



EUROPEAN POULTRY
THE POWER OF QUALITY

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Lukasz Dominiak
General Director KRD-IG

Brussels (Info Day), 31/01/2018





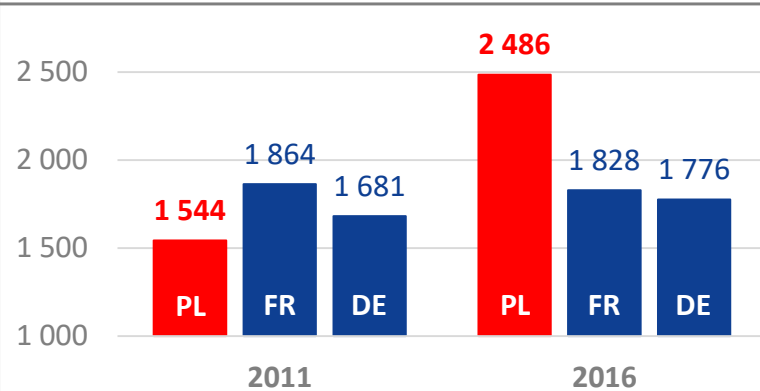
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MARKET SITUATION 2011-2016



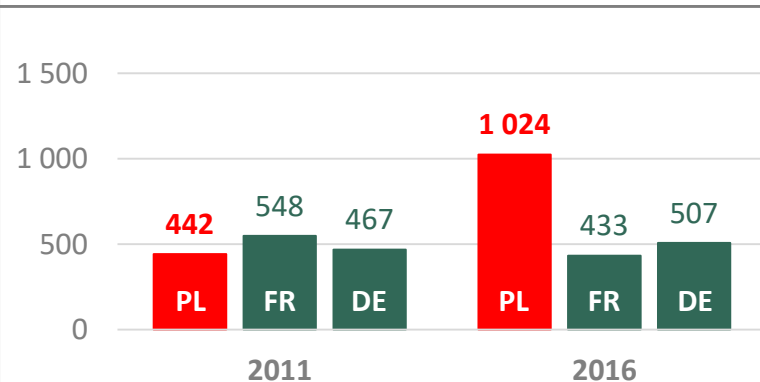
PL
61% Increase

PRODUCTION of Poultry Meat (1000 tons)



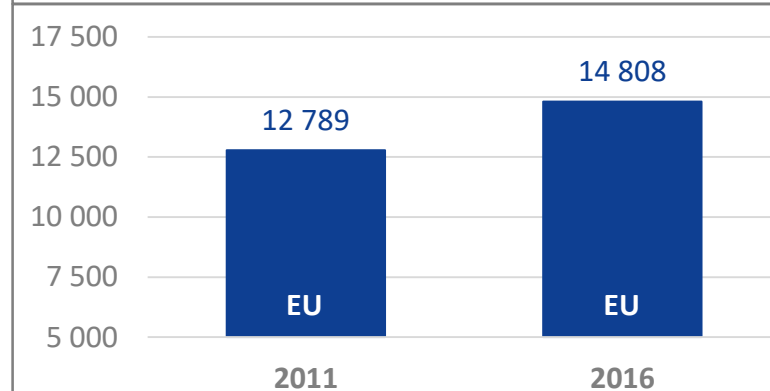
PL
132% Increase

EXPORT of Poultry Meat (1000 tons)



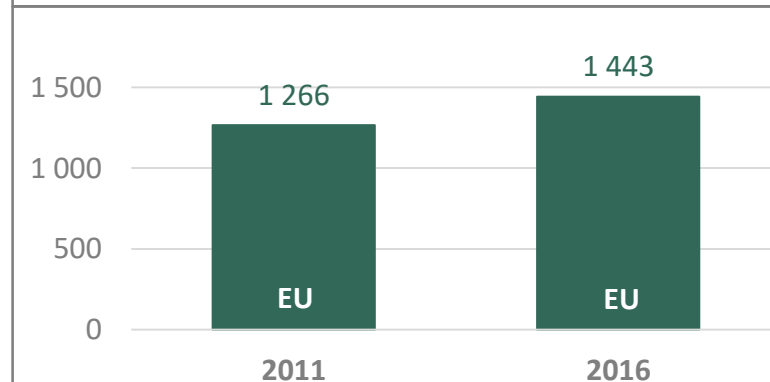
EU
16% Increase

PRODUCTION of Poultry Meat (1000 tons)



