

ENJOY
IT'S FROM
EUROPE

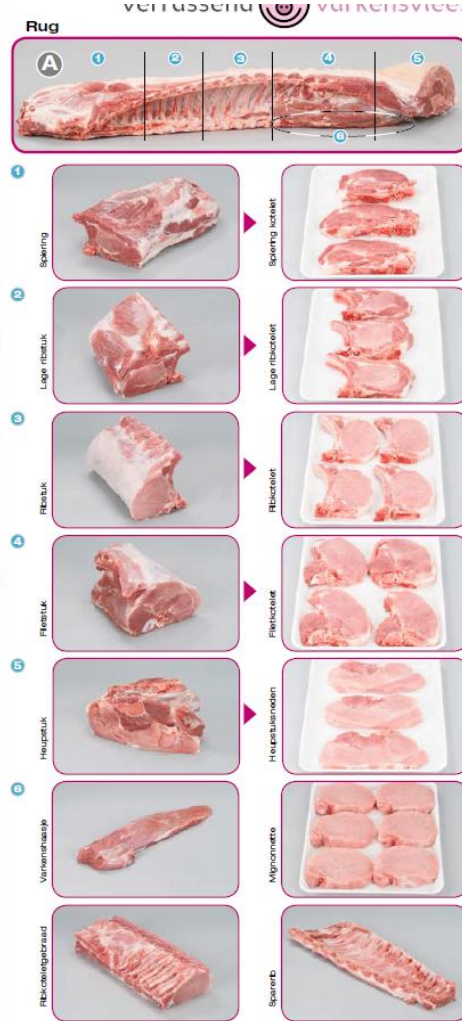
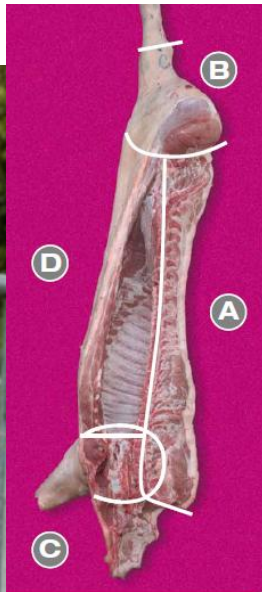


Art of European Pork Asia

Driving market diversification through an EU co-funded promotion programme

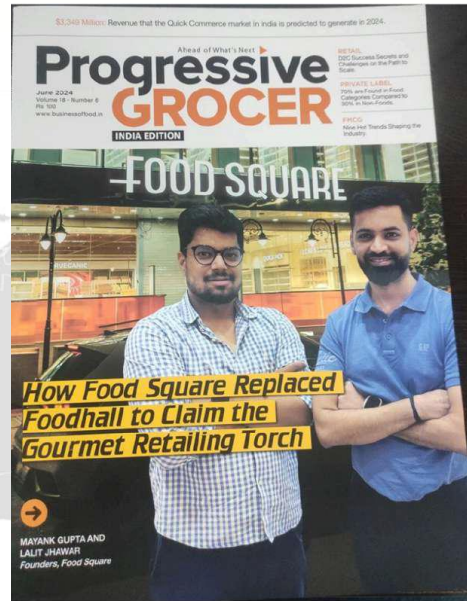
Art of European Pork Asia 2023-2025

Severe external shocks required a structural approach for diversification

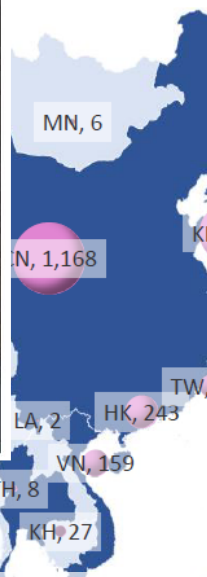


From Crisis to Programme Launch

A Thoroughly Prepared Approach



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Asia, 4,817

1. In-depth market analysis
2. Active engagement of exporting companies
3. Engagement with local stakeholders
4. Assessment of communication ecosystems

Art of European Pork Asia: 2023–2025: *Programme details*

Strengthen the **competitiveness** of European and Belgian pork by **diversifying export markets** and reducing dependency on a limited number of destinations.

