



# Own initiatives from the Commission

**Brussels, 10/12/2018**



## **DE-BRIEFING FROM RECENT ACTIVITIES**

# EU-IRAN SEMINAR ON DEVELOPMENT OF AGRI-FOOD TRADE, STANDARDS AND AGRICULTURAL COOPERATION



## EU Promotion SPS Seminar in Iran – 19-20/11/2018

### ***Objectives:***

- *To present EU standards for food safety and quality in more detail*
- *Promoting understanding of each other's agri-food systems*
- *Working towards transparency and removing unjustified barriers to international trade*



# **EU Promotion SPS Seminar in Iran 19-20/11/2018**

- 2 days in Tehran
- Target audience:  
Government officials  
Iranian business representatives
- Topics:  
Food safety and quality standards; SPS; Organic;  
GIs; Product-oriented sessions



## **Promotion and market access elements**

- Product oriented sessions: dairy, GIs, olive oil & vegetable fats, meat, sugar, fruit & vegetables
- Roundtable to address pressing market access issues
- Parallel technical meetings
- Stakeholder dinner with European chef



# EVALUATION SUMMARY

- **13** presentations from the EU side, **3** presentations from Iran side
- Around **200** qualified professionals attended
- **2/3** of respondents increased their overall knowledge on the EU and EU food safety and quality standards
- **77%** of respondents increased their knowledge about EU GI policy and products
- For **100%** of respondents the seminar either met or exceeded their expectations







## EU PAVILION AT CIIE Shanghai, 5-10 November 2018

Objective: Communicating key characteristics of EU  
agricultural food & beverage products:

Food safety  
Traceability  
Authenticity  
Tradition  
Nutritious value  
+ Special focus on Gis + Organics





## CIIE 2018



## ANIMATIONS AND ACTIVITIES

- Product display + Selfie corner
- Tasting area (6 stations)
- Cooking shows & policy information sessions
- Infopoint

# TASTING STATIONS

Meat  
Cheese  
Fruit and Vegetables and Olive Oil  
Spirits & Beer  
Wine  
Confectionery

Total of **56,941 samples** served



## EVALUATION

- **25** cooking and information sessions
- **1 900** cooking show participants in total (seated and standing)
- **above 90%** positive feedback on the design and activities of the pavilion
- **95%** learned about the quality of EU products, **93%** about safety, **92%** about diversity, **86%** about tradition, **85%** about GIs
- **10 000** visitors to the stand in total



# PLANNED PROMOTION ACTIVITIES IN 2019

## High Level Missions

- 16-19 February 2019 – Dubai
  - Business Delegation of up to 40 Delegates
  - Deadline for applications: **18 December 2018**
  - Programme coinciding with EU Pavilion at Gulfood 2019
  - Activities: business seminar, high-level business dinner, retail and site visits



# EU Promotion SPS Seminars

- Mexico – tbc June 2019
- Colombia
- India – tbc October 2019
- South Africa

## Communication campaigns

- Mexico



**ONGOING PROMOTION ACTIVITIES**

## Planned EU Presence at

- **Gulfood:** Dubai, 17 – 21 February 2019
- **Foodex:** Tokyo, 5 – 8 March 2019
- **Alimentaria:** Guadalajara, 5 – 7 March 2019



## ANIMATIONS AND ACTIVITIES

- Cooking shows & policy information sessions
- Product display
- Tasting area
- Infopoint
- Cooperation with EU MS!



# EU Pavilion at Gulfood 2019

- 176 m2
- Sector: Power Brands, Za'abeel Plaza
- Part of the "Taste the World" overall concept
- Focused on product tastings and exquisite cooking shows
- Open for cooperation with Member States' pavilions



## COMMUNICATION CAMPAIGNS



# Main Objectives

- *Create a positive awareness about and knowledge of the excellence of the EU agri-food products;*
- *Encourage business audiences to import, distribute, use and promote EU agricultural products;*
- *Encourage consumer audiences to purchase and consume EU agriculture products.*
- *Increase awareness and knowledge about the benefits of the EPAs (Canada; Japan)*