EU
14% Increase

EXPORT of Poultry Meat (1000 tons)

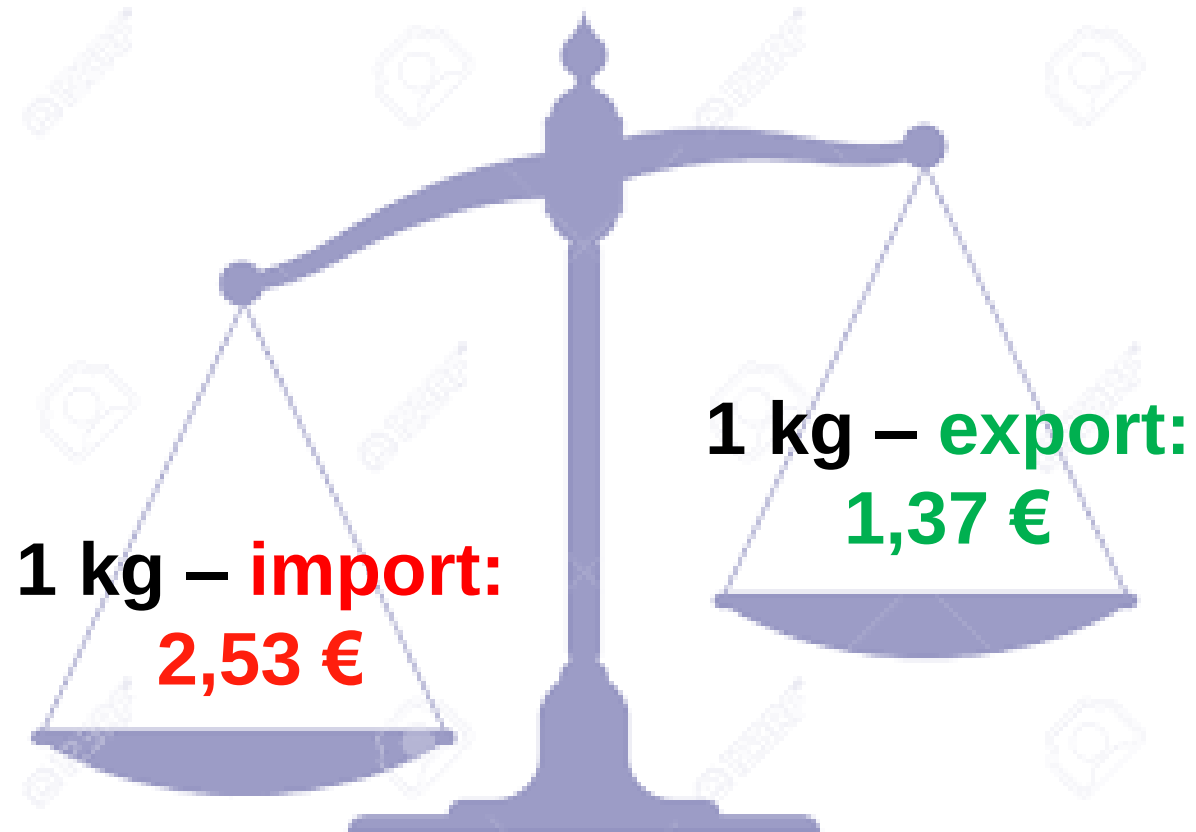


Source: a.v.e.c.'s Annual Report 2017



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(IN)BALANCE OF TRADE





EUROPEAN POULTRY
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THE NATIONAL POULTRY COUNCIL CHAMBER OF COMMERCE (KRD-IG)

- The leading poultry sector organisation in **Poland**
- Over **25 years** of activity
- **87 members** – large and medium companies
- Common share of the companies associated in KRD-IG exceeds:
 - ✓ **75% of the domestic market** and
 - ✓ **90% of export**
- Promotion experience: **2 EU programmes, 5 wide-ranging TV campaigns**, fairs, events, PR, SMM, etc.
- Active member of the following **EU organisations**:





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QAFP QUALITY SYSTEM



NATIONAL POULTRY COUNCIL
CHAMBER OF COMMERCE





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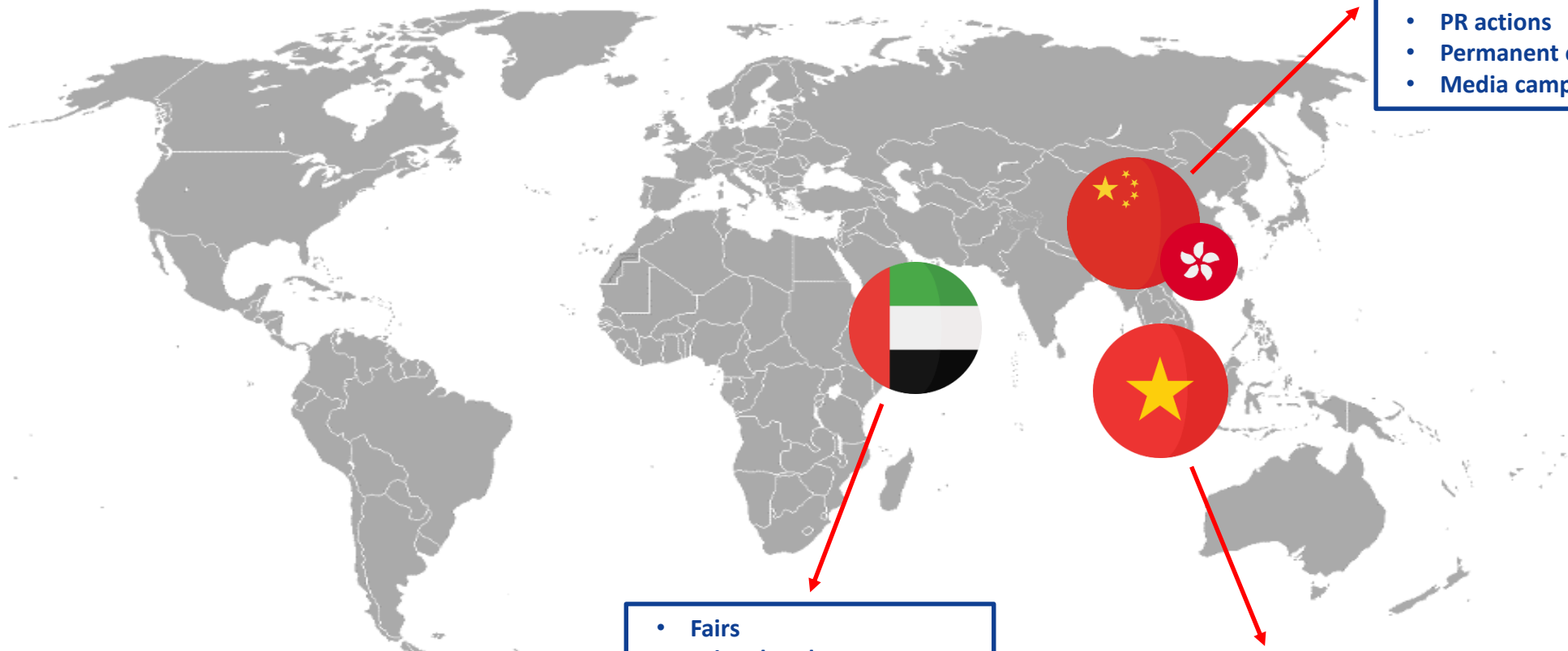
THE PROGRAMME

TITLE	<i>EUROPEAN POULTRY – THE POWER OF QUALITY</i>
TIMEFRAME	9 FEB 2016 – 8 FEB 2019 (3 YEARS)
TARGET MARKETS	CHINA (+ HONG KONG), VIETNAM and UNITED ARAB EMIRATES
BUDGET	4 192 470.00 €
CONTRIBUTION	EU: 50%, PL: 30%, OWN: 20% (POULTRY MEAT PROMOTION FUND)
KEY TOOLS	FAIRS, SEMINARS, TRADE MISSIONS, PRESS and ONLINE CAMPAIGNS, PR ACTIONS, WEBSITE, EXPERTS, PROMOTIONAL MATERIALS
MAIN ASSUMPTION	INCREASE THE MARKET SHARE BY CREATING A DEMAND FOR EU POULTRY MEAT PRODUCED WITHIN THE FRAMES OF THE QAFP QUALITY SYSTEM AND DEVELOPING ITS POSITIVE IMAGE



