

*Helping ambitious SMEs innovate and grow internationally*

## Group of Experts “Apples & Pears”

Brussels, 29 November 2018

## the Foodies



## Total number of ASG members

2017: 85 members



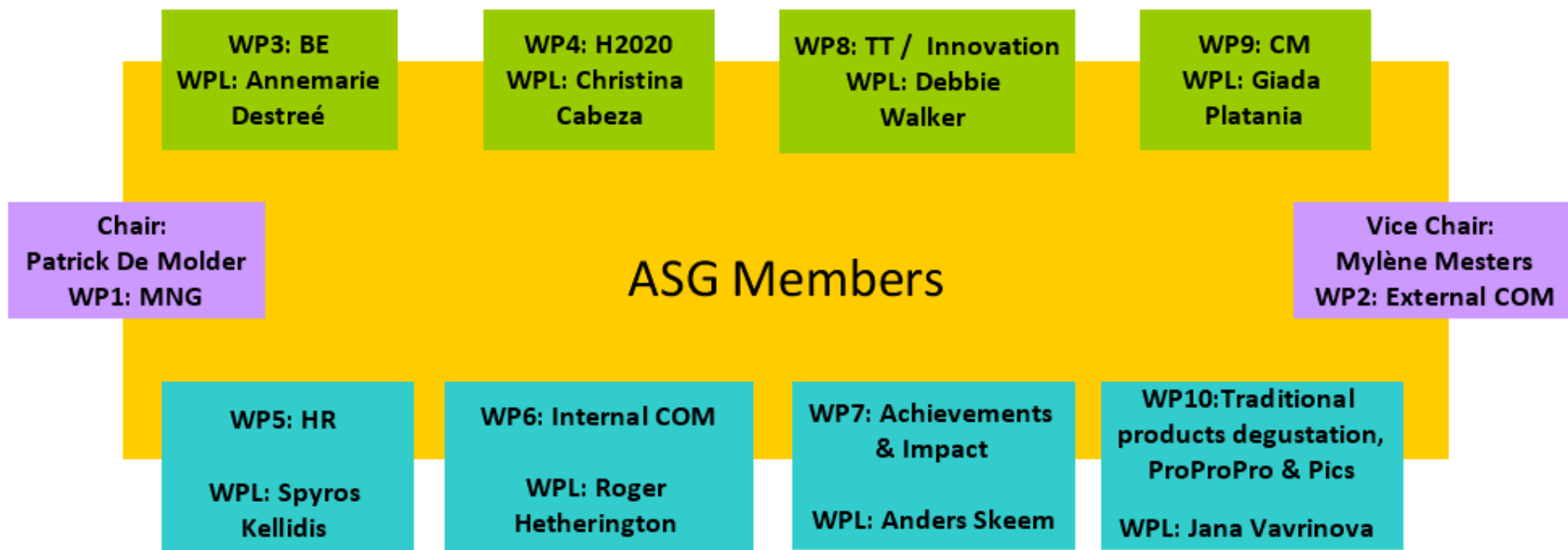
2018: 96 members

the largest  
Sector Group within the Enterprise Europe Network

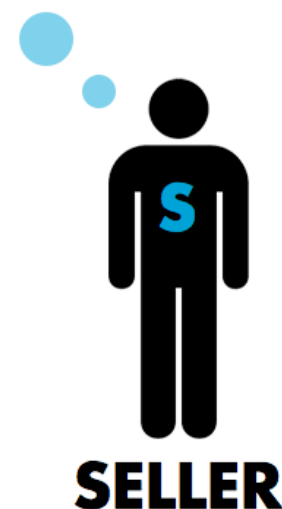
- New members
  - Mentoring programme
  - Guidance of new members
  - Helping them get more active in the SG
- Old members
  - Assisting new members
- All members
  - Find a **work package** and become an active member



**each SG member  
has to work in  
one work package**



- **Tour d' Europe**
  - 2016: Winner Sector Group Best Practice
  - 2017: 4<sup>th</sup> & 5<sup>th</sup> edition
  - 2018: 6<sup>th</sup> & 7<sup>th</sup> edition with more than 100 co-organizers



- WhatsApp
  - Created during the meeting in Seville
  - Exchange of ideas / Photos
  - Instant internal communication
  - Last minute communication
  - 47 active users



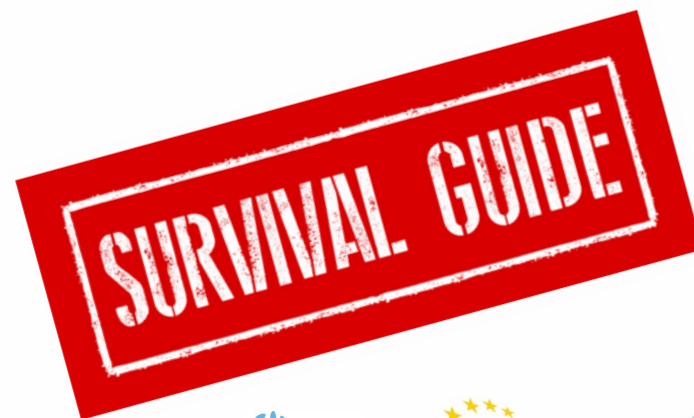
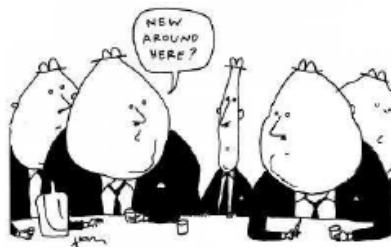


enterprise  
europe  
network



Agrofood

Mini Guide for Newcomers





## H2020 Partnership Profile Catalogue 2018-2020



[ABOUT](#)

[PARTICIPATE](#)

[PROFILES 18-20](#)

[PROFILES 16-17](#)

Topic	+	Country	+	Type of organisation	+
-------	---	---------	---	----------------------	---



