

Brussels, 5.12.2018
SWD(2018) 482 final

COMMISSION STAFF WORKING DOCUMENT
Accompanying the document

**REPORT FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT AND
THE COUNCIL**

**Interim Report in accordance with Article 26(1) of Regulation (EU) No 1144/2014 of the
European Parliament and of the Council of 22 October 2014 on information provision
and promotion measures concerning agricultural products implemented in the internal
market and in third countries and repealing Council Regulation (EC) No 3/2008**

{COM(2018) 788 final}

Contents

Section 1: Statistics on the calls for proposals

1. CALL FOR PROPOSAL AGRI-SIMPLE-2016.....	2
2. CALLS FOR PROPOSAL AGRI-MULTI-2016.....	9
3. CALL FOR PROPOSAL AGRI-SIMPLE-2017.....	13
4. CALL FOR PROPOSAL AGRI-MULTI-2017	19
5. CALL FOR PROPOSAL AGRI-SIMPLE-2018.....	24
6. CALL FOR PROPOSAL AGRI-MULTI-2018	30
7. EVALUATION OF THE PROPOSALS FOR PROMOTION PROGRAMMES	35

Section 2: Statistics and details on Commission's own initiatives

1. HIGH LEVEL MISSION TO COLOMBIA AND MEXICO, 7-12 FEBRUARY 2016	36
2. HIGH LEVEL MISSION TO CHINA AND JAPAN, 16-22 APRIL 2016	38
3. HIGH LEVEL MISSION TO VIETNAM, SINGAPORE AND INDONESIA, 2-9 NOVEMBER 2016 ...	40
4. HIGH LEVEL MISSION TO CANADA, 30 APRIL – 3 MAY 2017	42
5. EU PAVILION AT SIAL CANADA IN TORONTO, 2-4 MAY 2017	43
6. HIGH LEVEL MISSION TO SAUDI ARABIA AND IRAN, 7-13 NOVEMBER 2017	44
7. EU Pavilion at SIAL Middle East, 12-14 December 2017	47
8. SPS Seminar Korea, 20-21 March 2018.....	49
9. High Level Mission to China. 14-19 May 2018.....	51
10. EU pavilion at SIAL China, 16-18 May 2018	52

Section 3: Details on technical support

1. Objectives and target audience	54
2. EU agri-food promotion portal	54
3. Events	60
4. Information and promotion campaigns	61

COMMISSION STAFF WORKING DOCUMENT

Accompanying the document

REPORT FROM THE COMMISSION TO THE EUROPEAN PARLIAMENT AND THE COUNCIL

Interim Report in accordance with Article 26(1) of Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008

Section 1: Statistics on the calls for proposals

1. CALL FOR PROPOSAL AGRI-SIMPLE-2016

1.1. Submission statistics

Number of proposals by topic, requested grant and comparison with the available budget

Topic	Number of proposals	Requested grant (EUR)	Available budget (EUR)	Requested/available
SIMPLE-01-2016 – Union quality schemes	33	28.936.430	10.050.000	288%
SIMPLE-02-2016 – Merits of Union agricultural products	36	46.503.300	6.700.000	694%
SIMPLE-03-2016 - promotion on milk/dairy, pig meat products or a combination of those two	23	44.421.614	12.350.000	360%
SIMPLE-04-2016 - promotion in China, Japan, South Korea and Taiwan	19	31.645.859	11.725.000	270%
SIMPLE-05-2016 - promotion in USA and Canada	27	35.565.457	11.725.000	303%
SIMPLE-06-2016 - promotion in Central and South America and the Carribbean	2	1.021.981	7.035.000	15%
SIMPLE-07-2016 -	6	6.625.481	7.035.000	94%

promotion in South East Asia				
SIMPLE-08-2016 - promotion in Africa and the Middle East	9	12.411.296	4.690.000	265%
SIMPLE-09-2016 - promotion in other third countries	9	9.479.369	4.690.000	202%
SIMPLE-10-2016 - promotion of milk/dairy products, pig meat products or a combination of those two targeting any third country	35	93.860.125	21.000.000	447%
Total call AGRI-SIMPLE-2016	199	310.470.913	97.000.000	320%

Number of proposals by Member State

Member state	Number of proposals
Austria	3
Belgium	13
Bulgaria	3
Cyprus	1
Czech Republic	1
Germany	2
Denmark	3
Estonia	1
Greece	41
Spain	22
Finland	2
France	17
Croatia	2
Hungary	1
Ireland	5
Italy	45
Lithuania	9
Latvia	3

