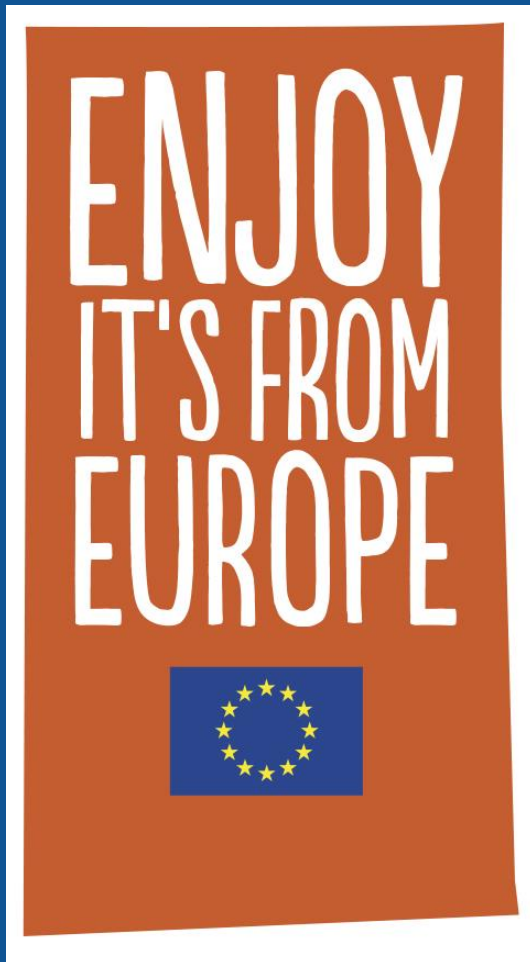


# Support tools for applicants

Info day on the Calls  
for Proposals 2018

*Brussels, 31 January 2018*

Anna Hedrzak  
Project Officer, CHAFEA.D-  
Promotion of agricultural products



## Content of presentation

1. Technical support services: objectives
2. EU agri-food promotion portal
3. Market handbooks
4. Events
5. Communication tools
6. Restricted access
7. Coming soon

# TECHNICAL SUPPORT SERVICES

## Objectives

**The Commission shall develop technical support services, in particular with a view to:**

- (a) encouraging **awareness of different markets**, including by means of exploratory business meetings;
- (b) maintaining a dynamic **professional network** around information and promotion policy, including providing advice to the sector with regard to the threat of imitation and counterfeit products in third countries; and
- (c) improving knowledge of Union rules concerning **programme development and implementation**.

# EU agri-food promotion portal

1. Develop a **website** and networking platform for EU stakeholders from the agricultural and food sector



## Country reports

### 2. Publish statistical and third country **reports**



#### **The Food and Beverage Market Entry Handbook: Iran**

A Practical Guide to the Market in Iran for European Agri-food  
Products and Products with Geographical Indications



#### **The Food and Beverage Market Entry Handbook: Saudi Arabia**

a Practical Guide to the Market in Saudi Arabia for European Agri-food  
Products and Products with Geographical Indications



#### **The Food and Beverage Market Entry Handbook: Canada**

a Practical Guide to the Market in Canada for European Agri-food Products  
and Products with Geographical Indications



## Events

3. Organise **events**: networking, information on EU funding, IP protection, country briefings.

### PROMOTION OF AGRICULTURAL PRODUCTS

**Info day on the Calls for Proposals 2018**

**31 January 2018, Brussels, Charlemagne Building**  
Rue de la Loi 170– 1040 Brussels



# **EU AGRI-FOOD PROMOTION PORTAL**

## Content type

### Information services

- Market entry conditions
- SPS regulation
- Reports



### Expert advice

- Webinars
- Listings of IPR Helpdesks and other EU-funded projects providing advice



## Content type

### Network of agrifood exporters

- Find a project partner



### Advice for potential beneficiaries of EU-funding

- Eligibility and other relevant information
- Database of EU-funded projects
- Webinars
- FAQs



# AVAILABLE TOOLS

# Find partners

## Get connected

To receive funding under the calls for Multi programmes for the promotion of agricultural products, unless you are an EU level organisation, you will need to submit a joint application, together with organisations from at least one other EU Member State. If you are interested in the calls for Simple programmes, you may also wish to find partners in your own country. Use the tool below to identify relevant partners (you must have registered with the website to do this).