1 - 1 / 138



### Profile

#### Topic

DT-BG-04-2018-2019: Sustainable European aquaculture 4.0: nutrition and breeding

#### Organisation name

CREA CONSIGLIO PER LA RICERCA IN AGRICOLTURA E L'ANALISI DELL'ECONOMIA AGRARIA- CENTRO DI RICERCA ALIMENTI E NUTRIZIONE (COUNCIL FOR AGRICULTURAL RESEARCH AND ECONOMICS- RESEARCH CENTRE FOR FOOD AND NUTRITION)

#### Country

Italy

#### Type of organisation

R&D Institution

#### ORGANIZATION EXPERTISE

#### Entity Profile

The Food and Nutrition Research Centre, Rome, belongs to the Council for Agricultural Research & Economics (CREA), a government-funded research organization, under the aegis of the Italian Ministry of Agricultural, Food and Forestry Policy. The Centre carries out basic and applied research in Food Science, Nutrition Science, and Applied Food Science. The three Research Departments have competencies in food chemistry, food technology, human nutrition, nation-wide dietary surveys, nutritional database design, sensory analysis, nutrition education interventions. The Centre promotes nutritional information and education by publishing the Italian Dietary Guidelines and the Italian Food Composition Tables.

SG AgroFood

[Home](#)

[About](#)

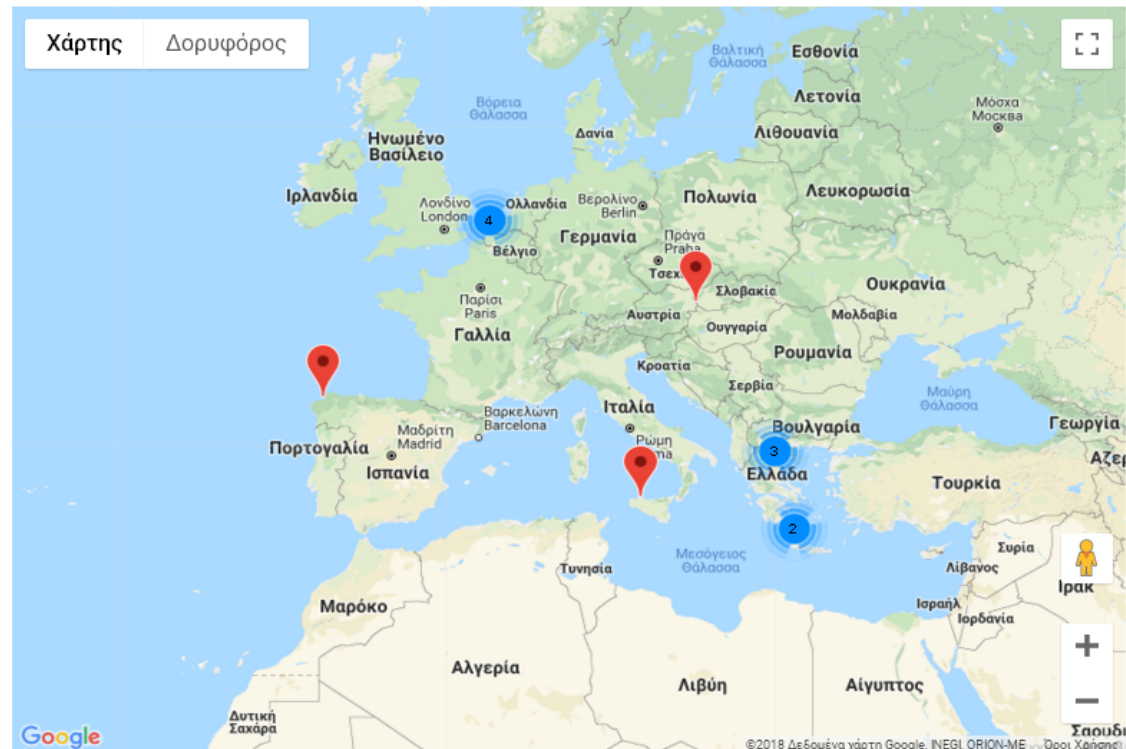
[Terms of use](#)



Agrofood



## Agrofood Sector Group Directory







- Newcomers become quickly operational;
- Exchange of knowledge and expertise among members;
- Identify common issues and possible solutions;
- Create a win-win situation for the members

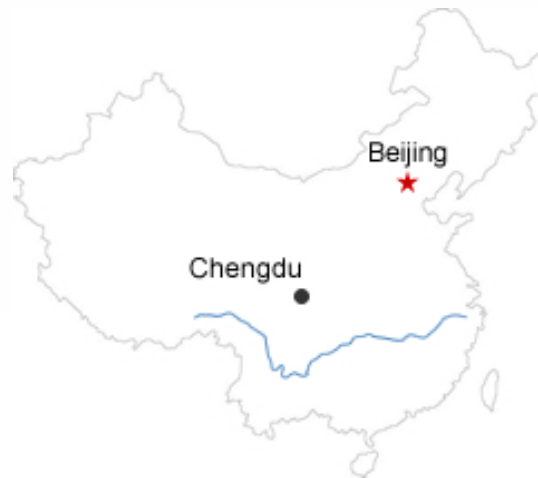
- After a period of max 1 year
  - Follow up from the participants
  - Problems faced
  - Solutions found
- Are the problems still existing?
  - Need for further assistance / training?
  - Problems solved → Presentation of the solution / success story in the Group



## 11 EEN contact points in China



## 2 major centres





EUPIC – EEN West China  
Business & Innovation Center for China-Europe Cooperation (CCEC)





