Information portal on promotion of agricultural products

Info day on the Calls for Proposals 2017

Brussels, 31 January 2017

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

1. Technical support services: legal basis, annual work programme
2. Website, reports and events
3. EU agri-food promotion portal:
   • origin
   • objectives
   • target audience
   • multipliers / partners
   • content type and sections
4. Registered users
5. Coming soon
TECHNICAL SUPPORT SERVICES
Legal basis

2. 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**.
Annual Work Programme 2016 – 1.3.2

The following objectives shall be pursued by establishing technical support services:

- encouraging awareness of different markets by providing country, market research and statistical reports on key target countries listed under thematic priority 2 of the annual work programme

- 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, in particular by publishing the relevant information on an information portal
Annual Work Programme 2016 – 1.3.2

- improving knowledge of Union rules concerning programme development and implementation, mainly by providing adequate information online, organising or participating in events and fostering the development of a network of agro-food operators with the aim of helping operators to take part in co-financed programmes, to conduct effective campaigns or to develop their export activities.

The envisaged contracts concern the production of a web portal, of market research, country and statistical reports as well as other communication activities, such as organisation of events.
Website

1. Develop a **website** and networking platform for EU stakeholders from the agricultural and food sector.
2. Publish statistical and third country reports

The Food and Beverage Market Entry Handbook:
- Singapore: a Practical Guide to the Market in Singapore for European Agri-food Products
- Indonesia: a Practical Guide to the Market in Indonesia for European Agri-food Products
3. Organise **events**: networking, information on EU funding, IP protection, country briefings.

**PROMOTION OF AGRICULTURAL PRODUCTS**

**Info day on the Calls for Proposals 2017**

31 January 2017, Brussels, CCAB Building, room AB-0A
Rue Froissart 36 – 1049 Brussels

**AGENDA**

<table>
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<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:15 – 9:00</td>
<td>Welcome coffee and registration of participants</td>
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<tr>
<td>9:00 – 9:10</td>
<td>Welcome and introduction</td>
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<tr>
<td>Diego Canga Fano, Director of Directorate B, Quality, Research &amp; Innovation, Outreach, DG Agriculture and Rural Development, European Commission</td>
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<tr>
<td>9:10 – 9:30</td>
<td>The 2017 Annual Work Programme</td>
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<td>Lene Naesager, Head of Unit B1, External communication and promotion policy, DG Agriculture and Rural Development, European Commission</td>
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<tr>
<td>9:30 – 10:00</td>
<td>2017 calls for proposals: how to prepare and submit your proposal</td>
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<td>Aleksandra Mecilošek, Head of Unit Chafea.D, Promotion of Agricultural Products, Chafea</td>
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<tr>
<td>10:00 – 10:45</td>
<td>Questions &amp; Answers session</td>
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EU AGRI-FOOD PROMOTION PORTAL
Target audience

The main target groups of this action are the representatives of:
National and/or European organisations of producers for different agricultural product sectors (e.g. dairy, meat, fruit and vegetables, wine, etc.)
SMEs exporting within the EU and to third countries

The secondary target groups are:
National authorities (such as ministries of agriculture and paying agencies)
Organisations providing support for internationalisation of SMEs
Origin

Consultation with industry stakeholders via online survey:

802 email invitations we received 156 completed surveys (agricultural sector representatives, company representatives and producers and/or members of agricultural consortiums).
Please rank the discussed services from 1=most important to 5=least important:
What type of information service(s) would you expect to find from a European export support service? (Multiple answers possible)

- Information on sanitary and safety regulation in important target markets: 77.7%
- Customs and tax conditions in important target markets: 70.9%
- Contact information of important representatives in target markets: 68.9%
- Market research data for important target countries: 62.1%
- Information about market opportunities for specific products whenever: 62.1%
- Listing of existing export support services in the EU: 61.2%
- Legal information, listings of relevant legal institutions/law firms: 55.3%
- News and press releases on recent developments in the agriculture sector: 51.5%
- Step-by-step information on how to build an exporting business: 43.7%
- Reports on past business trips organised to important target markets: 33.0%
- Directory of trusted experts for important target markets: 28.2%
- Trade directory: 25.2%
- Directory of academic training opportunities on foreign trade in Europe: 23.3%
- Other (please specify): 4.9%
Through which channels would you prefer to receive information?

