



European Commission's own initiatives for promotion - General update

Meeting with EPTOA, 8 February 2021

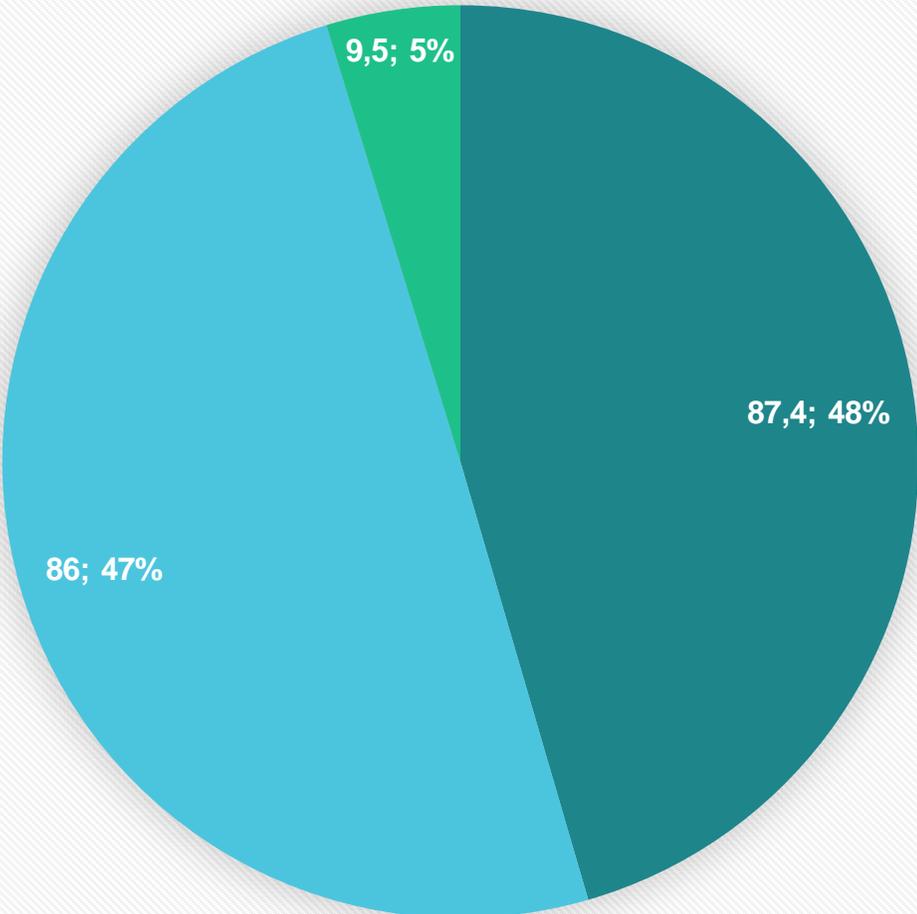
*Mikaël Meunier, DG Agriculture and Rural Development
'External communication and promotion policy' unit*

ENJOY
IT'S FROM
EUROPE



EU promotion policy: available budget

2021 Work Programme (million EUR)



■ MULTI Promotion programmes ■ SIMPLE Promotion programmes ■ EC Own Initiatives

Market entry handbooks – user evaluation

- August 2020 - 169 answers received
- Respondents' profiles
 - **2/3 represented 'SMEs' and 'National organisations/associations'**
 - **mainly from the 6 largest EU agri-food exporters** to third countries - Italy (19,5%), Spain (18,9%) and France (11,8%), followed by Greece (8,3%), Belgium (6,5%) and Germany (5,3%)
 - all product sectors represented

Results of the survey

- **42% had already consulted one of the Market entry handbooks** available on the Webportal
- 57% have never consulted them mainly because they were not aware of its existence.
- **Penetration of the MEHs is rather poor**
- Visibility on the portal will be improved; availability will be further advertised

Results of the survey

- 87% rate MEHs 'Good' or 'Very good'.
- 98% find MEHs easy to read.
- 91% find the associated factsheet useful.
- > 70% of the respondents who have consulted MEHs find all product sectors (75%) and all information they were looking for (70%).
- **The current MEHs (format / content) are highly appreciated by the ones who have consulted it and their quality is highly ranked / recognised. Some suggestions have been made to improve the current version (mainly content wise).**

Results of the survey

- **MEHs are a very important and useful tool** for the company/organisation of 94% of the respondents.
- 2 main uses:
 - initial assessment
 - more detailed assessment of a potential new market.
 - also, MEHs as a support to draft proposals for communication campaign or EU co-financed programme.
- **MEHs are a very useful tool for the SMEs / National associations & organisations → recommended to further cover additional countries and to update each MEH on a regular basis.**

