



European Commission's own initiatives for promotion

Update: November 2022

*DG Agriculture & Rural development
Committee for the Civil Dialogue Groups – Promotion
7 November 2022*

Main activities recently completed & upcoming

High Level Missions

- Vietnam and Singapore: completed on 10-16 July 2022

EU pavilions:

- Fine Food Australia: completed 5-8 September 2022
- FHA Singapore: completed 5-8 September 2022

Promotion seminar:

- South Africa: completed 18-19 May 2022

Promotion seminars:

- GCC (Dubai): confirmed 13-14 December 2022

EU pavilions:

- FHC Shanghai: postponed to 2023 tbc
- Food & Hotel Vietnam: confirmed 7-9 December 2022

High Level Mission to Vietnam & Singapore

- 10-14 July 2022 in Vietnam (Hanoi, Ho Chi Minh), 14-16 July in Singapore
- 172 applications received, finally 47 business delegates participated, from 19 MS + EU-level associations
- 3 business forum-type events, 46 site visits, 3 official dinners, 4 working breakfasts
- F&B promotion events in supermarkets
- Extensive media coverage
- Video: <https://youtu.be/i09gJtHJRSc>

High Level Mission to Vietnam & Singapore

- **83% of the participants very satisfied with their participation, 17% satisfied.**
- 91% of the delegates expect that their business in Vietnam will grow as a result of this visit and 6 of them have already closed business deals
- 83% of the delegates expect that their business in Singapore will grow as a result of this visit

Among other main deliverables from their participation, delegates quoted:

- Improved understanding of the agri-food market in Vietnam: 77% and in Singapore: 65%;
- New and relevant business contacts: both Vietnam and Singapore: 66%;
- Insights into communication and promotion strategy for agri-food products: 54%.
- All respondents expressed their interest in participating in future high-level missions

EU pavilion at Fine Food Australia

- 5-8 September 2022 - Melbourne
- 11 810 samples distributed
- 132 products from all 27 MSs were displayed on the “More than food” wall
- 746 visitors participated in the 16 cooking shows
- 1 EU seminar with 4 speakers dedicated to GIs
- estimated number of visitors to the fair: 20-24K, almost equal to the latest pre-Covid edition



EU pavilion at FHA Singapore

- 5-8 September 2022
- 632 visitors participated in the 11 cooking shows, 8 workshops and 2 seminars
- Over 300 products from all 27 MSs were offered at the tasting stations, in the workshops, the seminars, the cooking shows and displayed on the “More than food” wall.
- 2 EU seminar with 4 speakers and a chef dedicated to GIs





Promotion seminar South Africa: 18-19 May

- Johannesburg, physical
- SPS, quality policy (GIs, organic), sustainability (F2F), trade-related roundtable
- Dedicated sessions on Dairy & cheeses, Meat products, Wines & Spirits, Fruit, vegetables, olive oil
- Close involvement of MS representatives
- 90 physical attendees + 30 online

Middle East: “More Than Food”

Campaign completed, reporting and evaluation ongoing

Final campaign events:

- B2C activations in Saudi Arabia (May-June)
- Webinar: Changing consumer palates and demand for F&B (6 July)
- Cooking shows at Hospitality Qatar (6-9 June)
- Food tasting at ExpoCulinaire, Abu Dhabi (30 May – 2 June)
- Cooking competition at Horeca Kuwait (23-25 May)
- Virtual/physical trips on Milk & dairy, Fruits and Infant food



Mexico: “Bocados de Europa”

- Trip for the media and influencers to Austria, Czechia and Slovakia (27 September – 2 October)
- Two final business events: Masterclass on EU products in typical social occasions (29 September) and on EU wines (17 November)
- Final B2C tasting event in Cuernavaca, 26-30 October



China: “Colours by Europe”

- GI Webinar on 4 August (instead of Luzhou): 169 participants, overview of EU GI system by chef, sommelier, ham carver and a professional from the industry.
- Etail commerce promotion at Epermarket: 15- 28 March + 10-24 June, extension from 13 July till end of July
- New campaign starting up by end of 2022



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Japan: “Perfect Match”

- B2C: (1-10 July) pop-up summer market in central Tokyo, focus on organics and GI's, 145 products from 27 MS, messaging around sustainability and safety.
- B2B Flagship event (6 July): 394 products from 27 MS, 21 booths with 27 importers
- B2B seminars: 7 September 2022 @ Fabex Kansai and 19 October 2022 in Tokyo
- B2C: EU food fair at Shell Garden (July), Bio C' Bon (August), Meidi-ya (October)
- Several articles online and offline from Sept- Dec
- New campaign starting beginning 2023



Vietnam: “Perfect Match”

- Masterclass in partnership with RAV (Restaurant Association Vietnam) 18-Oct, at HCMC, Culinary Exchange EU-VN workshop incl. seminar and cooking contest, 82 B2B with a focus on HoReCa attended the event
Same concept at Hanoi, TBC week of Nov 14 – 21, target: 40-60 B2B



- New activities B2C: Supermarket activations at 2 stores at Emart Go Vap & Emart Sala (10-30 Nov), Ho Chi Minh City, Vietnam and at Winmart (17-30 Nov), sampling in 6 stores

Singapore: “More Than Food”

- B2C Retail promotions: B2C supermarket promotion “European Fair” at In-store branding (display of EU products), cooking shows and sampling of EU products sold at FairPrice Xtra, promotion in 9 Stores for 14 days, from 7 –20 July 2022
- New activities: B2B event planned for end of November, Culinary Exchange EU-VN workshop incl. seminar and cooking contest, Target: 80 B2B with a focus on HoReCa



Thailand, ROK, Indonesia: “Tastes of excellence”

- Final survey presentation in October
- New campaign for South-Korea starting end of this year.

Republic of Korea: “Tastes of excellence”

B2C: e-commerce retail promotion at Market Kurly: the 8-day promotion from 7th July to 14th July 2022 was very successful, with a +89% in sales versus the average same-period sales over the last 3 months. The European Food Festa promotion achieved a total sale of EUR 294,880.23.



India: “More than food”



- New campaign next year

Upcoming: Promotion seminar for GCC countries

- Dubai, UAE, 13-14 December 2022: https://agri-food-phytosanitary-seminar-gcc.campaign.europa.eu/index_en
- Targeting the authorities of 6 GCC countries + GCC Secretariat
- Special focus on meat products (halal), dairy, fruit & vegetables, olive oil
- + Presentation and EU cooking show at “Organic & Natural” fair, 13-15 December
- + EU F&B Caravan, 5-18 December

Upcoming Market Entry Handbooks

- **UK (new), Japan (update), Switzerland (new), Norway (new), Canada (update), Saudi Arabia (update)**
- New website!

https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en

2023 planning of EC own initiatives

High Level Missions

- Japan (2-6 July), India (December tbc)

Promotion seminars

- Thailand (spring), USA (spring), Australia (autumn) – tentative planning

Promotion campaigns

- Continued: China, Japan, South Korea, India
- New: United Kingdom, United States

EU pavilions:

- Winter Fancy Food Show, USA: confirmed 15-17 January 2023
- Gulfood Dubai: pending confirmation, 20-24 February 2023
- Foodex Tokyo: confirmed 7-10 March 2023
- China: tbd
- India: tbd