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TARGET MARKETS SPECIFICS



- Fairs
- Fair-related events
- Trade missions
- PR actions
- Permanent expert services
- Media campaigns

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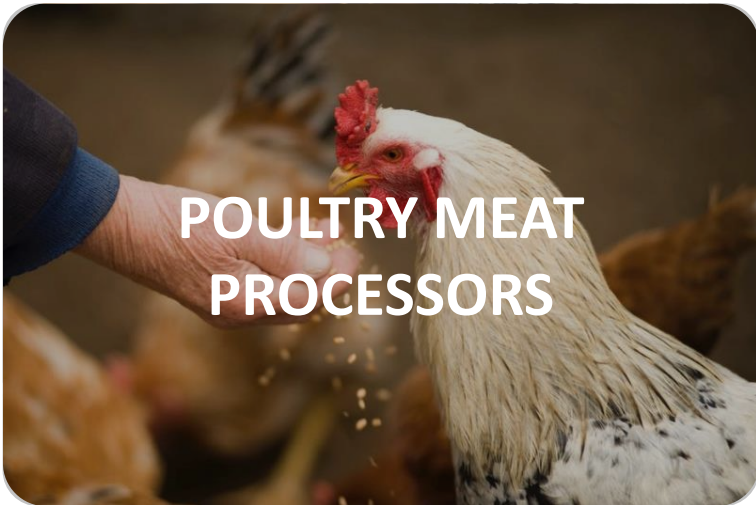
NATIONAL POULTRY COUNCIL
CHAMBER OF COMMERCE





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TARGET GROUPS



POULTRY MEAT
PROCESSORS



WHOLESALE, RETAILERS,
DISTRIBUTORS



HORECA: HOTEL,
RESTAURANT,
CATERING



OPINION LEADERS,
INFLUENCERS,
CIVIL SERVANTS



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TIME LINE

INFO DAY
31.01.2018

FAIRS

SIAL



VIETFOOD



SIAL



HOFEX



F&H



FMA



SFF



GULFOOD



SIAL



SIAL



YEAR 1

YEAR 2

YEAR 3

OTHER EVENTS

HLM MISSION TO VN



PL MISSION TO UAE



PRC MISSION TO PL



PRC MISSION TO PL



PL MISSION TO VN



PRC MISSION TO PL



VN MISSION TO PL



HLM MISSION TO PRC



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FAIRS



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TRADE MISSIONS





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MATERIALS SPECIFICS



OK✓



EUROPEJSKI DRÓB
W JAKOŚCI SIŁA

UNIA EUROPEJSKA WSPIERA
KAMPANIE PROMUJĄCE
WYSOKOJAKOŚCIOWE PRODUKTY ROLNE.

