

Promotion: Own Initiatives 2019-2020

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Own Initiatives for Promotion: The Toolbox

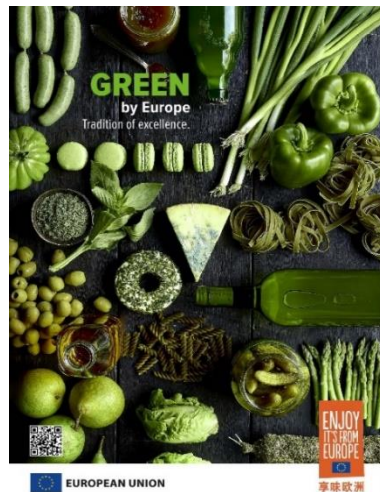
High Level Missions: Commissioner & Business Delegates



EU Pavilions at major international fairs



Communication Campaigns



Quality/SPS Seminars



High Level Missions 2019

United Arab Emirates

16-19 February 2019

- 37 Business Delegates, 17 MS + EU organisations
- Market intelligence and networking programme



Japan

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



EU Pavilions 2019

Gulfood Dubai (February)



Foodex Tokyo (March)



Alimentaria Guadalajara (March)



Ongoing Communication Campaigns

More Than Food campaign in the Middle East

- January 2019 – July 2021
- Primary focus: UAE and Saudi Arabia + Qatar and Kuwait
- B2C + B2B audiences
- Annual budget: €1 500 000.00



February 2021 at EXPO: Agriculture and Livelihood Development Week



Colours by Europe campaign in China, 2019 –2020

- Coverage: Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Qingdao, Tianjin, Chongqing, Xiamen
- B2C, B2B audiences, KOL, media
- Total Budget: €5 000 000.00



Beijing, Guangzhou, Hong Kong...



GI Conference for Chinese professionals in Beijing on 28 June



Perfect Match campaign in Japan 2019 - 2020

- Great Tokyo + Osaka
- Total budget: 3 million EUR
- B2C, B2B audiences, media



"More than Food" campaign in Canada

Toronto; Vancouver; Montreal

Budget: 2 million EUR

B2C, B2B audiences, media



Additional campaign activities

In order to help EU producers face challenges on the global markets:

- Commission's own campaigns operating in **Canada, China and Japan** will receive additional resources in 2020
- Additional Commission campaigns will start in **Singapore and Vietnam**

Total budget: **€10 million**

Quality/SPS Seminars 2019

- EU Seminar on Standards for Agri-food products, **Mexico City**, 9-10 July 2019
- EU High Level Seminar on Geographical Indications for Agri-food Products, **Singapore**, 16 July 2019
- EU Seminar on Food Standards, Farming Policy and Trade, **New Delhi**, 10-11 October 2019
- EU Seminar on Standards for Agri-Food Products, **Bogota**, 12-13 December 2019



New Market Entry Handbooks

AVAILABLE:

United Arab Emirates

Mexico

Japan

South Korea

Egypt

India

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

COMING UP:

Colombia

Vietnam

Singapore

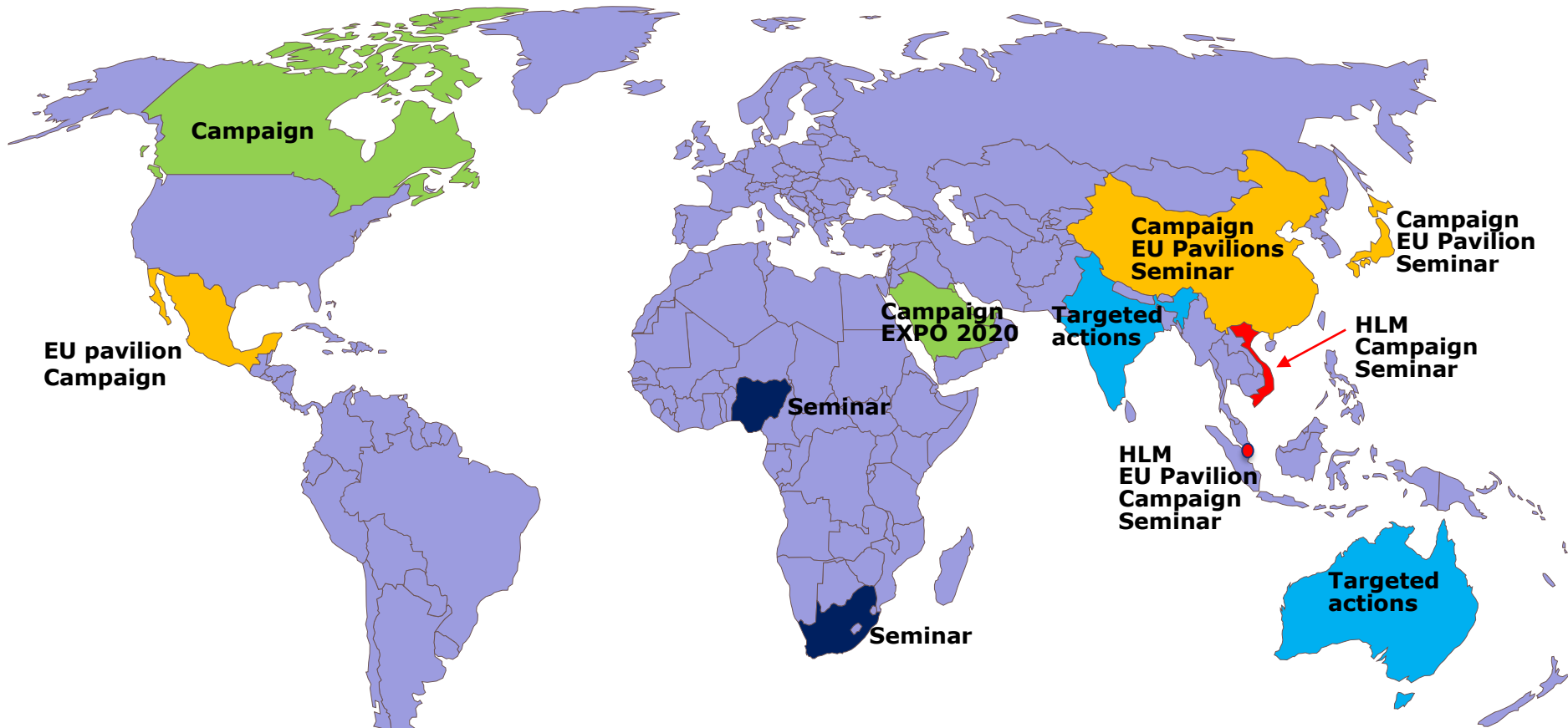
USA

South Africa

Thailand

Malaysia

2020: target countries



2020 activities

Singapore, Vietnam

- High level mission with business delegation – November
- Communication campaign – to launch
- EU pavilion at FHA fair in Singapore - March
- Quality/SPS seminar in Vietnam and tbc in Singapore

Japan

- Communication campaign ongoing (2019-20)
- EU pavilion at Foodex fair (March)
- Quality/SPS seminar

China

- Communication campaign ongoing (2019-20)
- EU pavilion at SIAL fair (May) and possibly CIIE (tbc, November)
- Quality/SPS seminar

2020 activities

Middle East

- Communication campaign ongoing (2019-21)
- Food tasting activities and advertisement campaign at EXPO 2020 Dubai (February 2021)
- EU pavilion at Gulfood fair (February 2021)

Mexico

- Communication campaign to be launched (2020-22)
- EU pavilion at ANTAD Alimentaria fair (March)

Australia, India

- Targeted promotion activities (events, pavilions etc.)

South Africa, Nigeria

- Quality/SPS seminars

Canada

- Communication campaign (2019-2020)

2020: target countries