# The EU SME Centre Beijing, China

<http://www.eusmecentre.org.cn>



## Business environment



GDP: USD 11.8 billion

Economic growth rate: **+6.9%**

Inflation: **2.00%**

Unemployment: **4.1%**

Total Population: 1.378.670.000

Working population: 705.860.000

Taxation: Businesses 25% -

Individuals from 5% to 45%

Foreign Debt: 14.207 Billion USD

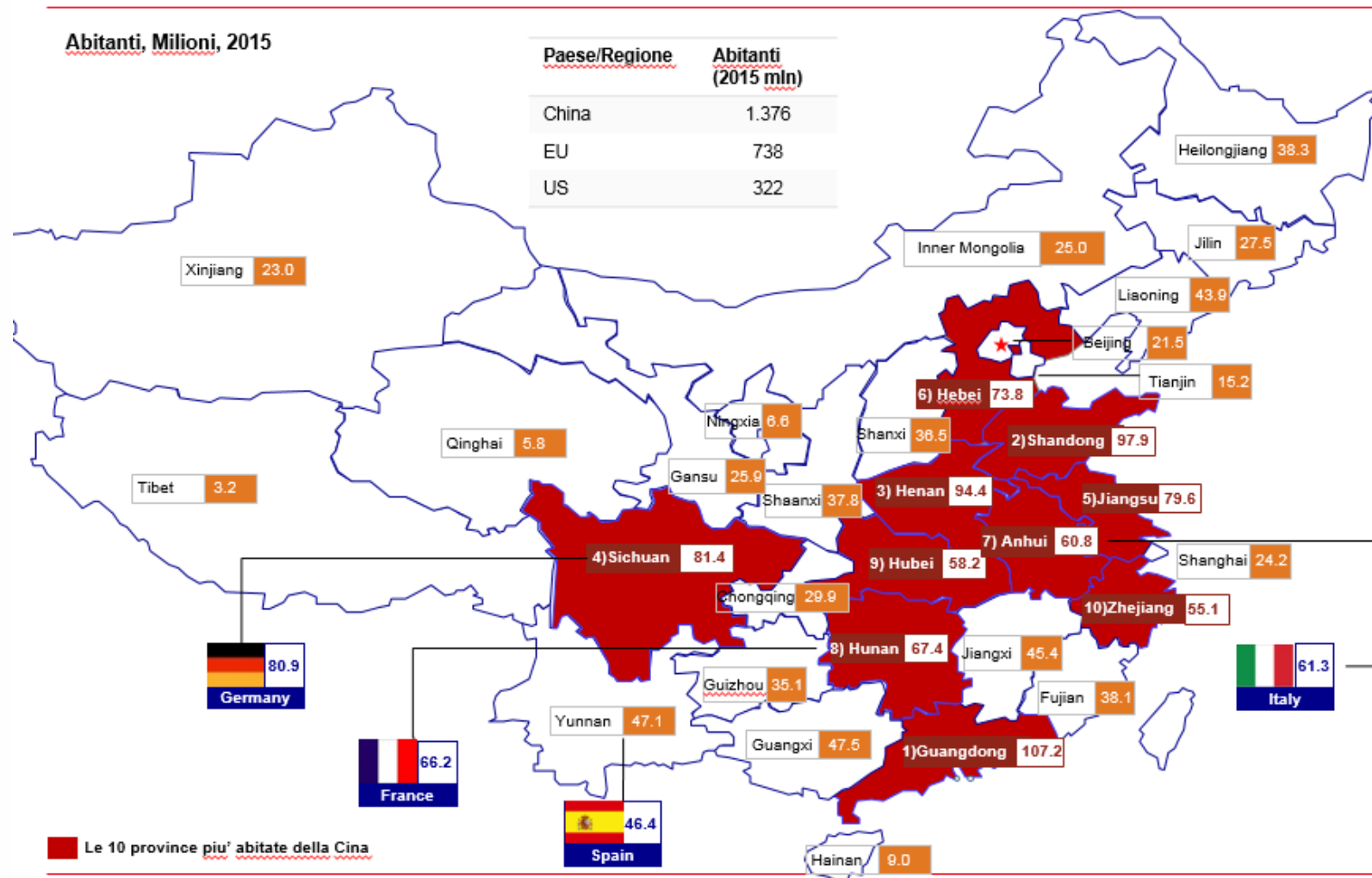
Internal debt: 46.30% of GDP



## 1 country many markets

Abitanti, Milioni, 2015

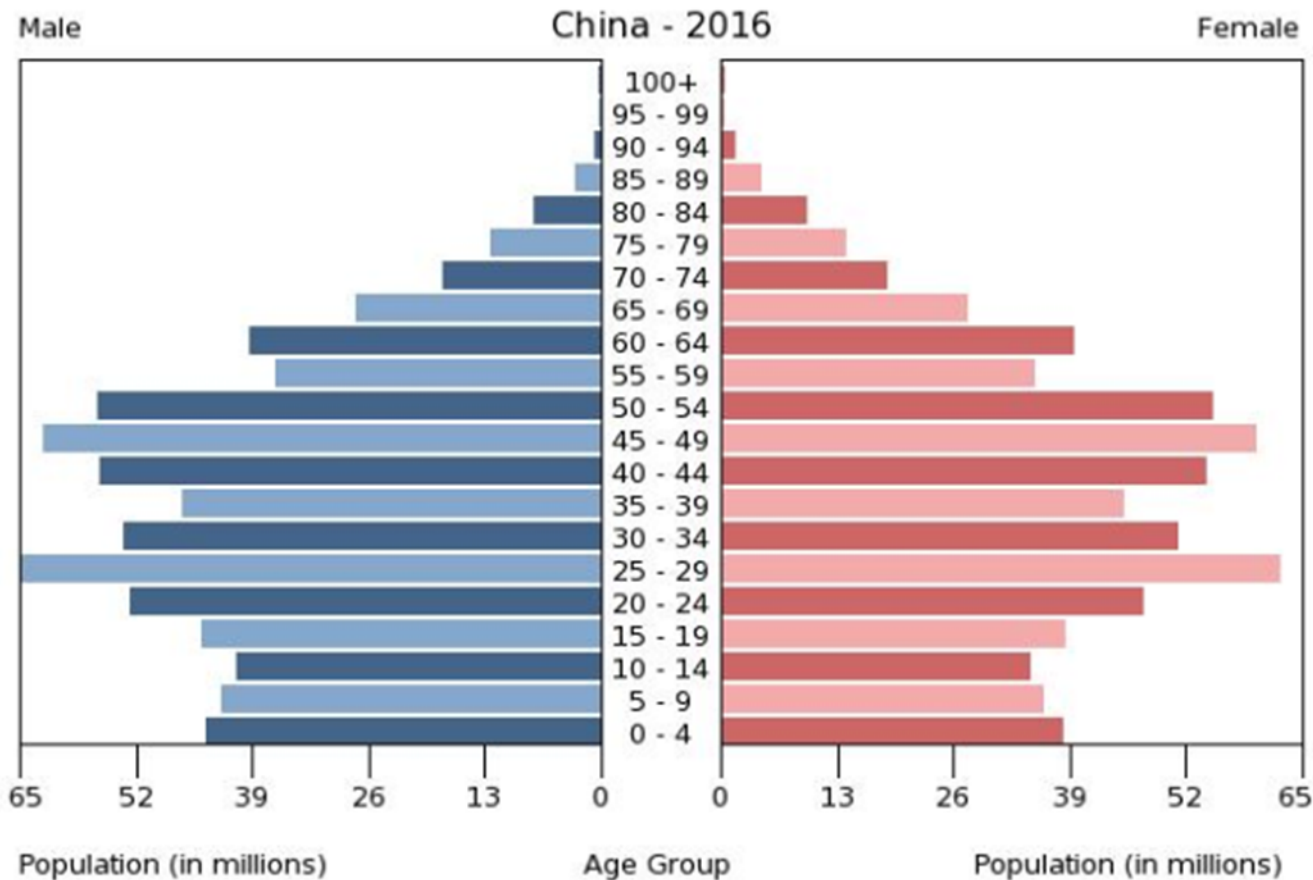
Paese/Regione	Abitanti (2015 mln)
China	1.376
EU	738
US	322



