



# Promotion of EU agri-food products - Own initiatives from the Commission

**Brussels, 21 June 2019**





- 1. De-briefing from the High Level Mission to Japan**
- 2. Promotion seminars**
- 3. Communication campaigns**
- 4. Market Entry Handbooks**

# High Level Mission to Japan, Tokyo

- 8-11 May 2019
- 60 Business Delegates, 22 MS + EU organisations, 1 journalist
- Market intelligence and networking programme
- New: Focus on the opportunities from EPA + latest developments/trends on the market

# Feedback by EU Business Delegates

- Response rate: 43%
- Overall satisfaction: 100% are satisfied (27%) or very satisfied (73%)
- Business impact ('Do you expect that your business in Japan will grow as a result of this visit?'): 88 % positive

# High Level Mission to Japan, Tokyo



# EU High Level GI Seminar, Singapore

- **16 July 2019**, Grand Hyatt Hotel Singapore
- Set in the context of ongoing approval process of European GIs and EU-Singapore FTA
- Expert and business sessions to help explain EU GI system
- Product display (tbc), roundtable discussion and cooking show
- Event coinciding with Speciality Fine Food Asia 2019 fair

# SPS Promotion Seminars

- **Mexico:** 9-10 July 2019

*Topics: modernised FTA, GIs, organic products, SPS and quality standards, product-focused sessions*

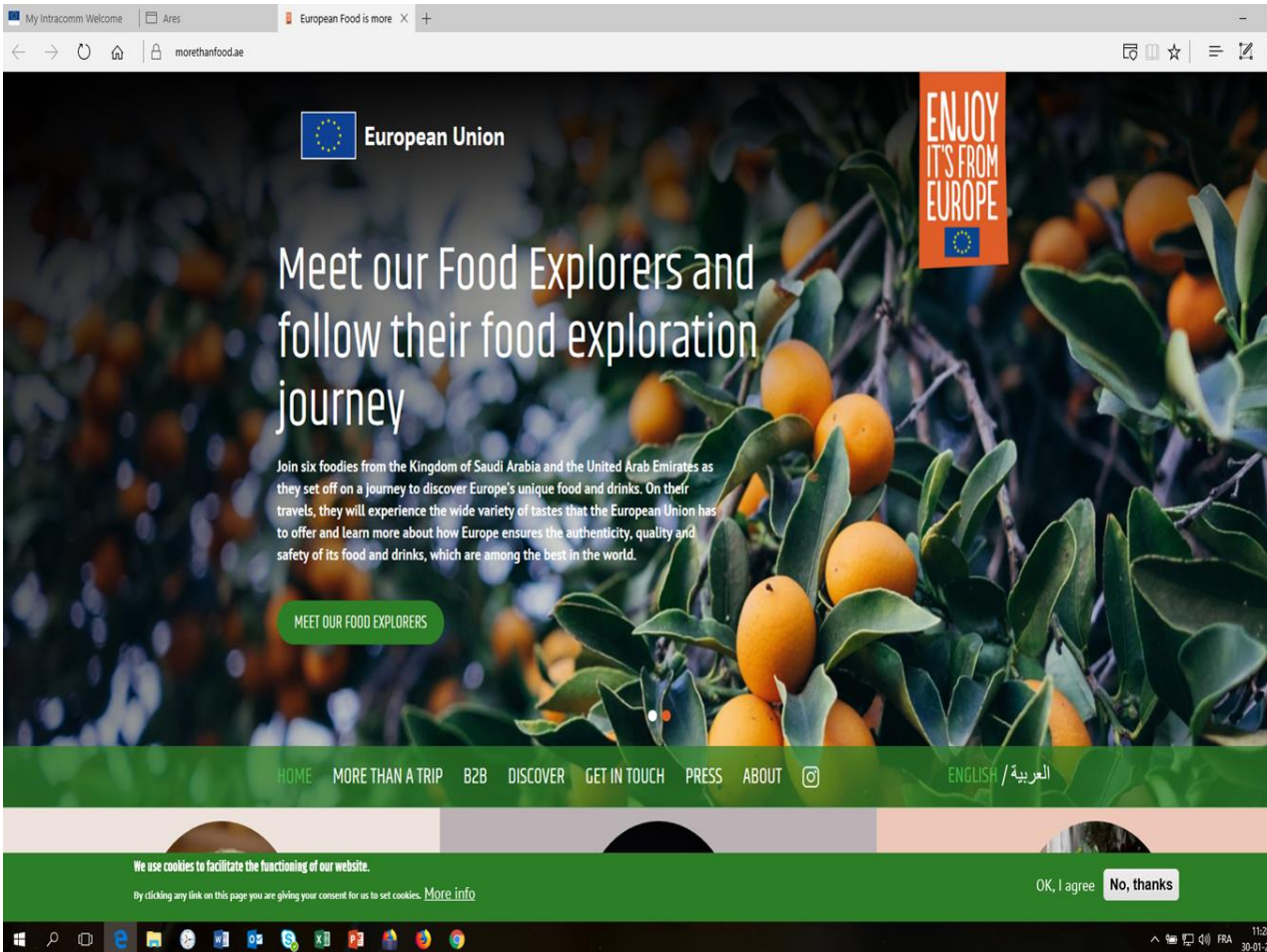
*Business-led sessions on milk & dairy, wines & spirits, olive oil, poultry, pig meat and meat products, fruit & vegetables*

