



# European Commission's own initiatives for promotion

Update as of April 2022

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# Upcoming activities

# Overview of main promotion events 2022

**High Level Mission** to Vietnam and Singapore –  
scheduled for 10-16 July 2022

## EU pavilions:

- Foodex Tokyo: organised on 8-11 March 2022
- Fine Food Australia: confirmed 5-8 September 2022, Melbourne
- FHA Singapore: confirmed 5-8 September 2022
- FHC Shanghai: confirmed 8-10 November 2022

## SPS/Quality policy seminars:

- China: 30-31 March 2022, online
- South Africa: confirmed 18-19 May 2022, physically

**EU Day GI celebration** in Australia –  
confirmed on 9 May 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, 60 business delegates selected in total, from 22 MS + EU-level associations
- Main sectors represented: Meats: pork, poultry, beef; Olive oil and table olives; Fruit and vegetables; Dairy and cheeses; Wines and Spirits; other products
- Market access, market intelligence and business networking programme
- Positive evaluation of travel/sanitary situation

# HLM programme elements

## **Business: market intelligence**

- Business fora
- Expert presentations
- Visits to selected retail outlets, importers, distribution chains, logistical centres etc.

## **Business: networking**

- Business fora
- Networking functions: lunch, VIP dinner
- Dedicated visits

## **Commissioner: political programme**

- Meetings with key political and business counterparts in order to advance on EU market access

# 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

# Market Entry Handbooks

- New/updated handbooks available: **Peru, Russia, Turkey, Mexico**
- Upcoming: **UK**
- Planned for 2022: **Switzerland & Norway (new), Japan, Canada, Saudi Arabia, Iran (updates)**
- New website!

[https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0\\_en](https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en)

# Report from recent activities



# EXPO 2020 Dubai



OFFICIAL PARTICIPANT – EUROPEAN UNION



# EXPO 2020 Dubai – tasting activities



- **Budget: EUR 2.32 million**
- 3 different locations in Dubai
- 69 days of promotion: 6/01-13/03 2022
- Daily food samples with 20 EU different EU products per week and rotation every week
- Cooking shows every week-ends with EU renowned chefs
- Smoothie bike available every day with EU fruits and vegetables
- Display of 100 products representing the 27 EU MS
- 10 899 Visitors
- 40 839 samples distributed
- 4 826 smoothies cups distributed
- 190 cooking demonstrations with EU chefs
- 16 recipes
- 4 883 portions during the cooking shows distributed
- 30 onsite/218 online guests for the ICCA cooking demonstration
- 40 VIP guests at Commissioner's dinner

# EXPO 2020 Dubai - advertisement



- **Budget: EUR 2.44 million**
- **Timing**
  - **General Expo 2020:** 30/12 – 15/03
  - **EU Caravan (Event):** City Walk (03/01 – 16/01), La Mer (17/01 – 06/02), JBR (07/02 – 13/03)
- **Channels**
  - **Facebook/Instagram**
  - **Displays and video (Youtube)**
  - **(D)OOH in the city (including bridges) & airport**