## One of the main drivers of global growth

1. Economic growth in China remained strong at 6.9% in 2017,
2. GDP growth is expected to slow to 6.4% in 2018 and to 6.3% in 2019
3. Distribution of GDP by sector: Agriculture: 8.2%; Industry: 39.5%; Services: 52.2%
4. Jobs growth, with almost 11 million new net jobs available from January to September 2017
5. New reforms with policies and regulations aimed at reducing macroeconomic imbalances and limiting financial risks
6. Productivity growth through innovation and business
7. Support for internal consumption. With 46% of GDP, China's national savings are 26 percentage points higher than the global average
8. Rationalization of the social assistance system and the distribution of resources in education and health to increase inclusion.
9. The "one child" policy has been superseded

## A young population



Source: CIA Factbook

Average age 37,4  
59.2% lives in cities

## Economic Model: “New Normal”

- Less rapid but more sustainable growth
- Able to limit the risks
- Guarantee both the well-being and security
- Political and social harmony and stability

### 7 Key Sectors:

industries that the Government is strengthening

1. Energy saving and environmental protection
2. Latest-generation computer technology
3. Biotechnology and modern agriculture
4. Production of advanced machinery
5. Alternative energies
6. New materials
7. Ecological vehicles

### Declared Objective:

increase the desire of people to **increase consumption**

- High public spending on pensions and health, higher wages and the aging population will shift the balance on consumption instead of savings.
- There is an impressive push towards urbanization that is producing tens of millions of richer citizens.

## More and more consumers ... More and more demanding

- The consumer gives importance to the brand / focus on favorite “brands”
- Consumer modernization → becomes more demanding
- Foreign brands must work hard to demonstrate their value
- Young urban consumers always demanding novelties
- Developing special and distinctive products for this niche in China can prove to be profitable
- Buy online using the new smart technologies
- 2/3 of Chinese buyers is based on online advice from friends and family
- Associate Western brands with quality and high prices

淘宝网  
Taobao.com

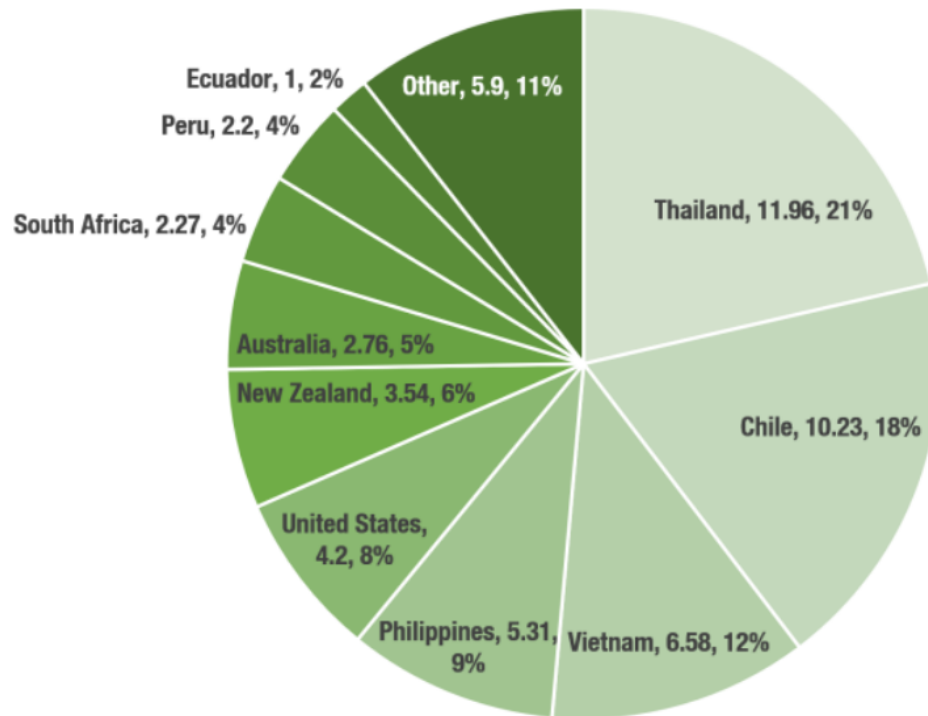
WeChat

- The largest market for food products in the world
- High demand for foreign agrofood products
- A strong need for food safety