Netherlands	4
Poland	4
Portugal	3
Romania	1
Slovenia	7
Slovakia	1
United Kingdom	5
Total	199

Number of submissions by type of proposing organisation

Type of proposing organisation*	Number
EU level trade or inter trade organisation	0
Agri-food sector body	51
Producer association	98
MS level trade or inter trade organisation	148
Total n° of applicants	297

* - based on declarations made by applicants

Information on or promotion of quality schemes*

	SIMPLE internal market	SIMPLE third countries
EU quality schemes	43	50
Organic production method	14	17
Outermost regions	16	3
National quality schemes	15	13

* - based on declarations made by applicants; same proposal can promote more than one quality scheme

Proposals by product sector

Product sector	Number of proposals	Requested budget (EUR)	Share of total requested budget (EUR)
Fresh and processed fruit and vegetables	42	60.881.350	19.6%
Meat	30	51.843.533	16.7%

Dairy products	29	70.932.421	22.8%
Other eligible products	8	7.530.212	2.4%
Wine, cider and vinegar	7	2.509.772	0.8%
Beer	6	4.055.981	1.3%
Cereals	3	1.412.912	0.5%
Horticultural products	3	2.717.886	0.9%
Spirits, liqueurs and vermouth	3	3.292.734	1.1%
Bread, pastry, cakes, confectionery, biscuits and other baker's wares	2	1.788.508	0.6%
Olive oil	2	3.715.119	1.2%
Beverages made from plant extracts	1	2.530.671	0.8%
Eggs	1	709.047	0.2%
Fishery and aquaculture products	1	734.505	0.2%
Honey and beekeeping products	1	279.245	0.1%
Sugar	1	575.960	0.2%
Mixed products	59	94.961.058	30.6%
of which <u>baskets with wine</u>	32	35.698.283	11.5%
Total	199	310.470.913	100%

1.2 Statistics on accepted proposals

Evaluation outcome

	SIMPLE call	
Status of proposal	Number of proposals	%
Accepted	60	30%
Reserve list	19	10%
Rejected - no budget	26	13%
Rejected - below threshold	52	26%
Ineligible	42	21%
TOTAL	199	100%

Number of proposals by call and topic, requested grant and consumption of indicative budget per topic

Topic	Number of proposals	Requested grant (EUR)	Indicative budget (EUR)	Share of indicative budget spent
SIMPLE-01-2016	8	5.953.197	10.050.000	59%
SIMPLE-02-2016	6	9.901.855	6.700.000	148%
SIMPLE-03-2016	10	11.073.863	12.350.000	90%
SIMPLE-04-2016	6	11.252.044	11.725.000	96%
SIMPLE-05-2016	9	18.557.750	11.725.000	158%
SIMPLE-06-2016	1	963.331	7.035.000	14%
SIMPLE-07-2016	4	4.868.055	7.035.000	69%
SIMPLE-08-2016	4	7.732.315	4.690.000	165%
SIMPLE-09-2016	4	4.202.627	4.690.000	90%
SIMPLE-10-2016	8	19.727.078	21.000.000	94%
Total call AGRI-SIMPLE-2016	60	94.232.114	97.000.000	97%

Approved proposals by Member State

Member state	Number of approved proposals	Amount of co-financing (EUR)	Share of total co-financing (EUR)
AT	2	4.200.000	4.5%
BE	5	5.863.211	6.2%
DE	1	1.974.890	2.1%
DK	2	2.071.709	2.2%
ES	6	10.248.583	10.9%
FR	8	9.075.352	9.6%
EL	8	16.384.710	17.4%
HR	1	3.316.510	3.5%
IE	1	3.008.565	3.2%
IT	10	23.593.771	25.0%
LT	6	4.984.236	5.3%
LV	1	2.761.304	2.9%
NL	1	1.599.280	1.7%
PL	1	2.040.320	2.2%
PT	1	731.175	0.8%
SI	6	2.378.498	2.5%
TOTAL	60	94.232.114	100.0%