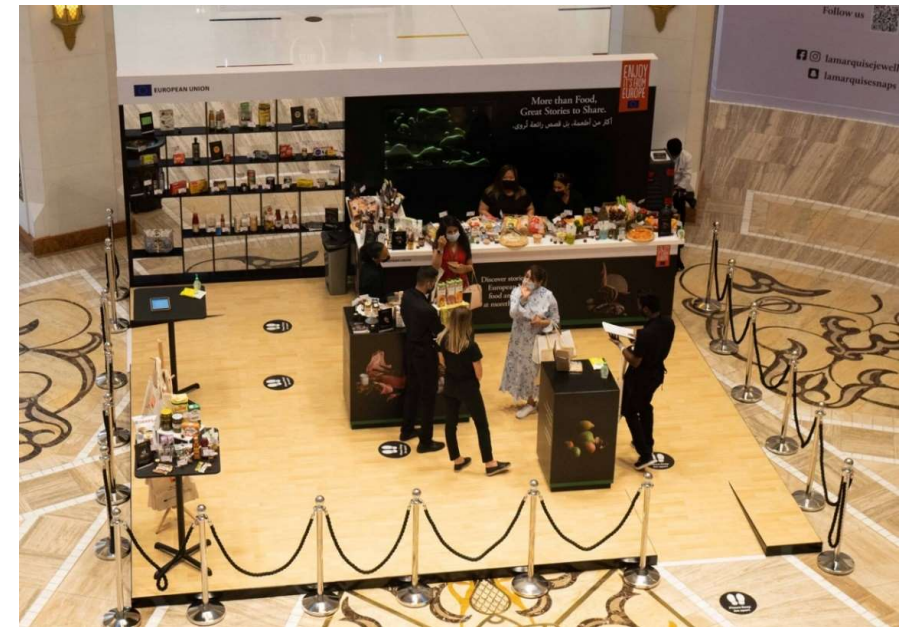
## Campaign performance

- **53%** remember having seen the campaign (63% once, 38% several times)
- **43%** of the ones remembering the campaign, have seen it on SoMe
- **81%** of the ones remembering the campaign have a positive intention: visiting the EU MS Pavillions at Expo and try & buy EU food products.
- **76**, a very high impact score (combining the key KPI's) is linked to this campaign (Wide Pulse average score = 59)



# Middle East: “More Than Food”

- Online shopping tasting partnership with Carrefour across the Gulf region and Danube in Saudi Arabia
- B2C Tasting Activity in Dubai, 24-27 March. 3 more B2C activations coming in Saudi Arabia in May and July
- Partnerships with influencers: virtual trips to the EU – olive oil. Upcoming: dairy, fruit



# Mexico: “Bocados de Europa”

- Food Labs to familiarise the audience with characteristics of individual EU products: olive oil (December), wine (12 May) meat (August)
- Consumer tastings in malls: Monterrey (9-13 February) and Merida (27 April – 1 May)
- Sabores de Polanco fair (11-13 March)
- Social media activity: partnerships with Instagram influencers and renowned chefs



# China: “Colours by Europe”

- Etail commerce promotion: 15- 28 March 2022, Epermarket platforms, others planned for April, May or June
- WeChat community Engagement events:
  - Chef’s Table – Gis, 14 March - 14 April 2022, Beijing
  - Wine cation: 12 April – 3 May 2022, Shanghai
- Cooking school master classes: 2 remaining planned in April (12, 14) and (19, 21)



# Promotion seminar China 30-31 March 2022

- European agri-food products: exporting quality, safety and sustainability to Chinese consumers
- 2 half days of expert-level debates, Q&A's, product-oriented sessions and a roundtable physical debate, live from the studio in Beijing.
- Speakers from EC and business professionals and political level.
- Product categories: dairy, alcoholic beverages, meat, F&V, olive oil, PAP's
- E-learning capsules online:
- [EU Agri-Foods SPS Seminar in China \(europa.eu\)](https://europa.eu)



# Japan: “Perfect Match”

- B2B seminars: 1 seminar @ Olive oil, 22 Feb 2022, done in partnership with JOOTA = Japan Olive Oil Taster Association, Tokyo
- B2C retail promotions: June-July 2022 (AEON + Seijo Ishii + Meidi-ya + Bio C' Bon TBC)
- Online promotion with Rakuten: for 1 year, a dedicated EU F&B ‘e-shop’ at Rakuten, ‘European Food Fair’. There are 4 campaign periods with an advertising campaign, videos with chefs and recipes, coupons, etc.