*Roundtable debate, product display, cooking shows*

- **India:** 10-11 October 2019
- **Colombia:** 12-13 November 2019 (tbc)
- **South Africa:** 3-4 December 2019 (tbc)



# Communication campaign in the Middle East: "More Than Food"



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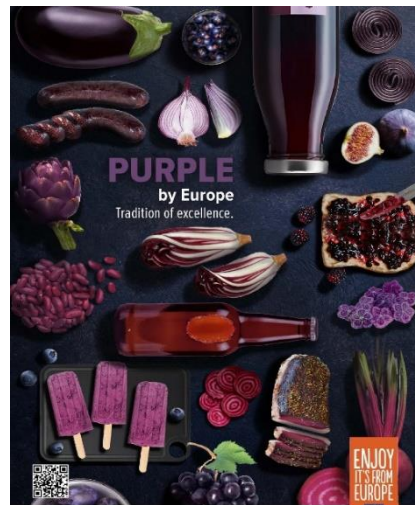
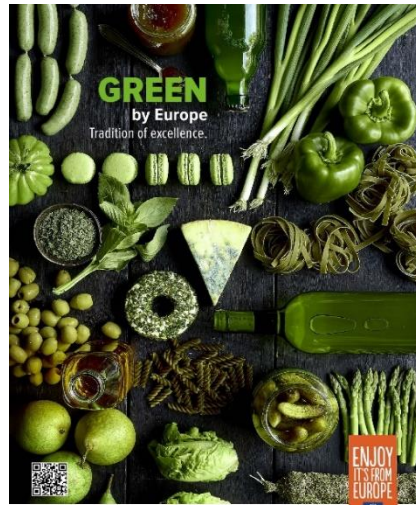
# Coming up...

- **Story telling ctd:** Trips to European regions for social media influencers: next to Belgium & Netherlands, Austria & Germany
- **Online contents:** website, social media, newsletters
- **Tasting exhibitions** with virtual reality equipment in malls
- **Masterclasses** for business audience
- Continuation until 2021, including **EXPO 2020:** "More Than Food Week"



# Communication campaign in China:

## Colours by Europe - RED/ORANGE/GREEN/PURPULE/WHITE by Europe. Tradition of excellence



# China communication campaign 2019 – 2020: First Activities

- Kick off events for **Chinese business representatives** in Beijing and Shanghai in May
- SIAL La Cuisine – cooking show – in May
- Open day for **Chinese consumers** in Beijing on 28 June
- GI Conference for Chinese professionals in Beijing on 28 June
- Professional tasting seminar in Tianjin in June
- Professional seminars at fairs in September
- **Social media** – WeChat, Weibo, Douyin







# Communication campaign in Japan "Perfect Match": Tastings at Farmer's Market - Tokyo



# Coming up...

- Communication campaigns in **Canada and Mexico**

# New Market Entry Handbooks

## AVAILABLE:

United Arab Emirates

Mexico

Japan

South Korea

Egypt

<https://ec.europa.eu/chafea/agri/enter-new-markets/market-information>

## COMING UP:

India

Colombia

Vietnam

Singapore

USA

South Africa

Thailand

Malaysia



European  
Commission

# Own initiatives from the Commission