Approved proposals by product sector

Product sector	Number of proposals	Approved budget	Share of total budget approved
Fresh and processed fruit and vegetables	14	28.336.915	30.1%
Meat	12	16.114.331	17.1%
Dairy products	7	13.968.287	14.8%
Other eligible products (honey. vinegar. beverages made from plant extracts)	3	3.829.002	4.1%
Beer	5	2.453.566	2.6%
Cereals	2	985.597	1.0%
Spirits, liqueurs and vermouth	3	3.292.734	3.5%
Olive oil	1	3.222.639	3.4%
Mixed products	13	22.029.044	23.4%
of which <u>baskets with wine</u>	5	7.957.878	8.4%
Total	60	94.232.114	100.0%

2. CALLS FOR PROPOSAL AGRI-MULTI-2016

2.1 Submission statistics

Number of proposals, requested grant and comparison with the available budget

Topic	Number of proposals	Requested grant	Available budget	Requested/available
Total call AGRI-MULTI-2016 - multi programmes implemented on the internal market or in third countries	27	116.102.232	14.300.000	812%

Member State of the coordinator

Coordinator member state	Number of proposals
Belgium	2
Bulgaria	2
France	7
Germany	1
Greece	3
Italy	3
Lithuania	1
Netherlands	2
Spain	5
United Kingdom	1
Total	27

Number of submissions by type of proposing organisation

Type of proposing organisation*	Number
EU level trade or inter trade organisation	5
Agri-food sector body	6
Producer association	16
MS level trade or inter trade organisation	46
Total n° of applicants	73

* - based on declarations made by applicants

Information on or promotion of quality schemes

	MULTI call
EU quality schemes	8
Organic production method	4
Outermost regions	1
National quality schemes	0

* - based on declarations made by applicants

Target countries

	Number of proposals	%
Internal market	20	74%
Third countries	7	26%
Total	27	100%

Proposals by product sector

Product sector	N° of proposals	Requested budget	Share of total requested budget
Horticultural products	5	7.823.072	6.7%
Mixed products	5	18.429.905	15.9%
Fresh and processed fruit and vegetables	4	27.072.624	23.3%
Olive oil	4	4.886.846	4.2%
Wine	3	7.506.894	6.5%
Dairy products	2	24.900.000	21.4%
Meat products	2	15.228.502	13.1%
Bread	1	5.460.000	4.7%
Other eligible products	1	4.794.388	4.1%
Total	27	116.102.232	100.0%

2.2 Statistics on accepted proposals

Evaluation outcome

	MULTI call	
Status of proposal	Number of proposals	%
Accepted	6*	22%
Reserve list	1	4%
Rejected - no budget	0	0%
Rejected - below threshold	16	59%
Ineligible	4	15%
TOTAL	27	100%

* after addition budget has been allocated

Number of proposals, requested grant and consumption of indicative budget*

Topic	Number of proposals	Requested grant	Indicative budget	Share of indicative budget spent
Total call AGRI-MULTI-2016	6	16.827.217	14.300.000	118%

* after addition budget has been allocated

Details on accepted proposals*

Applicants' member states	Number of approved proposals	Product sector	Target countries	Amount of co-financing (EUR)	Share of total co-financing (EUR)
BE+NL	1	Fruit (fresh or dried)	DE	1.322.400	7.9%
FR+ES+PT	1	Outermost regions logo	BE, FR, DE, PL, PT, ES	2.700.000	16.0%
DE	1	Cut flowers and plants, bulbs roots and live plants	FR, DE, PL, SE	1.399.478	8.3%
IT+ES	1	Olive oil	US, JP	568.282	3.4%
ES+FR	1	Wine. cider and vinegar	US, CA	2.400.000	14.3%
UK+DK	1	Organic products	UK, DK	8.437.056	50.1%
Grand Total	6			16.827.217	100.0%

* after addition budget has been allocated

3. CALL FOR PROPOSAL AGRI-SIMPLE-2017

3.1 Submission statistics*

Number of proposals by topic, requested grant and comparison with the available budget

Topic	N° of proposals	Requested grant (EUR)	Indicative budget (EUR)	Requested / available
SIMPLE-01-2017 - Union quality schemes	45	64.907.025	12.375.000	525%
SIMPLE-02-2017 - merits of Union agricultural products	43	80.636.570	10.125.000	796%
SIMPLE-03-2017 - promotion in China, Japan, South Korea, Taiwan, South East Asia or India	26	46.580.231	14.750.000	316%
SIMPLE-04-2017 - promotion in USA, Canada or Mexico	19	30.627.547	11.600.000	264%
SIMPLE-05-2017 - promotion in Africa, Middle East, Iran or Turkey	16	27.752.872	8.450.000	328%
SIMPLE-06-2017 - promotion in other third countries	11	11.158.681	11.600.000	96%
SIMPLE-07-2017 - promotion of milk/dairy products, pig meat products or a combination of those two targeting any third country	24	39.591.211	12.600.000	314%
SIMPLE-08-2017 - promotion of beef products targeting any third country	5	5.179.988	4.000.000	129%
Total	189	306.434.124	85.500.000	358%

