: mainly cheese, butter, Olive oil and table olives, Fruit and vegetables, Wines and Spirits, Eggs, Organic products
- Market access, market intelligence and business networking programme
- Commissioner's invitations to EU-27 Agriculture Ministers launched, selection of Business Delegation this Autumn. Mission go-ahead depending on sanitary situation

# Registration and selection

- News item: [https://ec.europa.eu/info/news/registrations-opened-participate-agri-food-high-level-mission-singapore-and-vietnam-2021-nov-08\\_en](https://ec.europa.eu/info/news/registrations-opened-participate-agri-food-high-level-mission-singapore-and-vietnam-2021-nov-08_en)
- Registration platform:  
[https://ec.europa.eu/eusurvey/runner/HLMAgriSingapore\\_Vietnam2022](https://ec.europa.eu/eusurvey/runner/HLMAgriSingapore_Vietnam2022)
- **Deadline: 30 November 2021 – may be extended in case HLM is postponed due to sanitary situation and travel impediments**

# Registration and selection

## Eligibility

- Only organisations representing EU agri-food producers and companies producing agricultural food and beverage products, headquartered in any of the 27 EU Member States
- Additionally, only the candidates representing products and schemes eligible for EU promotion measures (as defined in Article 5 of the Regulation (EU) No. 1144/2014) may be eventually selected to take part in the business delegation

## Selection criteria

- Overall geographical balance of the business delegation
- Overall balance between product categories and sectors
- Representativeness of a candidate
- Ability to carry out international business
- Newcomers to EU high level missions

# EU Pavilions

## ANTAD Alimentaria Mexico

- 18-20 October 2021, Guadalajara
- VIP dinner hosted by the EU Ambassador



- Lower volume of visitors (15,000 compared to 37,000 in 2019) but high level of EU visibility
- 196 different products coming from 26 MS, including 59 GI or organic products
- Platform for meetings with local retailers and authorities

# EU Pavilions

## China International Import Expo

- 5-10 November 2021, Shanghai
- 12,500 visitors in the pavilion
- Around 300 products from all MS
- The largest exhibition and tasting of EU GI products ever organised in China



# Middle East: “More Than Food”

- Online shopping tasting partnership with Carrefour across the Gulf region and Danube in Saudi Arabia (November/December)
- B2C Tasting Activity at Mirdiff Mall in Dubai, 23 October 2021 – coinciding with the EU Honour Day at EXPO 2020
- Partnerships with influencers: virtual trips to the EU – cereals, meat, dairy, fruit, confectionery. Physical trips to restart again next year
- Campaign extended until mid-2022



# Mexico: “Bocados de Europa”

- VIP Dinner hosted by the EU Ambassador on the occasion of EU pavilion at Alimentaria Guadalajara – 18 October
- New business event concept upcoming: Food Labs to familiarise the audience with characteristics of individual EU products
- Consumer tastings in malls upcoming in Monterrey and Merida
- Social media activity: partnerships with Instagram influencers and renowned chefs
- Influencer videos on EU products – replicating the example of Middle East campaign
- Coffee table book “Bocados de Europa” – exclusive give-away of the campaign



# China: “Colours by Europe”

- B2B Technical tastings/seminars: CIMIE (15 Sept), GI Technical tasting in Chengdu (16 Sept), Tianjin (24 Sept), Luzhou (May)



# China: "Colours by Europe"

- B2C retail promotions: Chunbo online (July), Corner's Deli (Sept), Hema (Dec)



- Ongoing social media content production and media relations, videos (Weibo, Wechat foodlab videos (Burnt Danablue cheesecake and Pork and Beef Stew Video in Sept, Douyin, KOL's and KOC's)



# Japan: “Perfect Match”

- B2B seminars: Gaishoku business week, 7+ 8 Oct, cheese and butter
- B2C retail promotions: National Azabu (July), Tavelt (Sept), Shinanoya and Meidi-ya (Oct), online Rakuten (1 year), Seijo Isho 160 stores (December)
- Partnerships with food content providers, food influencers, cooking communities (Cookpad)



# Japan: “Perfect Match”

- B2C: EU Caravan (Oct-nov)  
EU Xmas Market + press event (Dec)



European & Japanese Food: The Perfect Match!

**スチームかぼちゃの  
ゴーダ・エダムチーズ**

ゴーダ・  
エダムチーズ × かぼちゃ  
(オランダ)

EUROPEAN UNION



European & Japanese Food: The Perfect Match!