- E-Newsletters: 86.4%
- Newsletters: 57.3%
- Print brochures, fact sheets etc.: 33.0%
- Tablet / Smartphone App: 16.5%
- Videos / online videos: 9.7%
- LinkedIn Group: 9.7%
- Other (please specify): 5.8%
- Twitter: 3.9%
- Other: 1.0%
What type of events would you deem best suited to support export activity?

- Networking events: 62.1%
- Regional exhibitions in target markets: 38.9%
- Large-scale international trade exhibitions in key target markets: 49.5%
- Tailor-made trade visits for specific product groups in key target markets: 50.5%
- None of the above: 6.3%
Objectives

Complementarity
- Existing services screening
- Listings of existing services – support for exporters section
- Collaboration with other EU-funded projects, such as IPR Helpdesks, EU Gateway

One-stop shop for agri-food exporters
- All relevant information available in one place
- Content relevant to the agrifood industry, not general
- Tailor-made content, such as webinars and reports
- Interactive tools, such as campaign map and eligibility checker
Multipliers / Partners

- Media
- **EU-financed projects**, such as IPR Helpdesks, Enterprise Europe Network, EU Gateway etc.
- **Stakeholder Groups**, such as Civil Dialogue Group, Agrofood group within EEN
- **Local support services**, such as National Trade Promotion Agencies
- **Industry associations**
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
- Submission guidelines and other relevant information
- Database of EU-funded projects
- Webinars
- FAQs
Sections

Newsroom & Events

Stay up to date with developments linked to the promotion of agricultural products. For more in-depth information, sign in and register – this allows you to access market reports, newsletters and webinars, as well as find a project partner.
Enter new markets

EU policy on the promotion of agricultural products is designed to help the sector take advantage of the expanding and increasingly dynamic global agri-food market. This website brings together information from a range of sources so as to help you take advantage of new opportunities.

Do you need more information on a particular market? Details of exporting procedures? How to protect your intellectual property rights? Find out more on each of these points, or browse the library of relevant reading material.
Sub-sections

Support for Exporters

Get ready for your new, global venture. Locate experts with the know-how and experience to make your business international. Use the SME Internationalisation Portal to find support services in your own country or the target country, as well as other EU advice/help. Find out more on how the EU helps small businesses with international ambitions via the Enterprise Europe Network.

How does the EU support the internationalisation of EU businesses?

The table below indicates which service you might like to consider approaching, depending on your business needs and target market.

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Countries Covered</th>
<th>Website</th>
<th>Providing Advice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Europe Network</td>
<td>The Network helps EU small and medium enterprises (SMEs) innovate and grow internationally. It provides international business expertise with local knowledge across a range of targeted services (partnership, advisory, innovation support).</td>
<td>The 28 EU and 38 non-EU countries</td>
<td><a href="http://een.ec.europa.eu/">http://een.ec.europa.eu/</a></td>
<td>Yes</td>
</tr>
</tbody>
</table>
Sub-sections

Market information

Browse this database of resources on national and regional markets as you prepare to launch international operations. Use the search on the right to identify specific information. For more general guides and reports, visit the library.

For information on import conditions for non-EU markets, take a look at the Market Access Database (MADB), which offers details of tariffs, procedures and formalities, statistics on trade flows, trade barriers, sanitary and phytosanitary issues, rules of origin and services for SMEs.

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**Economic Partnership Agreement Between the West Africa and the EU**
Dec 15 2000
Benin, Burkina Faso, Cape Verde, Gambia, Ghana, Guinea-Bissau, Liberia, Mali, Nigeria, Senegal, Sierra Leone, Togo

**The EU-Korea Free Trade Agreement in practice**
Jan 1 2011
South Korea
Sub-sections

Intellectual Property Rights (IPR)

Intellectual Property Rights (IPR)

Intellectual property rights (IPR) protect those who have created an invention, design, symbol, commercial name or image. Examples include trademarks and patents as well as geographical indications, which come under the EU quality schemes for agricultural products.

