



European Commission's own initiatives for agri-food promotion

CDG – 25 June 2024

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India, 6-12 December 2023

High-Level Mission with Commissioner Wojciechowski to Delhi and Mumbai, in combination with an EU pavilion at SIAL Delhi (7-9 Dec 2023)



High Level Mission to India: 6-12 Dec 2023

- 54 companies/org from 18 MS
- Sectors: meat, W&S, dairy, F&V, processed products, olive oil, GIs and others
- 50% newcomers, 33% SMEs, almost half GI producers
- > 420 B2B meetings with 337 Indian businesses, 37 specialised visits, official dinner, market access seminar, media interviews
- Business Delegates' satisfaction rate: very satisfied 85%; satisfied 15%
- Political Programme of C SSR Wojciechowski
- Recap video:
<https://youtu.be/zxlqFSzTFHo>



SIAL Delhi: 7-9 Dec 2023

- > 300 exhibitors + 8000 professionals
- 206 EU products from 20 MS, 14265 tastings, 7 cooking shows, 11 product workshops, 620 visitors attended
- The EU India: Partnership in Food Excellence conference

China, 21-27 April 2024

High-Level Mission with Commissioner Wojciechowski to Shanghai, Shenzhen and Beijing, in combination with an EU pavilion at Anuga Select in Shenzhen (24-26 April 2024)



High-Level Mission

- 72 delegates from 17 MS, 4 European associations
- Almost 50% newcomers, 36% SMEs, almost 50% GI producers
- Sectors: meat, W&S, dairy, F&V, processed products, olive oil
- > 480 B2B meetings with 108 Chinese businesses, 44 field visits
- Business Delegates' satisfaction rate: very satisfied 67%; satisfied 33%.
- Political programme of Csr Wojciechowski in Beijing
- Recap video:
<https://youtu.be/RGDveQksGRc>

Anuga Select China Shenzhen, 24-26 April

- > 10,400 visitors at EU pavilion
- 92 attended official opening with Csr
- 250 EU agri-food products from 27 Member States and BDs, 30K tasting samples
- 5 cooking shows, 4 product workshops (olive oil, spirits, wine, cheeses) – 542 attendees
- 25,700 visitors at the fair
- Video: <https://youtu.be/-yTV25IRBCU>



Kazakhstan, 27-31 May 2024

High-Level Mission with Commissioner Wojciechowski to Almaty and Astana, in combination with an EU pavilion at Interfood Astana (29-31 May 2024)



High-Level Mission

- 37 delegates from 13 MS, 2 European associations
- 23 newcomers, 19 SMEs, 14 GI and/or organic products
- Sectors: W&S, dairy, meat, F&V, processed products, others
- 412 B2B meetings with > 100 Kazakh businesses, > 100 participants at Business Forum, 30 field visits
- 91% of delegates expect their business to grow in Kazakhstan as a result of this visit
- Political programme of Csr Wojciechowski



Interfood Astana 29-31 May

- 1,722 visitors at the EU pavilion
- 116 attended official opening with Csr Wojciechowski
- 250 EU agri-food products from 27 Member States and BDs
- 7 cooking shows + workshops on cheese, pairing wine with meat and confectionary
- 2,400 visitors at the fair

EU pavilions

Recent EU pavilions at international fairs

EU pavilion at Foodex Tokyo: 5-8 March '24

Main figures



A total of
21.000 visitors
at the EU Pavilion



750 attendees
at the cooking
shows/workshops



**16.000 food
samples**
distributed



380 products
from all 27 MS,
from which **225 GIs**

Promotion campaigns

Recent and upcoming events and activities

Japan: “Perfect Match”

- B2B seminars: cheese seminar (Oct '24), cooking workshop (Oct '24)
- B2C retail promo: Shell Garden (Nov '23: Sales:+126%), Seijo Ishii (Oct-Nov '23 sales:+103% + Nov '24), Shinanoya (Oct '24)
- B2C market events: Cozy Autumn (Nov '23), EU Food Fair Live (June '24)
- Online promotion with Rakuten: for 1 year (start Nov '23), EU F&B ‘e-shop’ at Rakuten
- KOL and SoMe promotions, TV ads, TVER 800,027 impressions, printed media, OOH 70 M reach
- Visit the [campaign's website](#) or [Instagram account](#).



Republic of Korea: “Tastes of excellence”



- B2C: E-commerce Coupang (Nov '23: sales + 160%, March '24: sales + 215%, Nov '24), Department store Shinsegae (June '24), EU Food Express (Sept '24)
- B2B: Trade seminar and networking event, GIs and organic workshop and Live cooking show at Coex Food week (Nov '23), Trade seminar and networking event, EU organic workshop and Live cooking show at Seoul Food (June '24)
- Visit the [campaign's website](#), [Instagram account](#), youtube.com/shorts





India: “More than food”

- B2B events: culinary masterclasses chef Guntas (Nov '23 Mumbai) and Chopra (Feb '24 Kolkata), Zero Waste kitchen with chef Guntas (April '24), newsletters (> 7,200 contacts), EU stand at: India Food Forum in Mumbai (Nov '23), AAHAR in Delhi (March '24)
- With Love, From EU To You (B2B May '24 reach: >8M /B2C Oct '23 reach: > 16 M)
- B2C retail online and in-store: Modern Bazaar Nature's Basket (sales + 39%)

India: “More than food”

Click on the picture to see the video



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Paid Media and B2C Digital
Activations