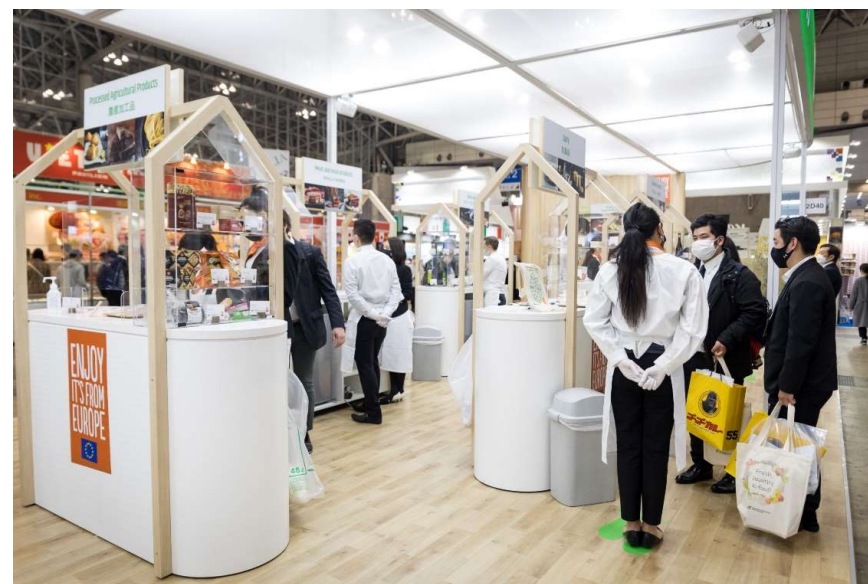
# EU Pavilion at Foodex

Japan,  
Tokyo, 8-  
11 March  
2022

- 389 products from 27 MS
- 15 Cooking shows: 648 attendees in total

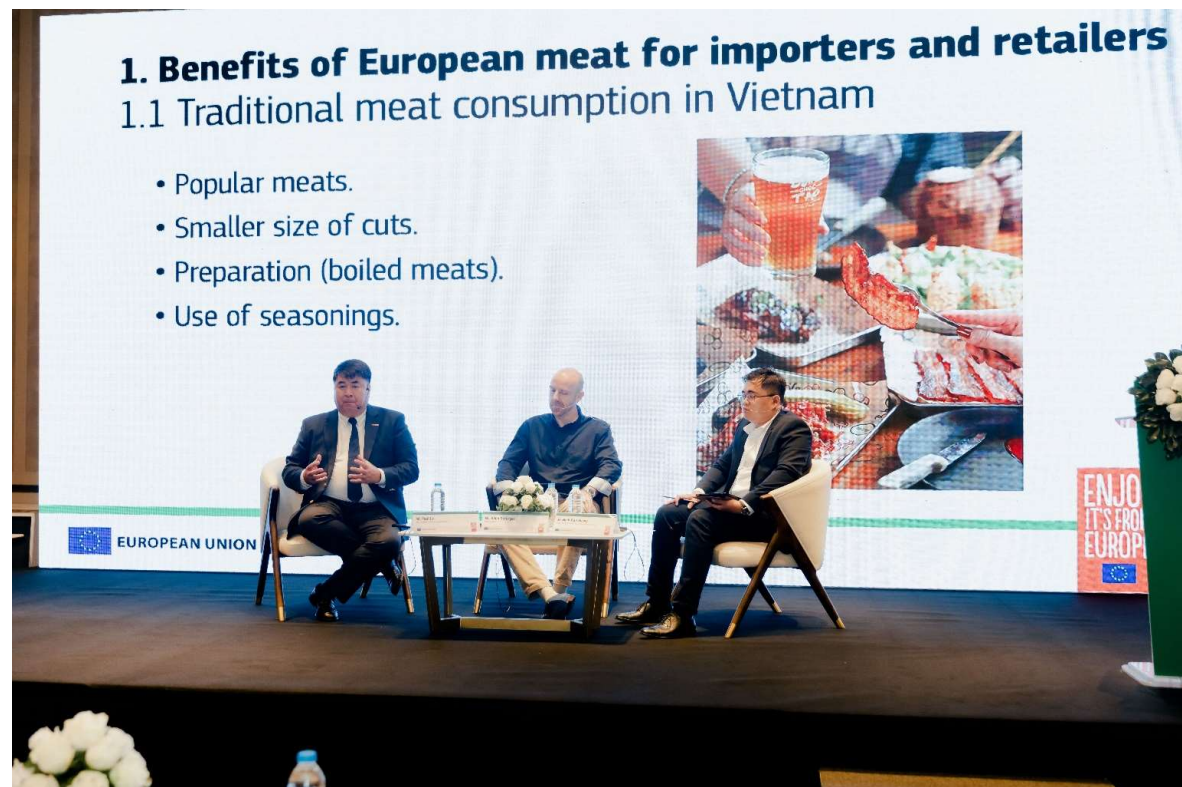


Opening ceremony: 90 attendees in total  
3 Info sessions: 88 attendees in total  
Total samples distributed: 6.839 samples  
Total estimated number of visitors present at stand: 18.100 visitors  
Total Foodex visitors: 33.726



