



Own initiatives from the Commission

Brussels, 7/2/2019



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13:09



Post



Photo



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The story of Business Delegations, Seminars, Fairs and Campaigns

Commission organises a range of activities across the world to promote EU agricultural food and drink products:

Business Delegations

Seminars

Pavilions at fairs

Campaigns

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



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
- Total of **56,941 samples** served



PLANNED PROMOTION ACTIVITIES IN 2019

High Level Missions

- 16-19 February 2019 – Dubai
 - Business Delegation of 39 Delegates from 17 MS
 - Programme coinciding with EU Pavilion at Gulfood 2019
 - Activities: visit of Gulfood, business seminar, networking, retail and site visits



High Level Missions

- 08-11 May 2019 – Tokyo
 - Business Delegation of up to 70 Delegates
 - Deadline for applications: 20 February 2019 at

<https://ec.europa.eu/eusurvey/runner/HLMAgriJapan2019>

- Activities: business seminar, high-level business dinner, retail and site visits

EU Promotion SPS Seminars

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

Communication campaigns

- Mexico



ONGOING PROMOTION ACTIVITIES

Planned EU Presence at

- **Gulfood:** Dubai, 17 – 21 February 2019
176 m2; Sector: Power Brands, Za'abeel Plaza
Part of the "Taste of the World" overall concept
- **Foodex:** Tokyo, 5 – 8 March 2019
160 m2
Seminar on EPA EU - Japan
"Perfect Much" between EU and Japanese products
- **Alimentaria:** Guadalajara, 5 -7 March 2019
EU is Region of honour
Workshop/Seminar on GIs
- *Focus on product tastings and cooking shows*
- *Open for cooperation with Member States' pavilions*

ANIMATIONS AND ACTIVITIES

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

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
• High production standards • Controls from Farm-to-Fork • Traceability • Animal and plant health • Regionalisation	• Guarantee of Origin (PDO) • PGI • Diversity • Innovation	• Nutritious • Healthy • Tasty • Organic • Culture

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



European Union

ENJOY
IT'S FROM
EUROPE



Meet our Food Explorers and follow their food exploration journey

Join six foodies from the Kingdom of Saudi Arabia and the United Arab Emirates as they set off on a journey to discover Europe's unique food and drinks. On their travels, they will experience the wide variety of tastes that the European Union has to offer and learn more about how Europe ensures the authenticity, quality and safety of its food and drinks, which are among the best in the world.

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B2B

DISCOVER

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Target audiences

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

www.morethanfood.ae

@morethanfoodme

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
- Masterclasses for business audience
- 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*

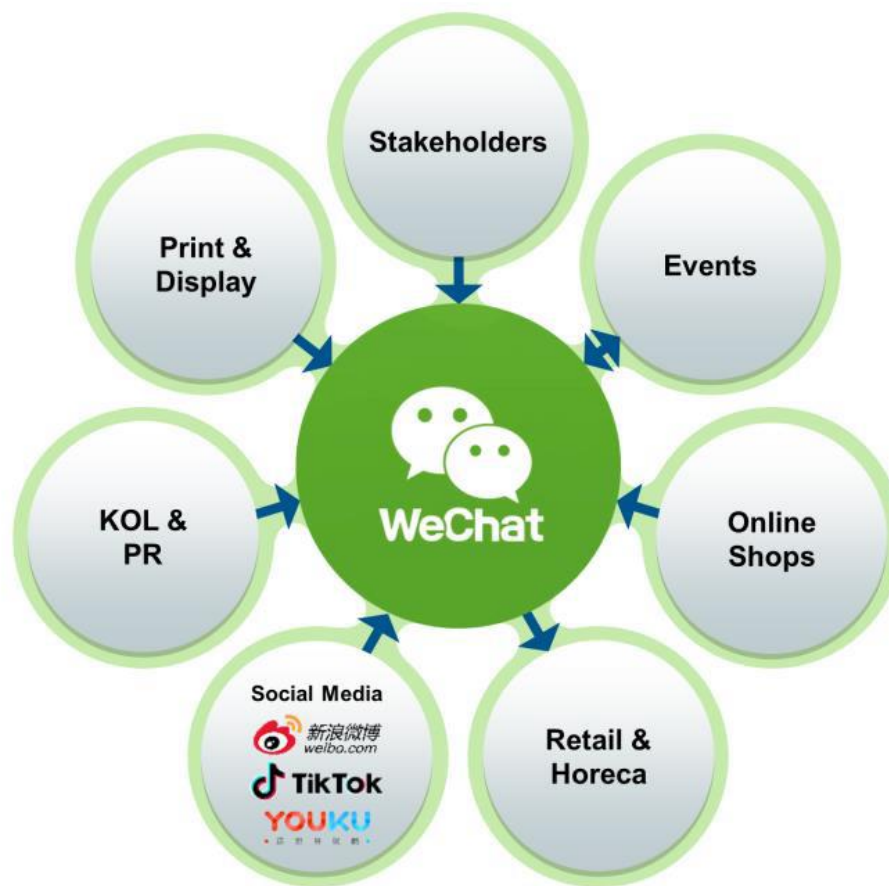
Main Activities:

- *Media partnerships (cooking TV program)*
- *Cooperation with cooking communities (Cookpad)*
- *Proactively Earned Media (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



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Seminars, Fairs
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