### What are the benefits of connecting with other partners?

Having partners will open up funding opportunities: applications under the calls for multi programmes must be submitted by at least two proposing organisations from at least two EU Member States. Working with partners will also help you gain new valuable experience, make beneficial contacts for the future and increase your own organisation's visibility.



Use the search to identify relevant partner organisations. Alternatively, if you [register](#), you may browse the 'Cooperation profiles' created by individual organisations, which include programme's product details and target countries. Clicking on a profile will take you to the partner's page, containing the partners' needs, quick facts and contact information.

**FIND PARTNERS**

(🔒 registered users only)

# Interactive map of EU-funded projects



## Eligibility checker

# Eligibility checker

**1. My organization is established in one of the Member States of the European Union \***

☐ Yes

☐ No



European  
Commission

# Campaign visual creator

SEE HOW YOUR **CAMPAIGN VISUAL**  
COULD LOOK LIKE



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European  
Commission

## Webinars

ENJOY  
IT'S FROM  
EUROPE



### How to define a Communication Strategy



ENJOY  
IT'S FROM  
EUROPE



**How to set campaign  
objectives, impact  
indicators and  
how to measure results**

Webinar for promotion of  
agricultural products

March 2017



Webinar for promotion of  
cultural products

March 2017

**Identifying your products'  
competitive advantage**



Webinar for promotion of  
agricultural products

24 October 2017



## Webinars



**SOUTH-EAST ASIA**   
**IPR SME HELPDESK**

**IP Matters in the Food & Beverages Sector  
related to Vietnam, Singapore and  
Indonesia**

**South-East Asia IPR SME Helpdesk**

IP Expert Elio De Tullio

21 March 2017



Co-funded by  
the European Union

1



**The promotion policy  
of agricultural products**

**Rules on visuals**



*Webinar  
29 June 2017*



# FAQs

Find your answers in the  
**FREQUENTLY ASKED  
QUESTIONS**



1. Main rules of the basic act, delegated and implementing acts

2. Application, Selection and Management of programmes

3. Annual Work Programme for 2018

## 1.1. Introduction and definitions

[1.1.1 What is a promotion programme?](#)

[1.1.2 Why was the promotion policy reformed in 2014?](#)

[1.1.3 What are the main changes compared to the previous system?](#)

[1.1.4 The rules concerning the promotion aid scheme are in 4 different legislative texts, where could I find a more user-friendly compilation of the rules?](#)

[1.1.5 What is a "simple" promotion programme and what is a "multi" promotion programme?](#)

[1.1.6 What should be the size of a promotion programme in terms of budget?](#)

[1.1.7 Can you give examples of successful promotion programmes co-financed by the EU?](#)

# COMMUNICATION TOOLS

# Newsletters

**Calls for proposals 2018 now published!**

**Calls for proposals 2018 now published!**

[READ MORE](#)

**Info day on the Calls for Proposals 2018**

**INFO DAY ON THE CALLS  
FOR PROPOSALS 2018**

Registrations open



# **RESTRICTED ACCESS**

# Registered users

## User account

Sign-in

Register

**Username \***

Enter username.

**Password \***

Enter the password that accompanies your username.

LOG IN



### WHY REGISTER?

Register to access additional information and tools:

- Market reports
- Project partner search tool
- Webinars
- Newsletters

REGISTER

# COMING SOON

## Coming soon

### **Video recording:**

- How to submit a proposal

### **Stakeholder survey:**

- portal and support services

## Feedback

Help us improve the portal. We look forward to hearing from you.

### SURVEY

Help us improve this portal. We appreciate your opinion!

Were you able to find relevant information while browsing the website?

☐ Yes ☐ No

**SUBMIT**

### VISIT THE PAGE OF



Directorate General for  
Agriculture and Rural Development



**SEND FEEDBACK**

**Visit:** [www.agripromotion.eu](http://www.agripromotion.eu)

**Contact us at:** [chafea-agriportal@ec.europa.eu](mailto:chafea-agriportal@ec.europa.eu)

**Follow us on social media:** #EUAgriPromo and @EUAgri

**Thank you for your attention!**

