



European Commission's own initiatives for promotion

CDG – CIVIL DIALOGUE GROUP QUALITY AND
PROMOTION

8 November 2023

DG Agriculture and Rural Development

High Level Mission to Japan: 2-6 July 2023

- 69 companies and organisations from 20 MS attended
- Sectors of meat, wines and spirits, dairy and cheeses, fruit and vegetables, processed products, olive oil, beverages and others
- 60% of the delegates participated in the EU business delegation for the first time, 56% were SMEs, half of the delegates represented organic or GI products.
- 222 business matchmaking meetings with 86 Japanese business representatives: importers, retailers, distributors etc. 38 specialised visits in small customised groups to the retailers and importers in Tokyo.
- The EU networking dinner, market access seminars, media interviews

High Level Mission to Japan: 2-6 July 2023

- Business Delegates' satisfaction rate: very satisfied 67%; satisfied 33%.
- Main deliverables of the mission: Improved understanding of the agri-food market in Japan: 74%; New and relevant business contacts in Japan: 69%
- 'Do you expect that your business in Japan will grow as a result of this visit?': 90 % yes



*Response rate: 65%

High Level Mission to India: 6-12 Dec 2023

- HLM in combination with EU pavilion at SIAL Delhi (7-9 Dec 2023) and Mumbai (10-12 Dec 2023)
- Business delegation of 55 senior representatives from EU agrifood sector
- BD's represent umbrella/sectoral organisations and companies from MS representing sectors with the highest potential given the difficult market access barriers (different per state).
- Dairy, pork, poultry, fruits and vegetables, wines, beer and spirits, olive oil and vegetable oils, chocolate, confectionery and bakery, grains, oilseeds, animal feed etc. + GI products

High Level Mission to India: 6-12 Dec 2023

- Challenges to enter this particular market range from agri-food import policies to specific business culture and consumer habits. => prep meetings and MEH
- Focus on providing market intelligence in the food and beverage sector, business-to-business activities, as well as retail and site visits.
- The C SSR's programme will be designed to improve and strengthen the market access for EU agri-food products in India.

SIAL and Vinexpo

- Products showcased at SIAL and Vinexpo consist of:
 - Products offered by BD's
 - Products sourced by contractor
 - Products eventually proposed by MS embassies (informed 26 September)
- EU feature conference at SIAL India “What makes food and beverage products from the EU More Than Food”
- => round table SPS measures and new EU agrifood products

High level mission to China: 22-27/04/2024 tbc

- Shanghai, Shenzhen, incl. EU pavilion at Anuga Select fair + Beijing (political part)
- Sectors encouraged: meat, dairy, alcoholic beverages, processed cereals & pasta, olive oil, infant food, confectionery, fruit & vegetables
- Business programme focused on networking at the fair, site visits, business forum in Shanghai
- Invitation letters to be issued ASAP, MS asked to circulate widely

Recent & Upcoming EU pavilions

Postponed until 2025:
Mexico, Brazil





EU pavilion at Foodex Saudi 2024

- 12 Cooking Shows
- 5 Product-oriented session (Cheese, Olive Oil, Meat, Organic and Confectionery) with participation of interested EU companies and EU co-financed promotion programme present at the fair (from BG, ES, EL, PL)
- Continuous tasting sessions with products from 22 MS present in the country
- Food Wall with 100+ EU products
- 8.830 visited the pavilion and 648 attendees participated in cooking shows and product-oriented sessions

Thank you and Enjoy, it's
from Europe!