## Fruit export to China ... still a way to go for Europe

2017 China Fruit Imports by Value

Country, value (100 million usd), percentage of total

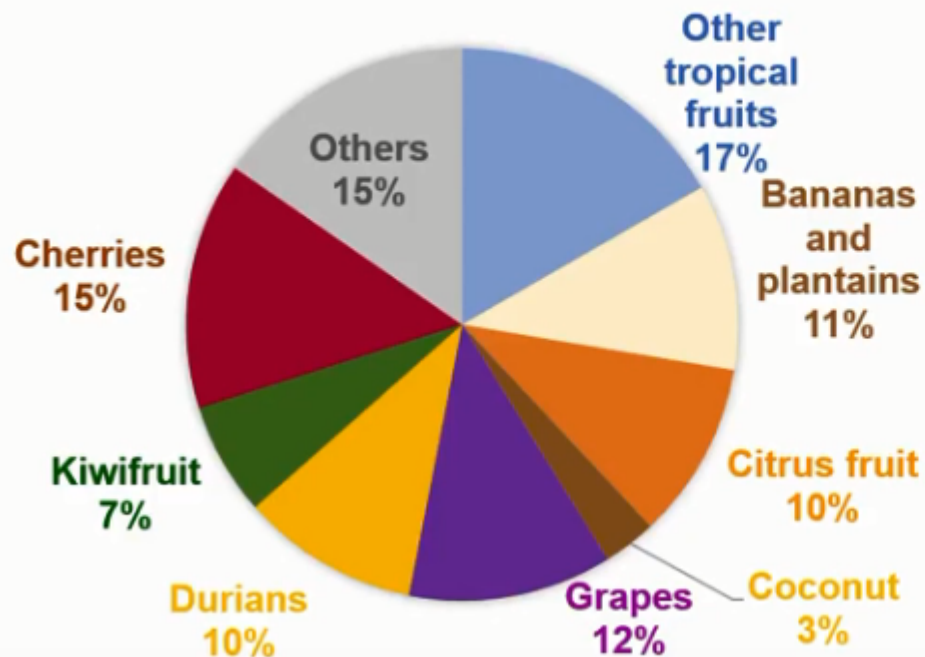


- China's fresh fruit imports rose in 2017, with **Thailand** leading fresh fruit exports to China
- Europe is amongst the **Others...**



## Top fresh fruits imported by China

China fruit imports 2017 (value)



**USD 5,300 M**  
TOTAL IMPORTS IN  
2017

## Imported fruit a tutorial from EU SME Centre (EEN China)



<https://www.youtube.com/watch?v=huLwUWQ416Q>

## Imported fruit a tutorial from EU SME Centre (EEN China)

- Fruit in China
- EU exports to China
- The role of Hong Kong
- Drivers of fruit consumption
- Distribution channels
- Finding partners



## Apples and Pears... Can you export to China?

France	Apple ( <i>Malus domestica</i> ; Apple), kiwi ( <i>Actinidia chinensis</i> , <i>Actinidia deliciosa</i> ; Kiwi fruit)
Spain	Citrus [orange ( <i>Citrus reticulata</i> ; Mandarin), orange ( <i>Citrus sinensis</i> ; Orange), grapefruit ( <i>Citrus paradisi</i> ; Grapefruit), lemon ( <i>Citrus limon</i> ; Lemon)], peach ( <i>Prunus persica</i> ; Peach), plum ( <i>Prunus salicina</i> , <i>Prunus domestica</i> ; Plum)
Italy	Kiwi ( <i>Actinidia chinensis</i> , <i>Actinidia deliciosa</i> ; Kiwi fruit); citrus [orange ( <i>Citrus sinensis</i> ... cv Tarocco, cv Sanguinello, cv Moro); Orange), lemon ( <i>Citrus limon</i> - cv Femminello comune; Lemon)]
Cyprus	Citrus [orange ( <i>Citrus sinensis</i> ; Orange), lemon ( <i>Citrus limon</i> ; Lemon), grapefruit ( <i>Citrus paradisi</i> ; Grapefruit), navel orange ( <i>Citrus sinensis</i> × <i>Citrus reticulata</i> ; Mandarina)]
Belgium	Pear ( <i>Pyrus communis</i> ; Pear)
Greece	Kiwi ( <i>Actinidia chinensis</i> , <i>Actinidia deliciosa</i> ; Kiwi fruit)
Netherlands	Pear ( <i>Pyrus communis</i> ; Pear)
Poland	Apple ( <i>Malus domestica</i> ; Apple)

Need for a **bilateral trade agreement**

## An opportunity of collaboration from Qingdao, and EUPIC (EEN China)

### **Qingdao Academy of Agricultural Sciences (QAAS)**

1. Vegetable breeding as well as Fruit tree breeding and cultivation management
2. Quality safety and risk assessment of agricultural products

Founded in 1958, it is one of the important agricultural regional innovation centers in China. There are 130 researchers and a number of research and development platforms such as the national key laboratory for quality and safety risk assessment of agricultural products.





## 果树学 Pomology

苹果实生矮化砧木分子标记辅助育种；苹果、桃、大樱桃、茶树等育种；北方落叶果树和小浆果栽培管理技术研究。

Breeding assisted by molecular markers of stunted rootstock of apples; Breeding of apples, peaches, large cherries, tea trees, etc. Study on cultivation and management of deciduous fruit trees and small berries in north China.