* Submission statistics do not take into account 1 incomplete proposal received after the submission deadline via email; they also do not take into account changes in requested grant and topics selected by the applicants that were confirmed during the evaluation.

Number of proposals and requested grant by Member State

Member State	Number of proposals	Requested grant (EUR)	%
AT	2	4.200.000	1.4%
BE	10	12.513.855	4.1%
BG	8	18.453.415	6.0%
CY	2	2.342.968	0.8%
CZ	2	3.917.021	1.3%
DE	7	7.296.788	2.4%
DK	1	577.601	0.2%
EL	30	64.763.709	21.1%
ES	16	31.663.997	10.3%
FR	23	32.179.549	10.5%
HR	2	3.454.490	1.1%
HU	2	407.600	0.1%
IE	2	4.149.037	1.4%
IT	36	53.391.032	17.4%
LT	10	15.923.818	5.2%
LV	5	6.235.588	2.0%
NL	5	8.300.969	2.7%
PL	8	14.541.191	4.7%
PT	8	5.825.043	1.9%
RO	1	1.145.175	0.4%
SE	1	1.407.560	0.5%
SI	1	391.391	0.1%
UK	7	13.352.329	4.4%
Total	189	306.434.124	100.0%

Number of submissions by type of proposing organization

Type of proposing organization*	Number
Agri-food sector body	44
Producer organisation or association of producer organisations	95
Trade or inter-trade organisation	95

Trade or inter-trade organisation of the Union	0
Total n° of applicants	234

* - based on declarations made by applicants

Information on or promotion of quality schemes

Quality scheme*	Internal market	Third countries
EU quality schemes	47	42
Organic production method	13	13
Outermost regions	6	5
National quality schemes	15	9

* - based on declarations made by applicants; a programme can promote more than one quality scheme

Proposals by product sector

Product group	Number of proposals	Request grant
Basket of products	62	107.213.864
Fresh or processed fruit and vegetables	35	55.778.806
Dairy products	26	48.184.166
Meat and meat preparations	27	40.150.875
- Bovine	6	6.689.811
- Pork	5	9.332.740
- Poultry	3	5.174.475
- Sheep and goat	2	984.025
- Meat preparations	5	8.840.002
- Baskets	6	9.129.822
Olive oil	12	28.639.448
Wine, cider and vinegar	10	4.471.357
Other eligible products	4	4.732.970
Cereals	2	4.985.250
Spirits, liqueurs and vermouth	2	3.611.535
Eggs	2	3.305.190
Bread, pastry, cake, confectionery. biscuits and other baker's wares	2	2.200.918
Beer	2	1.245.056
Vegetable oils other than olive oils	2	435.071

Cut flowers and plant, bulbs roots and live plants	1	1.479.618
Total	189	306.434.124

3.2 Statistics on accepted proposals

Evaluation outcome

Status of proposal	Number of proposals	Share of all proposals
Accepted	52	28%
Reserve list	9	5%
Rejected - below threshold	101	53%
Ineligible/inadmissible	27	14%
TOTAL	189	100%

Number of successful proposals by topic, requested grant and consumption of indicative budget per topic*

Topic	Number of proposals	Requested grant (EUR)	Indicative budget (EUR)	Share of indicative budget spent
SIMPLE-01-2017	11*	16.690.765	12.375.000	135%
SIMPLE-02-2017	10	20.136.116	10.125.000	199%
SIMPLE-03-2017	3	9.415.941	14.750.000	64%
SIMPLE-04-2017	7	13.284.743	11.600.000	115%
SIMPLE-05-2017	5	5.228.960	8.450.000	62%
SIMPLE-06-2017	3	1.984.691	11.600.000	17%
SIMPLE-07-2017**	10	18.053.351	17.100.000	106%
SIMPLE-08-2017	4	5.167.988	4.000.000	129%
Total	53*	89.962.556	90.000.000	100%

* Grant agreement for the proposal 779621 – PiaveDOP has not been signed thus allowing to grant the first two programme proposals from the reserve list in Annex II to Commission Implementing Decision C(2017) 6934, namely 779464-4EU and 779549- E4QUALITY.