# Main Target Groups

- **Consumers:**
  - *Middle class*
  - *Millennials*
  - *Female consumers*
  - *Baby boomers*
- **B2B:**
  - *Buyers*
  - *Distributers*
  - *Retailers*
  - *HoReCa*
- **Media and Influencers**



# Main Key Messages

## European food and beverages

SAFETY	AUTHENTICITY	QUALITY
<ul style="list-style-type: none"><li>• High production standards</li><li>• Controls from Farm-to-Fork</li><li>• Traceability</li><li>• Animal and plant health</li><li>• Regionalisation</li></ul>	<ul style="list-style-type: none"><li>• Guarantee of Origin (PDO)</li><li>• PGI</li><li>• Traditions (TSG)</li><li>• Diversity</li><li>• Innovation</li></ul>	<ul style="list-style-type: none"><li>• Nutritious</li><li>• Healthy</li><li>• Tasty</li><li>• Organic</li><li>• Culture</li></ul>



## Communication campaign in the Middle East

- Budget: 1.5 million EUR
- Outreach: Campaign focused on United Arab Emirates and Saudi Arabia
- Creative concept:

**“The European Food and Drinks are More Than Just Food and Drinks, it is a Way of Life”**

More than **authenticity**, it is about know-how and traditions

More than **safety**, it is about high production standards and innovative solutions

More than **quality**, it is about taste and diversity of products





# MORE THAN FOOD. IT'S A PROMISE.

## ENJOY THE EUROPEAN WAY, TODAY.

Established processes and regulation gives you the peace of mind that the European produce on your table is safe for you and your family.

**Look for European produce  
at your local supermarket**

Discover more at [enjoyitsfromeurope.ae](http://enjoyitsfromeurope.ae)

ENJOY  
IT'S FROM  
EUROPE



European  
Commission

# MORE THAN CHEESE. IT'S A CRAFT.

## ENJOY THE EUROPEAN WAY, TODAY.

Creative artisans from across the continent work with the freshest milk to produce over 3,000 varieties of the tastiest, richest cheese.

**Look for European cheese  
at your local supermarket**

**SERVING SUGGESTION:**  
Blue cheese & honey

Discover more at [enjoyitsfromeurope.ae](http://enjoyitsfromeurope.ae)

ENJOY  
IT'S FROM  
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## Target audiences

- B2C: Local Arabs, Arab Expats, South Asian Expats
- B2B: Importers, Retailers, Hospitality Sector



## Main activities

- Story telling: Trips to European regions for social media influencers
- Online contents: website, social media, newsletters
- Tasting exhibitions and events with virtual reality equipment at food-related events
- Advertisement and media relations



# Communication campaign in Canada 2019 - 2020

Budget: 2 million EUR

Outreach: Toronto; Vancouver; Montreal

Creative concept:

*"Enjoy, it's from Europe is a relevant and passionate call to action to Canadians to reconnect and take the time to truly enjoy their food. Good food. Made with real ingredients and passion."*



## Main activities:

- *Media partnerships*
- *Chefs Ambassadors*
- *Influencer Engagement*
- *Familiarisation Trips*
- *B2B stakeholder Dinners*



# Communication campaign in Japan 2019 - 2020

Budget: 3 million EUR

Great Tokyo + Osaka

Creative Concept:

*Perfect Match = Japanese + EU ingredients = EU products are more accessible for everyday cooking*



## Main Activities:

- *Media partnerships (cooking TV program)*
- *Cooperation with cooking communities (Cookpad)*
- *Proactively Earned Meddia ( Japanese recipes with EU ingredients)*
- *Media familiarisation visits*
- *B2B familiarisation visits*
- *Trade shows*
- *B2B seminars and Workshops*
- *Stakeholder relations*



# Communication campaign in China 2019 – 2020

- Budget: 5 million EUR
- T1 cities: Beijing, Shanghai, Guangzhou and Shenzhen
- T2 cities: Chengdu, Qingdao, Tianjin, Wuhan, Chongqing, Xiamen



## China communication campaign 2019 – 2020: Main Activities