ENJOY
IT'S FROM
EUROPE



**JAKOŚĆ I SMAK
ZAWSZE IDĄ W PARZE**

Dowiedz się więcej na
www.european-quality-poultry.eu



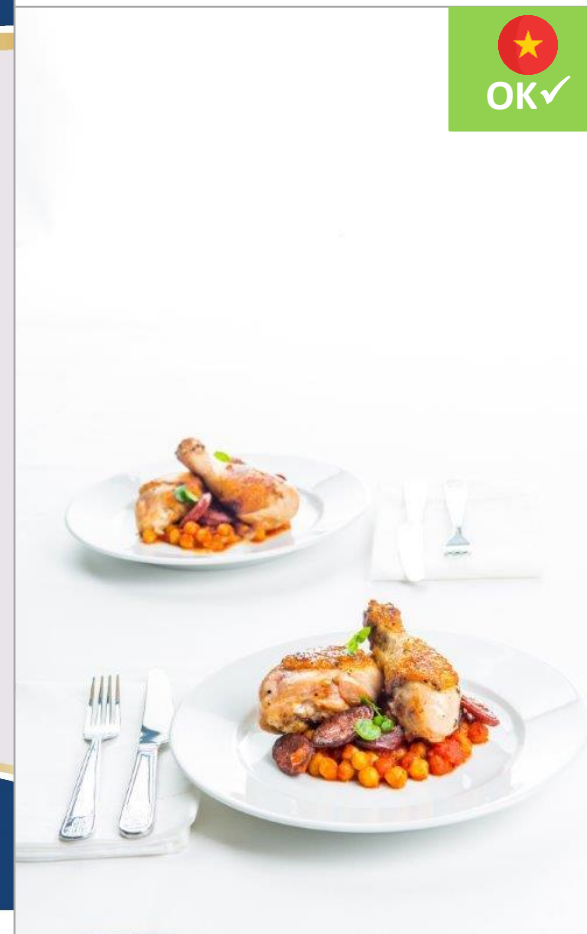
PAŃSTWO GOSPODARSTWA
ROLNO-PRZEMISŁOWE
KRAJÓW WYSTĘPUJĄCYCH NA TERYTORIUM



JAK RÓWNIEŻ Z FUNDUSZU
ROZWOJU WSI I ODRĘBNOŚCI



OK✓



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HIGH LEVEL MISSION VIETNAM, SINGAPORE, INDONESIA



HANOI, 3 NOV 2016



HCMC, 4 NOV 2016

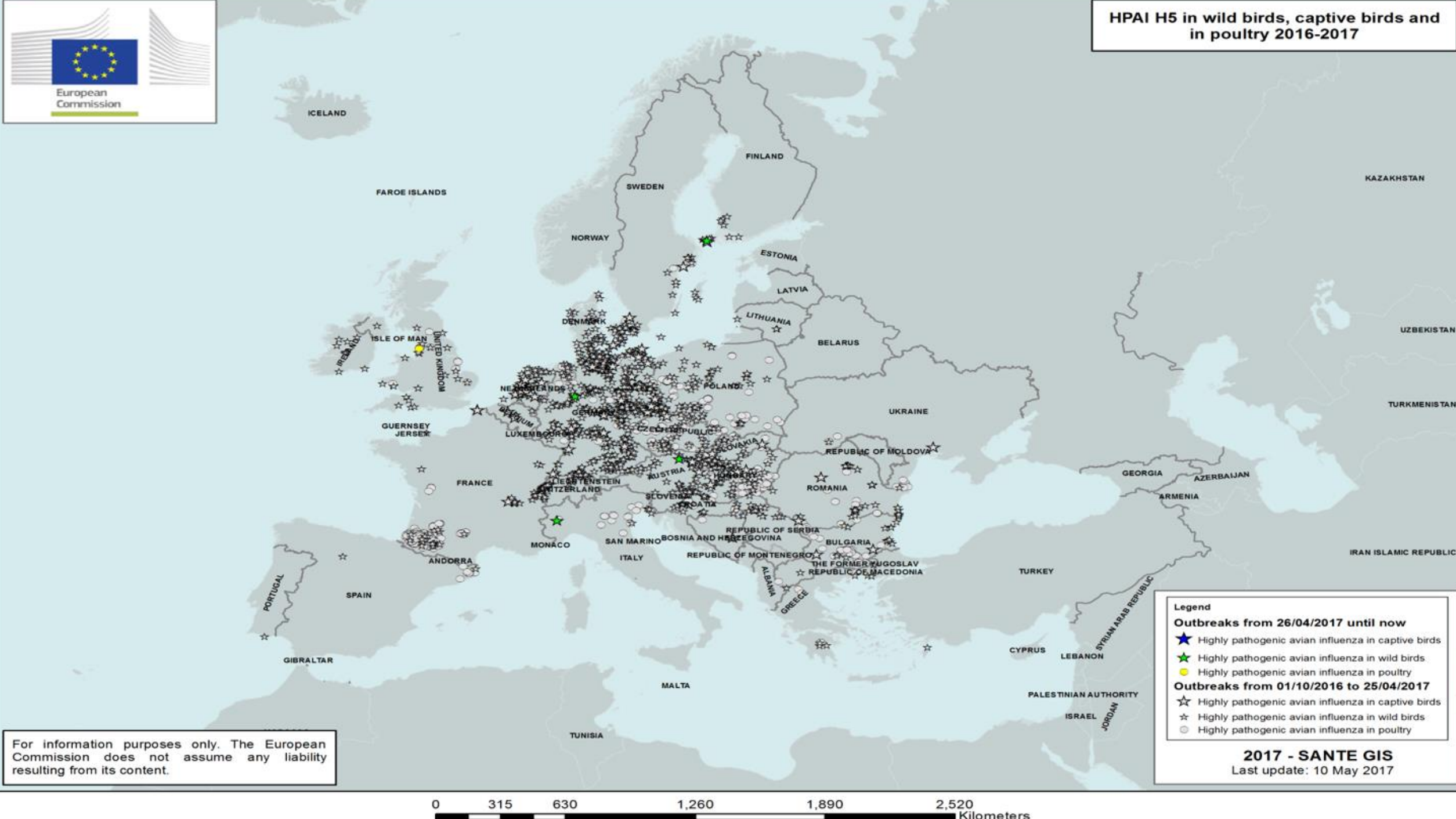


- ✓ **Achieving the economy of scale** in search for the best solutions regarding the promotion of EU agricultural and food products in 3rd countries, and at the same time
- ✓ **Encouraging representatives of other Member States** to take on promotional actions within the DG Agri financial mechanism





HPAI H5 in wild birds, captive birds and in poultry 2016-2017



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Legend

Outbreaks from 26/04/2017 until now

Highly pathogenic avian influenza in captive birds

Highly pathogenic avian influenza in wild birds

Highly pathogenic avian influenza in poultry

Outbreaks from 01/10/2016 to 25/04/2017

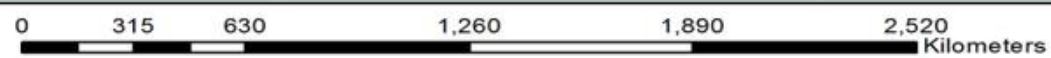
Highly pathogenic avian influenza in captive birds

Highly pathogenic avian influenza in wild birds

Highly pathogenic avian influenza in poultry

2017 - SANTE GIS

Last update: 10 May 2017





AVIAN INFLUENZA

1. Intra-EU trade:

- Restrictions only in relation to protection (3 km) and surveillance zones (10 km)
- Restrictions are lifted after 30 days

2. Export to Third Countries:

- **PROHIBITION:** CHINA, VIETNAM, Israel, Saudi Arabia, Taiwan, South Africa
- **REGIONALISATION:** HONG KONG, Belarus, Brasil, Lebanon, Moldova, Serbia, Ukraine
- **Restrictions should be lifted after 3 months** (according to OIE rules)
- **No specific restrictions** (accepting EU regulations): UNITED ARAB EMIRATES