**九条ネギのオリーブ油焼き**

オリーブオイル × 九条ネギ  
(スペイン)

EUROPEAN UNION



# Vietnam: “Perfect Match”

- B2B technical seminars: on 6 Jan on Meat (pork, beef, poultry), Olive Oil / table Olives and March 2022 (Dairy)
- B2C retail promotions: Tops Market (New tentative periods: Feb-March 2022)



# Singapore: “More Than Food”

- B2B seminars Specialty & Fine Food Asia : on meat (postponed to April '22), F&V and dairy (postponed to 23 June '22)
- B2C Retail promotions: Cold Storage and FairPrice (August '21) + FairPrice (February '22)
- Outreach activities through website [morethanfood.sg](http://morethanfood.sg), (un)paid social media Facebook, LinkedIn, retailers communication channels,...



# Thailand: “Tastes of excellence”

- Online launch event (July): recording on FB: <https://fb.watch/833A3wt29B/> 96.000 viewers, 694 likes, >4,000 following our Facebook after event
- B2C Retail promotions: Central Food hall (Oct-Jan), Feb, March
- HoReCa promotions TBC: Jan-June



# Republic of Korea: “Tastes of excellence”

- Launch event in July, KOL videos promoting the meal kits
- Cooking classes: Oct-Dec-March, Online Community
- B2C Retail promotions: AK Plaza and Market Kurly from 16-30 Dec, March, May, June
- HoReCa promotions TBC: Jan-June



# Indonesia: “Tastes of excellence”

- Launch event in August
- B2C retail promotions: Ranch Market 20 shops (14-30 Nov), March, May
- Partnership B2B event: Jan TBC



# India

- Campaign start Dec 2021
- With Love, From EU to You: SoMe postcards to B2B & influencers, 14 videos
- Duration: contract ends mid-August 2022
- Target audience: B2B, B2C and specialized media and influencers
- Seminars, tastings, media partnerships, strong virtual angle for both activities if physical events are not possible



# Market Entry Handbooks

- New handbooks available: **Australia, Indonesia, China (update)**
- China handbook includes guidance on the NGO law
- Upcoming: **Peru, Russia, Turkey, Mexico, UK (2022)**

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

# Promoting EU agri-food products at EXPO 2020 Dubai



# 1. More than Food WebApp

## A POWERFUL TOOL TO PROMOTE YOUR ACTIVITIES

To promote European activities during EXPO 2020 Dubai, the EU is creating a WebApp that will showcase all the EU food and beverage promotion activities happening in Dubai between October 2021 and March 2022.

This web-app will enable locals and visitors of EXPO 2020 Dubai to discover all the activities offered by the EU and its Member States and to register to receive updates, reminders and practical information.

## 2. EU Caravan

### MORE THAN FOOD, GREAT STORIES TO SHARE

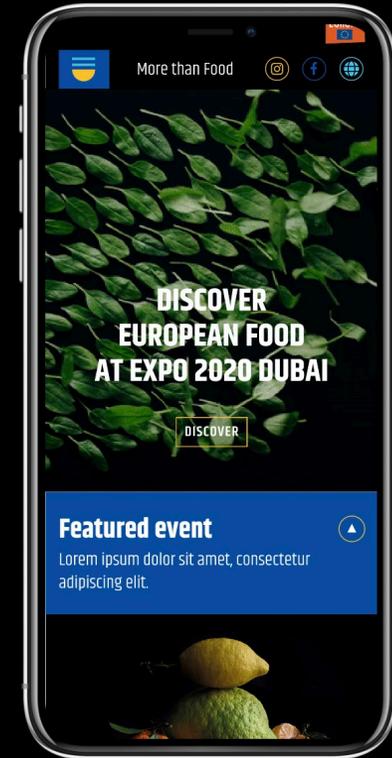
A branded EU Food truck with a pop-up area in three different strategic locations in Dubai.

We will offer European product tastings grouped by European regions: North, South, Central and West. These regional tastings will allow all Member States to be promoted equally.

A pop-up area will enable visitors to sit down and enjoy delicious food.

A cooking area will welcome chefs each weekend to carry out cooking demonstrations using food from around Europe.

A family area with a playground will delight younger ones.