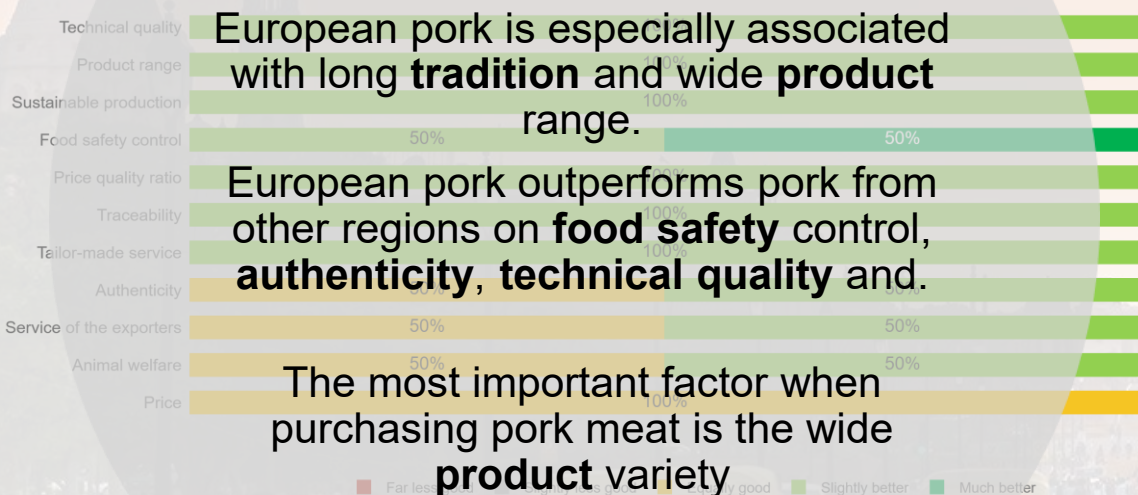
- **Target markets: Taiwan, Vietnam, India**
- **Strategic approach: awareness → market access & connection → trade**
 - Focus on **B2B awareness and credibility building**
 - Positioning on EU strengths: **food safety, traceability, quality and service level**
- **Key actions**
 - Trade fairs, trade missions, B2B events and matchmaking
 - Targeted communication and PR
 - Market intelligence and evaluation (economic & informative impact)
- Total investment: **€2.28 million**
- **Target result**
→ **market (risk!) diversification, economic return**



India – niche market

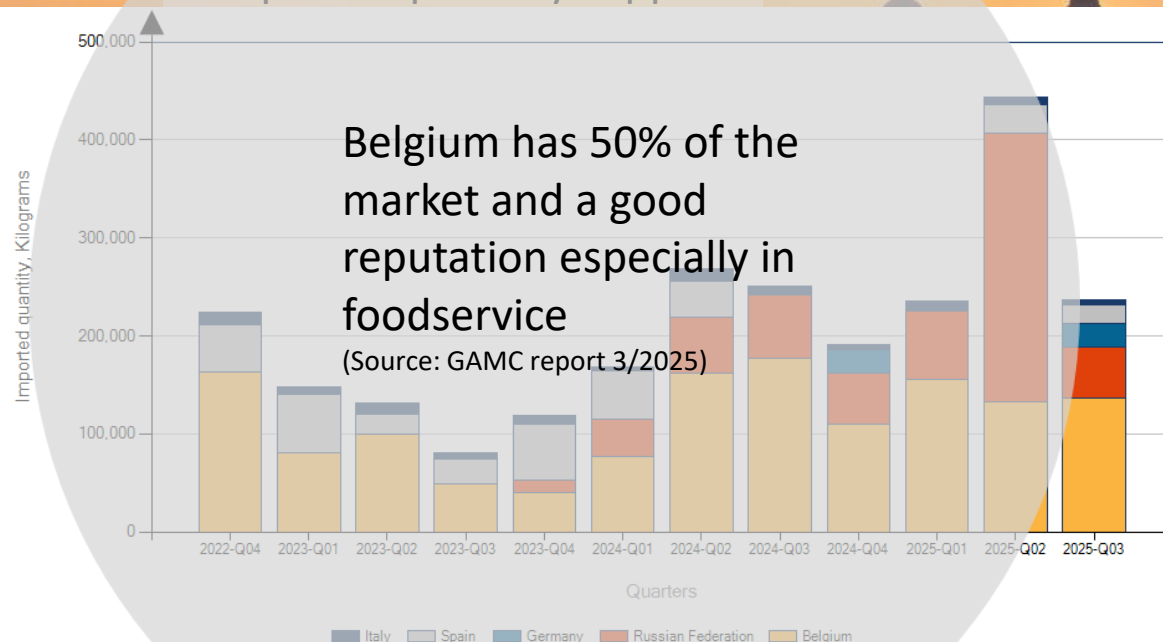
European pork confirmed its position as the No. 1 supplier, despite rising competition

EU pork quality - Comparison with other regions



(Source: European pork Evaluation report 2023-2025 by Profacts, 12/2025)

IN : pork imports by supplier





KRA PROW WITH STICKY RICE Thai style minced chicken with basil, bamboo shoot and baby corn	725
THAI HERB CRUSTED GRILLED CHICKEN with tamarind glaze and garlic rice	795
PRAWN FRITTER AND BLACK RICE with snow peas and spicy citrus sauce	895
PAN SEARED SNAPPER with cauliflower puree, bok choy, asparagus and black olives	1195
GRILLED TENDERLOIN, PRAWN, SCALLOPS with burrata mash, caper berries, cherry tomato, artichoke in hollandaise and port wine reduction	1995
ROASTED SPRING CHICKEN served with tian vegetables, creamy mash pot	
BELGIAN BARBEQUE SPARERIBS roasted garlic, jacket potato, quinoa and g	
GRILLED SALMON with carrot ginger mash, roasted pepper a	



An aerial night view of a city skyline, featuring a prominent skyscraper with a red and blue illuminated top. The city is densely packed with buildings, and the lights from the streets and buildings create a vibrant, colorful scene. The sky is a mix of orange and blue, suggesting a sunset or sunrise. The text "Thank you" is overlaid in the center of the image.

Thank you