FLEXIBILITY and ADJUSTMENT

- **A change in the programme's fairs agenda:**

In order to decrease the negative effects of the Avian Influenza outbreaks, it was decided to opt out from **Food & Hotel CHINA 2017** and participate in **FMA CHINA 2017** as well as **IFPS** instead.



- **An adjustment to trade mission's agenda and composition:**

To assure the Chinese decision-makers of the EU safety standards implemented by EU producers in light of the Avian Influenza outbreaks, it was decided to invite the **Chinese Veterinary Authorities (AQSIQ, CIQA)** to participate in the Trade Mission to Poland.

- **Widening the scope of the programme's meetings agenda:**

To properly address the tightening of Halal regulations in the United Arab Emirates (as well as other GCC countries), it was decided to expand the activities of the programme by focusing on meetings with **high-ranking Halal policy and decision-makers (ESMA)**.



THE PROGRAMME IN NUMBERS (TO DATE)

Campaign objective:
20% QAFP Awareness in 3 years

Results after the 1st year:

CHINA 10%

VIETNAM 14%

UAE 14%

7 international fairs 500 000 visitors in total

18 seminars over 1 000 participants

10 cooking shows 15 000 meals served

4 trade missions from the target countries 36 participants

3 trade missions to the target countries 35 participants

12 press titles annual circulation of 325 000

8 web portals over 10 000 000 unique visitors monthly

dedicated programme website over 13 000 unique visitors monthly



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THANK YOU FOR YOUR ATTENTION

Lukasz Dominiak

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CHAMBER OF COMMERCE



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We invite you to visit us
at Gulfood in Dubai
Stand: ZP-G16

Gulfood

18 - 22 FEBRUARY 2018
DUBAI WORLD TRADE CENTRE