2021 MEH planning

- Country coverage: **Australia, Indonesia, Mexico, Peru, Russia, Turkey**
- Format and structure essentially maintained with some improvements
- Sectors selected based on analysis of current trade and future trade prospects
- Core sectors covered in each handbook: **Fresh meat, Fresh fruit and vegetables, Dairy, Wine, Spirits, Olive oil, Chocolate and confectionery, Beer**

2021 MEH planning: additional sectors

	Australia	Indonesia	Mexico	Peru	Russia	Turkey
Pasta						
Proc. meat						
Proc. F&V						
Baked goods						
Honey						
Live plants						
Brkf. cereals						
Fruit juice						
Biscuits/bars						
Ice cream						
Pet food						
Baby food						

SPS/Quality policy seminars

- Fully online format
- Policy/regulatory presentations available in advance via online eLearning platform
- Interactive webinars, 2 half-days
- Special focus on selected sectors, e.g. meat, dairy, F&V, olive oil, wines and spirits
- Highlighting the benefits of trade agreements
- More attendees than in physical formats
- Target audiences: gov. authorities, food business (importers, retailers, distributors, Horeca), media
- **Next seminar planned with Japan on 19-20 April 2021**

EU pavilions at international fairs

Tentative planning 2021:

- SIAL China – 18-19 May
- Alimentaria Mexico – October tbc
- CIIE Beijing tbc



Activities update: Middle East

- Sponsorship of Organic & Natural VIP Lounge at Organic & Natural Exhibition, Dubai 15-17 December 2020
- B2C tasting activation in Abu Dhabi Yas Mall on 21-23 January
- B2C tasting activation in Riyadh Panorama Mall on 4-6 February
- New B2B events discussed, in preparation

Activities update: Mexico

- “A Trip to Europe in Every Bite” VIP dinner for media influencers: 28 October
- Inaugural B2C cooking workshop on 26 November
- First B2B masterclass held on 17 December
- Influencers activations
- Media partnerships
- B2C online product delivery in preparation

Activities update: China

- New Retail Campaign - video production on key messages
- Fusion recipe videos and taste of Europe videos
- Tasting in Chongqing, Technical Seminar in Xi'an and Tasting in Xiamen in January: very good results
- Olé supermarket promotion (December 2020): 78k offline visitors
- E-tail Benlai promotion in preparation
- Entry into force of the EU-China GI Agreement 1st of March – celebration foreseen 2nd half of March
- Hotelex, Shanghai (TBC) 29/03 – 01/04 2021

Activities update: Japan

- Newsletters
- Sponsored press content
- Partnerships with food content providers, food influencers, cooking communities (Cookpad contests), unpaid and paid social media and paid media (e.g. Asahi monthly lifestyle insert 'Bon Marché')
- Supermarket promotions (restart from May, depending on Covid situation)
- 5 B2B seminars (from March until Autumn 2021)

Activities update: Vietnam & Singapore

- Recipe videos
- Vietnam: Chef school masterclass
- B2B webinar at FHA Singapore – 18 March and in June/July
- Both: Supermarket promotions March/July and September
- Both: Outreach activities through website, (un)paid social media Facebook, LinkedIn, retailers communication channels,...
- Vietnam: Technical seminar on dairy (TBD)

Activities update: Australia

- Europe Day in Canberra: EU GI promotion event for Australia's government and diplomatic community – 7 May

New campaign: S. Korea, Thailand, Indonesia

- Contractors' offers in evaluation
- Campaign start: Summer 2021 tbc
- Duration: 1 year

Milestones

EVALUATION OF PROMOTION POLICY (2020)

Finalised July 2020

External Evaluation on the implementation of promotion policy between 2016-2019

Completed September 2020

Open Public Consultation on promotion policy

Due end 2020, to be published February 2021

Report from the European Commission to the European Parliament and Council on the **implementation** of promotion policy (Evaluation SWD published on 11 January 2021)

REVIEW OF PROMOTION POLICY (2021-2022)

Complete by end 3 Q 2021

Impact Assessment of policy options

Complete by end 2 Q 2021

Open Public Consultation on policy options
Conference on OPC outcome with all stakeholders

Regulatory Scrutiny Board positive opinion 4Q2021

By end 1 Q 2022 (RSB)

Legislative proposal for the review of promotion policy

Keep in touch



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



[EU Food & Farming](#)



[@EUAgri](#)

Thank you



© European Union 2021

Unless otherwise noted the reuse of this presentation is authorised under the [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/) license. For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