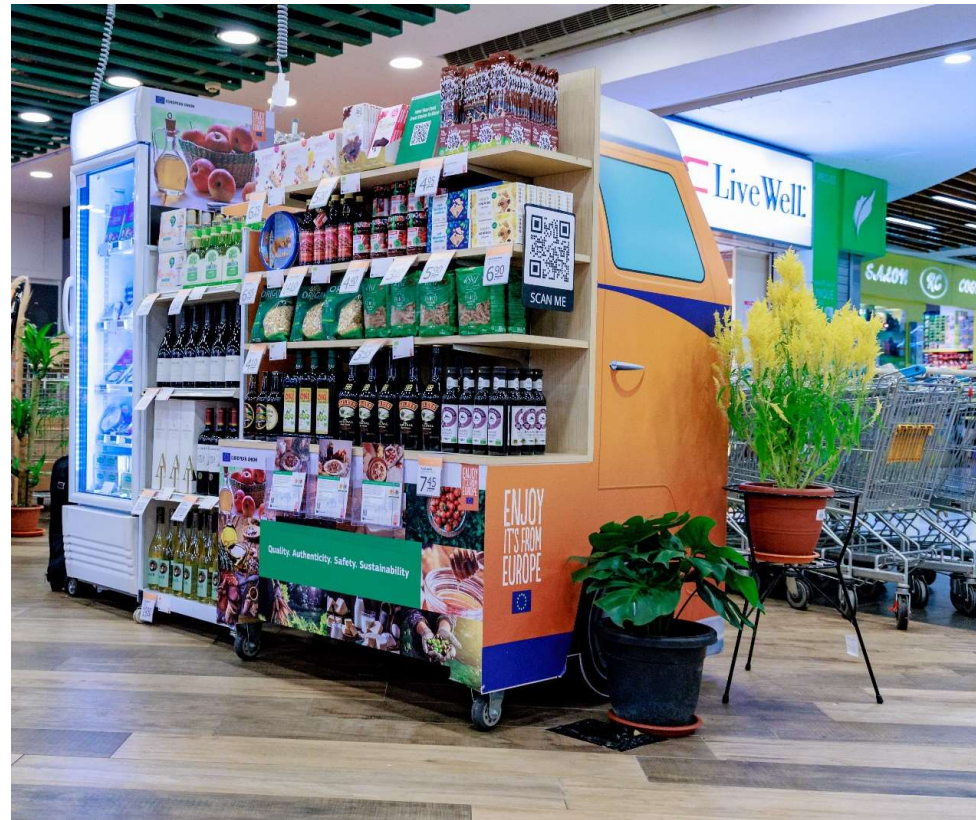
# Vietnam: “Perfect Match”

- B2B technical seminars: on 6 Jan on Meat (pork, beef, poultry, Olive Oil / table Olives) and 19 April 2022 (Dairy)
- B2C retail promotions: Tops Market (14-27 Feb 2022), sponsorship event with cooking demonstrations, 70 days of tasting, 2 days of cooking show, 16 EU MS, 353 different products



# Singapore: “More Than Food”

- B2B seminars Specialty & Fine Food Asia : F&V and dairy (21 April '22), on meat (postponed to 23 June '22)
- B2C Retail promotions: FairPrice, 4 stores (February '22)



# Thailand: “Tastes of excellence”

- B2C Retail promotions: Gourmet Market March-April, April-May
- HoReCa promotions: May