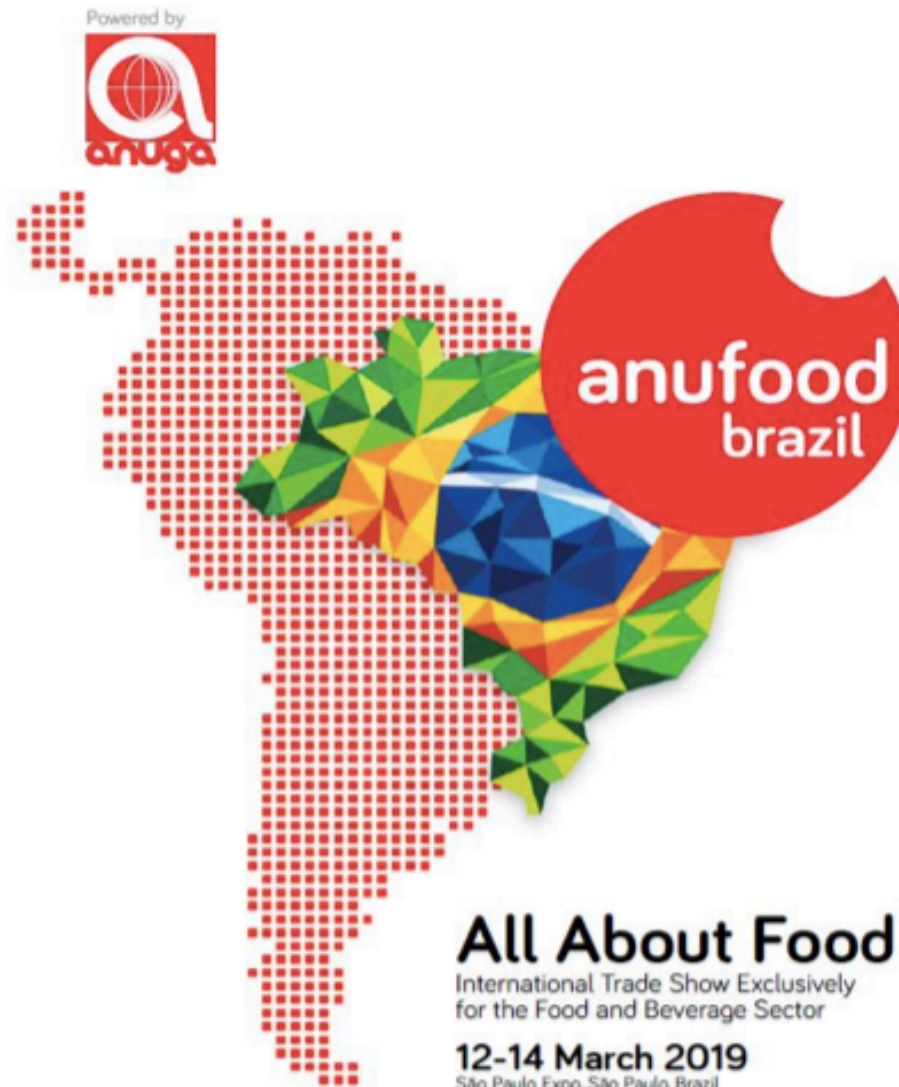




## Food and Beverage Company Mission in Brazil

◀ — • March 2019 • — ▶







## Sectors



### AGRIFOODS

Fresh and natural products, raw material



### MEAT

Beef, pork, poultry and special meat



### CHILLED & FRESH FOOD

Fresh products for convenience and delicatessen, fish and seafood, fruit and vegetables



### DAIRY

Dairy Products



### DRINKS & HOT BEVERAGES

Beverages in general: non- alcoholic and alcoholic. Soft drinks, juice, coffee and tea



### FINE FOOD

Gourmet, delicatessen and general provisions



### BREAD & BAKERY

Bread, baked goods, cakes and pastry



### ORGANIC

Organic food in general: natural, minimally processed or processed



### SWEETS & SNACKS

Chocolate, confectionery, biscuits and snacks

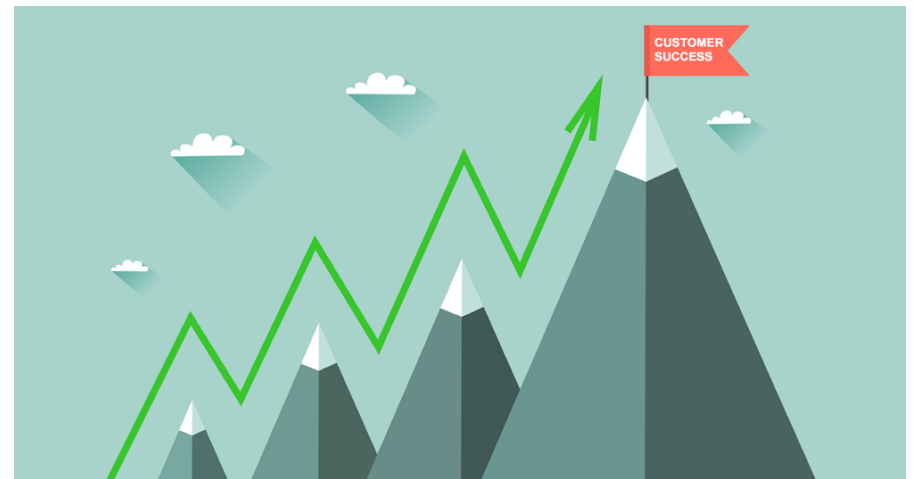


### FOOD SERVICE

Cooking, technology, equipment and services for the food service, catering and hotel areas