China campaign activities



- Mealbox retail activation 2023: 100 M reach
- EU Pavilion at FHC Shanghai 8-10 Nov 2023, 31,000 visitors
- E-commerce promotion 15 April-05 May 2024: 76 M reach
- Hotel promotion launch event 6 June
- Upcoming activity November 2024 B2C: Mealbox promotion with Epermarket
- Serious game on WeChat and social media campaign ongoing (paid campaign in 2023: 278,857,777 impressions, 2,335,019 clicks)



US: "More than European food & drinks"



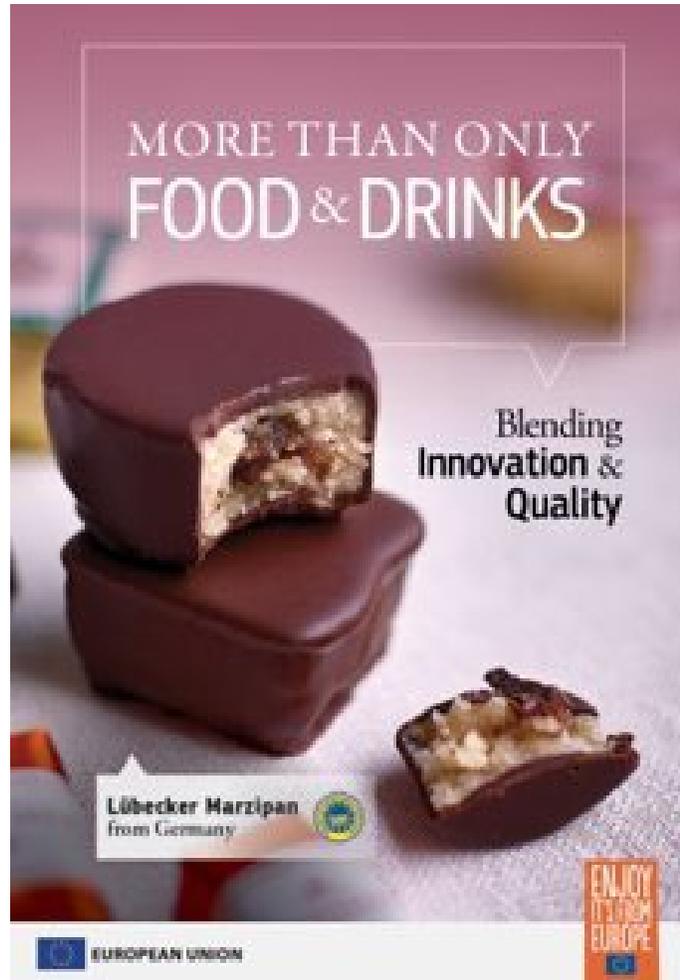
- Objectives: The campaign aims to raise awareness and knowledge of EU product excellence, establish the "EU brand" image, and educate US audiences on the quality and usage of EU food and beverages to boost consumption.
- Target audience: B2B sectors(business, retail, and HoReCa), and B2C ("curious millennials" aged 25-39 and "gourmet aficionados" aged 35-45). Specialized media and key opinion leaders also targeted
- Geographical focus: Northeast, Colorado, California, Florida, Washington, Texas, and Illinois
- Campaign Launch Press Event (January 22nd, 2024)
- Press Event with EU DEL (April 16th, 2024)

US campaign activities



- B2C Event Activations: EU at SXSW event (March 10-11, 2024) & Charleston Food and Wines Festival (March 8th - 9th)
- B2C Digital Activations in progress: launch of the social media accounts (Instagram & LinkedIn)
- Podcast Series “European Tasty Tales” (in progress): 53 audio contents published
- B2C Retail and E-commerce activations ongoing: Wine.com; Di Bruno In-store demos; In-store tastings for Europe Month (May)
- Upcoming B2C/B2B events: Aspen Food & Wine Classic June 14-16 (B2C), Bar Convent June 11-12 (B2B), Vinexpo America June 24-25 (B2B), American Cheese Conference July 10-13 (B2B), Star Chefs August 5th (B2B), Texsom (TBD) August 25-27 (B2B)

UK: "More than only food & drinks"



- Advisory Committee selection and establishment
- Pre-campaign survey amongst 81 UK B2B and revision of the strategy
- Market research: target audience perceptions, needs and behaviour towards the EU, 'Enjoy it's from Europe' signature, EU food and products
- Visual identity development and testing twice
- Campaign tools: website, campaign book, promotional items
- Campaign activities: PR office, study trip, head office tastings, print ads, LinkedIn ads, B2B events

UK campaign activities 2024

	June	July	Aug	Sep	Oct	Nov	Dec
Advertising			LinkedIn ad – Wave 1			LinkedIn ad - Wave 2	
			Print Advertising <ul style="list-style-type: none"> • Cross-category: The Grocer, The Caterer, Restaurant, FoodBev, Food Manufacture, Food Navigator • Category-specific Fresh Produce Journal, Dairy Reporter, Dairy Industries International, Harpers Wines & Spirits • Special Interest: Specialty Food Magazine, Fine Food Digest 				
PR Office		Press Kit Press release		media alerts	media alerts	media alerts Press release	media alerts
B2B Events				Specialty Fine Food Fair Sustainability Summit	Food Matters Live	EU Innovation Day The Grocer Webinar Wine Roundtable Meat Roundtable	
Head Office Tastings						Tastings	
Study Trip					Trip		
Book		Content and visuals production					Printing and delivery

Market Entry Handbooks

Updates and new handbooks published

Market Entry Handbooks

- New/updated handbooks available:
 - India (update, published 15/11/2023)
 - China (update, published 29/11/2023)
 - USA (update, published 18/01/2024)
 - Kazakhstan (new, published 25/03/2024)
 - Brazil (new, published 03/05/2024)
- To be published by September 2024:
Argentina (new), Australia (update), Thailand (Update)



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Thank you, and...
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