## 2. EU Caravan

### PRACTICAL INFORMATION

#### Date:

2 January to 26 of February 2022

#### Duration/timing:

From Sunday to Saturday: 2:00 PM to 10:00 PM

Cooking shows on Thursday and Friday only (3:00P PM to 9:00PM)

#### Location:

- City Walk: 02/01/2022 – 15/01/2022
- La Mer: 16/01/2022 – 05/02/2022
- JBR: 06/02/2022 – 26/02/2022

MS were asked to suggest the list of products to be promoted and included in the menu for tastings and for the cooking shows. The EU contractor will endeavour to source the products independently.

MS can contribute by eg. sending 10-15 products from the following product categories: Cheese and Dairy, Fruit and Vegetable, Olive Oil, Confectionery, Poultry and other meat, Food Preparations for Infant Use, and/or Cereal products.



Images are for illustration purpose only.



# 2. EU Caravan

## EU CARAVAN LOCATIONS



City Walk



La Mer



JBR



# 3. ICCA – Masterclass

## TRAINING THE FUTURE CHEFS OF DUBAI

The International Centre for Culinary Arts (ICCA) in Dubai will hold a special masterclass.

A celebrity EU chef will lead the masterclass and educate ICCA students and HoReCa professionals on a variety of European products, on their quality, safety, authenticity, sustainability and how they are produced.

## PRACTICAL INFORMATION

Date:  
17 January



# 4. More than Food Festival

## TASTE THE BEST OF EUROPE

The 'More than Food Festival' will take place in Bluewaters Island, one of the new and trendy districts of Dubai.

There will be much to watch and learn, including food tasting, unexpected food pairings, live cooking stations with professional chefs on the main stage, live band, educational food workshops, exclusive foodie experiences to remember and the chance to discover and, of course, sample some of the finest European products available in the region.

A dedicated play area and educational workshops for kids will be set up for them to have fun and learn about the different EU products.

This festival will be a ticketed event with each ticket fully-redeemable for on-site food and drinks. This will include one drink and unlimited free bites at the tasting stations of the 27 Member States.

A contest will be organised to ensure high engagement, with participants having to answer questions on the Food & Beverage products of each Member State. The prizes will be an exclusive European food experience for two.



Images are for illustration purpose only.



# 4. More than Food Festival

## PRACTICAL INFORMATION

Date:

17 - 19 February 2022

Timing:

2:00 PM to 10:00 PM

Location:

Bluewaters Island

To be part of our tasting stations.

MS were asked to contribute by eg. sending 10-15 products from the following product categories: Cheese and Dairy, Fruit and Vegetable, Olive Oil, Confectionery, Poultry and other meat, Food Preparations for Infant Use, and/or Cereal products, you will be allocated a tasting station for your country.

If MS are unable to send products, they can suggest some products from the aforementioned product categories, which the EU contractor will endeavour to purchase independently. These products will be showcased in shared tasting stations.



# 5. Private event

## EXCLUSIVE DINNER

Club by Emaar will host a private event on 19 February (tbc) for up to 80 exclusive guests participating in the conference *European green deal and farm to fork strategy: how innovation can support the transition toward global sustainable food systems?* organised by the European Commission on the same day.

Cold recipe cooking show performed by an EU Chef followed by a welcome drink and a seated 3 courses dinners.  
EU menu and EU ingredients will be used.

## PRACTICAL INFORMATION

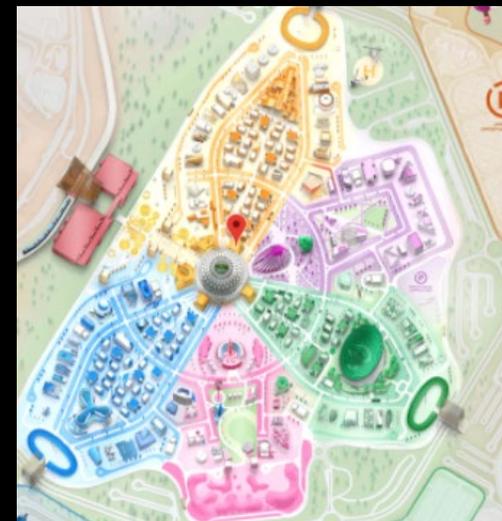
Date:

19 February 2022 tbc

7:00 PM to 10:00 PM

Location:

Club by Emaar inside the Expo 2020 Dubai



# Keep in touch



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



[EU Food & Farming](#)



[@EUAgri](#)

# Thank you



© European Union 2021

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