# Outcomes

Brussels | 29 November 2018 | 37



Brokerage Events: 30

■ Number of SMEs participated: 445

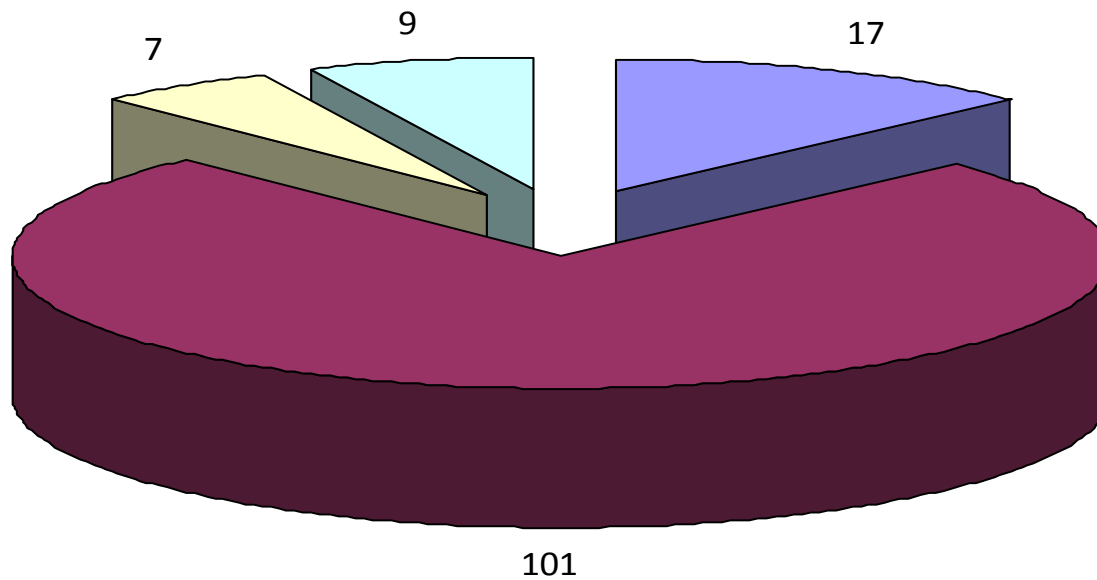
■ Number of meetings: 1874

Company missions: 14

■ Number of SMEs participated: 108

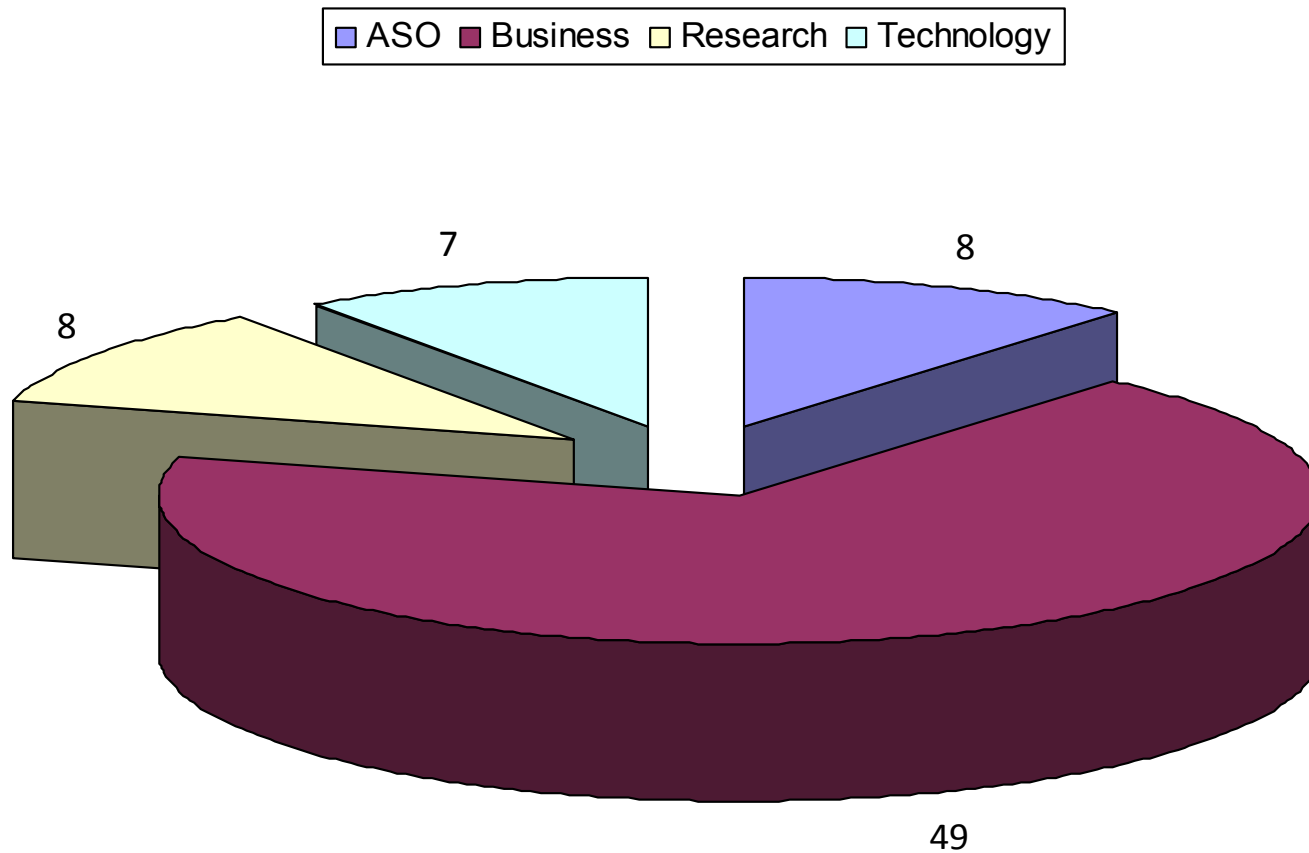
■ Number of meetings: ~ 500

## Achievements 2017

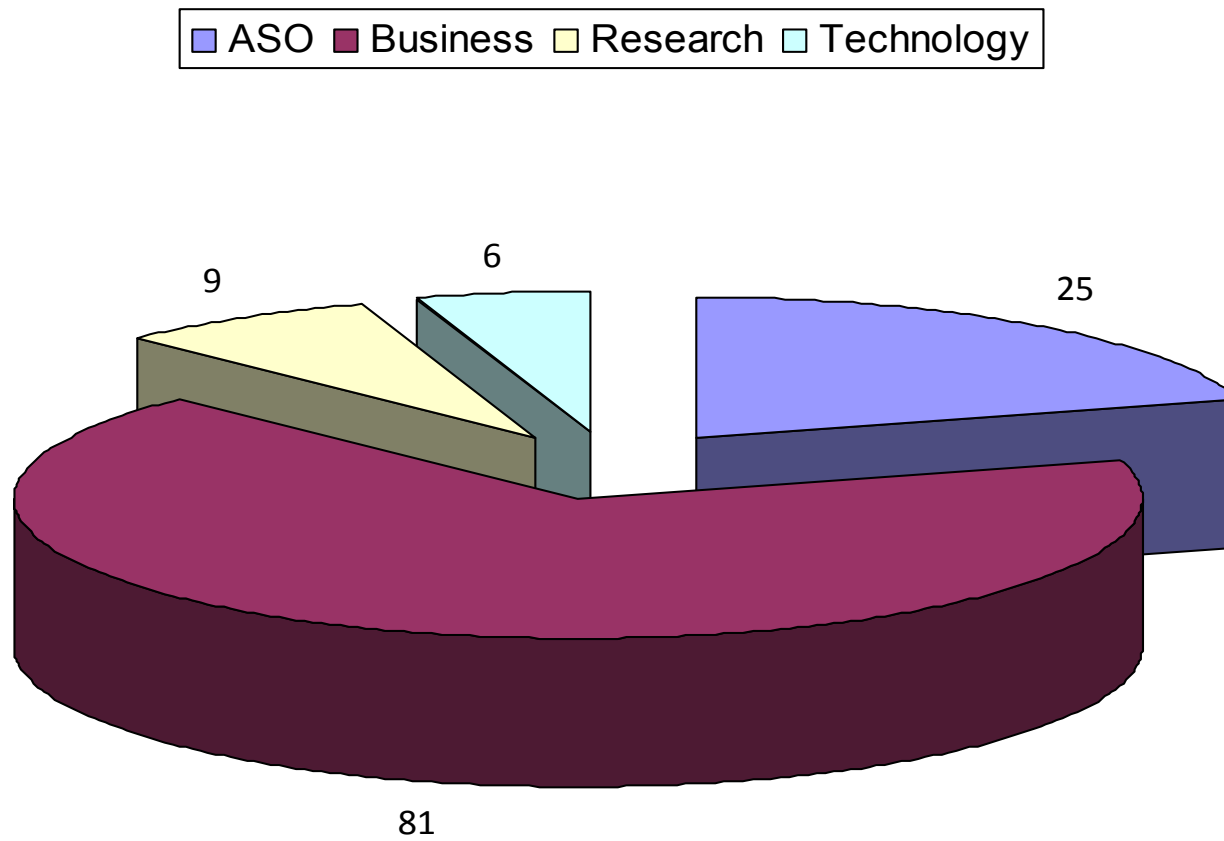




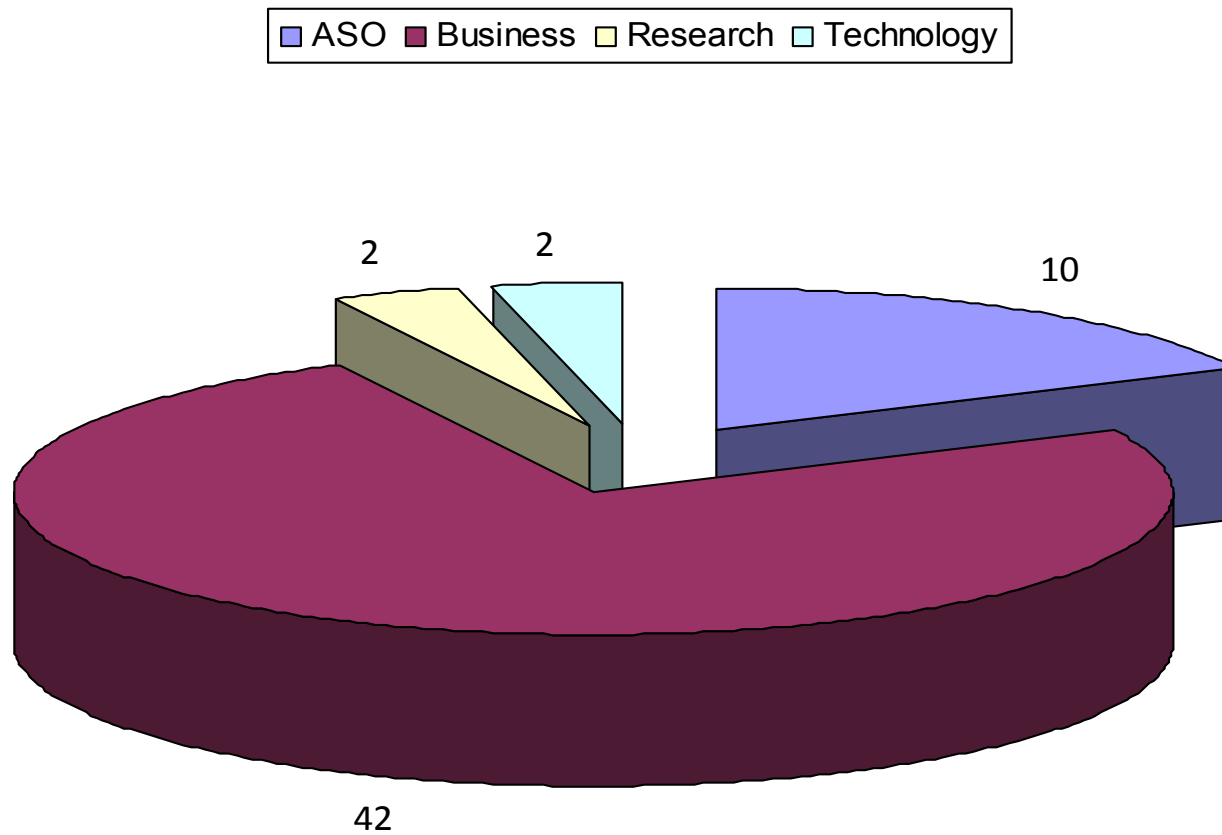
## Achievements 2015



## Achievements 2016



## Achievements 2018 so far



- Collaboration between SG and BioHorizon network
  - ✓ Agrofood SG as main promoter of the BioHorizon 2017 BE during the H2020 SC2 info days
- WP H2020 created the research catalogue
  - ✓ Target of 5.000 clients
- ASG members are also EEN KAM (Key Account Managers for H2020 SME Instrument)
- Collaboration with Inno4AgriFood Project

- Promotion and visibility of the Sector Group:
  - Twitter - [@AgrofoodEEN](https://twitter.com/AgrofoodEEN) / 160 followers
  - Facebook – [@agrofood.een](https://www.facebook.com/agrofood.een) / 106 followers
  - LinkedIn – [AgrofoodEEN](https://www.linkedin.com/company/agrofoodEEN) / 342 followers
  - Instagram – [sgagrofood\\_een](https://www.instagram.com/sgagrofood_een) / 60 followers







Spyros Kellidis  
EEN - SG Agrofood

[skellidis@anko.gr](mailto:skellidis@anko.gr) , [www.anko-eunet.gr](http://www.anko-eunet.gr)