More on EU quality schemes for agricultural products

More on geographical indications and bilateral agreements between the EU and third countries

IPR Helpdesks

Need expert advice on a specific IPR issue? Ask an expert via one of the IPR helpdesks.

For advice on European cross-border activities, contact the European IPR Helpdesk. If you are active
- or considering becoming active
- in China, Latin America or South-East Asia, select the relevant helpdesk for region-specific information.
Sections

Funding opportunities

- Calls for Proposals
- Eligibility
- Simple & Multi Programmes
- Legal Framework
Sub-sections

Calls for Proposals

Find out more about the calls for simple and multi programmes. Search the Participant Portal for an appropriate call and find guidance on how to apply.

**NEWS CALLS ARE OPEN**

Calls for proposals for simple and multi programmes have been published. The submission deadline is 20 April 2017. You can apply via the Participant Portal.

How to prepare and submit a proposal

The information below can help you through the application process once you have found a call for proposals of interest.

For more information on different types of programmes, check the simple & multi programmes section.

More details on Eligibility criteria, including the "eligibility checker" can be found in the eligibility section.
Eligibility can refer to applicant profile, promoted products and schemes, or activities. For a complete account of eligibility, check out the overview below. You can also use our eligibility checker to assess your eligibility.
Sub-sections

Simple & Multi Programmes

See the descriptions below to determine whether you should apply for a simple or multi call.

**SIMPLE PROGRAMME**

Commission decision on simple programmes 2016

Following the 2016 call for proposals for simple programmes for information provision and promotion measures for agricultural products, 199 programme proposals have been submitted by 28 April 2016. The Commission has adopted a decision determining the simple programmes selected.

- Read the news
- List of selected programmes
- Statistics on submitted and adopted programmes

**MULTI PROGRAMME**

Outcome of evaluation of multi programmes 2016

Following the 2016 call for proposals for multi programmes for information provision and promotion measures for agricultural products, 27 programme proposals have been submitted by 28 April 2016.

- List of multi programmes
- Statistics on submitted and adopted programmes

See statistics on previous calls, as well as lists of approved programmes.
Sections

Campaigns

Find a campaign relevant to a product and country of interest. For each campaign, browse products or schemes promoted, participating organisations and campaign budget, as well as target markets.

Click on 'Campaigns map and statistics', to open a colour-coded map of the world. Select a country to see an overview of each programme running in the selected country. Use the filters to pinpoint campaigns of interest by selecting proposing country, programme type, target market and product sector.

A complete list of campaigns around the world, along with a brief description and link, is also available.
Sub-sections

Campaigns map and statistics

Select a country for details of the programmes (adopted as of 2014) and products currently promoted there. You may also access a list of all campaigns for each proposing country. The map allows you to switch between the two views. Alternatively, you can use the filters to extract precise results.

Target market view

Showing 1 - 5 of 130
Sub-sections

Campaigns in the spotlight

Showing 1 - 4 of 4

Promotion of EU pork and pork products in the retail and food service sector in China and Hong Kong

This three-year Danish promotional and information programme informs modern retailers and food service operators (and indirectly consumers) in China and Hong Kong about the safety and taste of European pork.

Campaign on the EU Community rules on PDO and PGI and products with these appellations in the PRC

The purpose of this programme is to improve awareness within China of EU rules concerning the protection of geographical indications, particularly focusing on the hop and beer sector, by displaying qualitative specificities related to their guaranteed origin.
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.
Registered users

User account

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

Newsletters – EU Agripromo news

Featuring:
- Latest news
- Information on open calls
- Exporter's corner
- Events calendar
- Best practices
Coming soon

Webinars

Featuring:
- How to define a communications strategy
- How to set campaign objectives, impact indicators and how to measure results of the communication campaign
- Market entry handbooks: Vietnam, Singapore and Indonesia
- IPR rights in South-East Asia
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

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Contact us at: chafea-agriportal@ec.europa.eu

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Thank you for your attention!