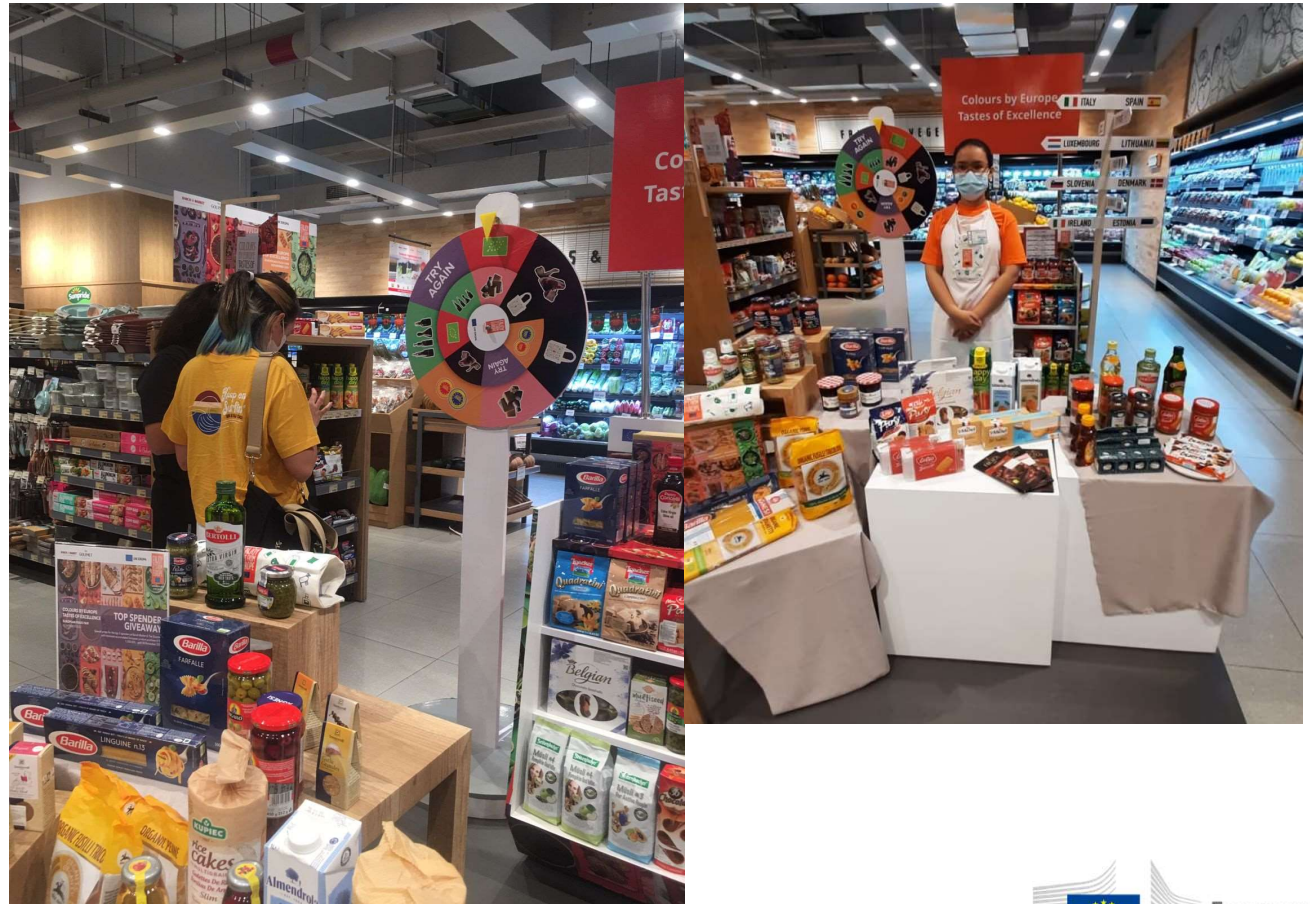
# Republic of Korea: “Tastes of excellence”

- HoReca promotion, in 15-28 March 2022, some KOLs will be invited to promote the event online (TBC).
- Retail Promotions: AK Plaza and Market Kurly, in March, May, June: we will invite KOLs to the retailer premises to communicate about our promotion and to promote it on their channels.
- Cooking class, Oct-Dec, next: 13 May 2022, some KOLs will be invited to promote the event on digital media.



# Indonesia: “Tastes of excellence”

- B2C retail promotions:  
Ranch  
Market 20 shops Nov,  
Hero supermarket, May  
and June
- Partnership B2B event:  
May



# India: “More than food”



- Online event with Chef Chopra on 25 Feb
- Target audience: B2B professionals
- Charcuterie and cheese platter, paired with wines, fruits

## India: “More than food”



- A glassful of Europe: upcoming masterclass, Mumbai on April 19<sup>th</sup> (physical event), focus on 8 wines, for the members of HORECA sector (Bar and Bartender community)
- Next: online supermarket activation at Food HAI  
Duration: focus on cheese, pork, olive oil, each for 1 month, 7 stores



# Keep in touch



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# Any questions?



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