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ASSOCIATION

European  
Trade  
Promotion  
Organisations'  
Association

AIIBL



Meeting with **DG Agri**

# Market Entry Handbooks

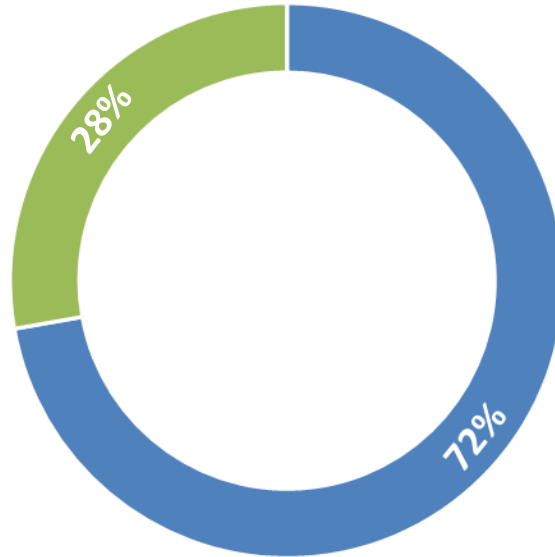
## ETPOA Survey Results

February 8, 2021

# Market Entry Handbook

**28% of respondents still do not know the Market Entry Handbooks**

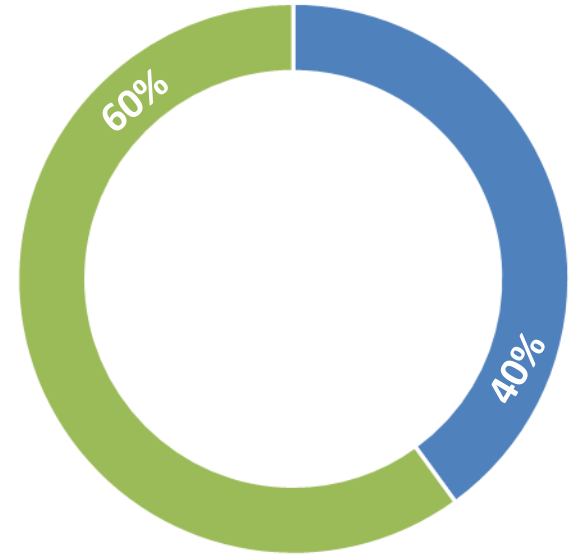
Have you heard of?



■ Yes ■ No

18 respondents to this question

Is your organisation currently involved or do you take part of the following EU activities?



■ Yes ■ No

15 respondents to this question

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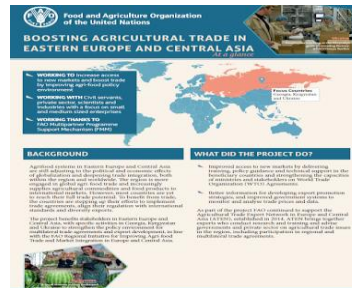
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# ETPOA Agrifood Promotion Committee (APC)

## Market Entry Handbooks (MEHB): APC survey

- ✓ MEHB gather relevant information for European agrifood SMEs
- ✓ APC can provide assistance to the preparation process:
  - ✓ Members' networks with qualitative & quantitative local data
  - ✓ Market experience





# ETPOA Agrifood Promotion Committee (APC)

## Market Entry Handbooks (MEHB): APC survey



- ✓ Growing interest in more specific information:
  - ✓ Organic, HORECA channel, Food & Drink digital platforms
  - ✓ Sectors: Dairy, Meat, Wine & Spirits, Chocolate & Confectionery...



# ETPOA Agrifood Promotion Committee (APC)

## Market Entry Handbooks (MEHB): APC survey

Suggestions for new MEHB: South Korea, Japan, China, UK...





## How we see future collaboration

- ETPOA members appreciate the continued **expansion** of the work on Market Entry Handbooks
- **ETPOA TPOs offices on the ground in each country** are at your disposal to work with the consultant and **assist with the preparation** of the studies by contributing their practical experience on the ground
- **Plan future market studies together** with MS' TPOs and APOs through ETPOA => ETPOA members will be happy to **provide informal and concrete feedback** on what **markets** are in demand by our agrifood SMEs, based on our daily work to help them go international
- **Communication:**
  - Optimise communication towards **MS' TPOs**
  - ETPOA member TPOs and APOs can assist the Commission to **promote these studies together** to ensure these studies reach the relevant companies



## Questions and Answers

Are there any questions?