** with addition of the “crisis” budget of 4.500.000 EUR

Approved proposals by Member State*

Member state	N° of approved proposals	Amount of co-financing (EUR)	Share of total co-financing (EUR)
Belgium	4	3.376.588	3.8%
Germany	2	2.102.813	2.3%
Greece	4	7.634.216	8.5%
Spain	10	25.536.966	28.4%
France	17	31.559.954	35.1%
Hungary	1	240.000	0.3%
Ireland	1	1.417.500	1.6%
Italy	4*	5.086.852	5.7%
Lithuania	2	3.032.308	3.4%
Latvia	1	1.012.747	1.1%
Netherlands	2	3.065.418	3.4%
Poland	1	1.904.266	2.1%
Romania	1	1.145.175	1.3%
Slovenia	1	391.391	0.4%
UK	2	2.456.362	2.7%
TOTAL	53	89.962.556	100%

* Grant agreement for the proposal 779621 – PiaveDOP has not been signed thus allowing to grant the first two programme proposals from the reserve list in Annex II to Commission Implementing Decision C(2017) 6934, namely 779464-4EU and 779549- E4QUALITY.

Approved proposals by product sector*

Product sector	N° of proposals	Approved budget (EUR)	Share of total approved budget (EUR)
Dairy products	9	19.867.868	22.1%
Basket of products	10	20.802.904	23.1%
Olive oil	3	14.806.959	16.5%
Fruit and vegetables	8	11.769.921	13.1%
Bovine meat	5	6.216.933	6.9%
Meat preparations	3	5.342.642	5.9%
Meat preparations; pork meat	2	2.121.320	2.4%
Spirits, liqueurs and vermouth	1	1.533.760	1.7%
Other eligible products	2	1.218.357	1.4%
Cereals; other eligible products	3	1.169.550	1.3%
Fruit juice	1	1.053.868	1.2%
Bovine meat; sheep and goat meat	1	1.022.810	1.1%
Bread, pastry, cakes, confectionery, biscuits and other baker's wares; chocolate and derived products	1	1.012.747	1.1%
Sheep and goat meat	1	800.000	0.9%
Meat preparations; poultry meat	1	642.175	0.7%
Vegetable oils other than olive oils	1	391.391	0.4%
Wine, cider and vinegar	1	189.351	0.2%
Total	53	89.962.556	100%

* Grant agreement for the proposal 779621 – PiaveDOP has not been signed thus allowing to grant the first two programme proposals from the reserve list in Annex II to Commission Implementing Decision C(2017) 6934, namely 779464-4EU and 779549- E4QUALITY.

4. CALL FOR PROPOSAL AGRI-MULTI-2017

4.1 Submission statistics

Number of proposals, requested grant and comparison with the available budget

Topic*	Number of proposals	Requested grant (EUR)	Available budget (EUR)	Requested/available
MULTI-A-2017 - increasing the awareness of Union sustainable agriculture on the internal market	11	29.542.753	15.050.000	196%
MULTI-B-2017 - Union quality schemes - internal market or third countries	8	37.031.135	15.050.000	246%
MULTI-C-2017 - merits of Union agricultural products - internal market or third countries	16	65.575.874	12.900.000	508%
Total call	35	132.149.762	43.000.000	307%

Member State of the coordinator

Coordinator member state	Number of proposals
Belgium	4
Bulgaria	1
Germany	2
Denmark	1
Greece	4
Spain	2
France	12
Italy	4
Latvia	1
Netherlands	3
Zambia - ineligible	1
Total	35

Number of submissions by type of proposing organisation

Type of proposing organisation*	Number
EU level trade or inter trade organisation	8
Agri-food sector body	11
Producer association	3
MS level trade or inter trade organisation	23
Total n° of applicants	45

* - based on declarations made by applicants

Information on or promotion of quality schemes

	MULTI call
EU quality schemes	9
Organic production method	4
Outermost regions	2
National quality schemes	2

* - based on declarations made by applicants

Target countries

	Number of proposals	%
Internal market	29	83 %
Third countries	6	17 %
Total	35	100%

Proposals by product sector

Product sector	Number of proposals	Requested budget (EUR)	Share of total requested budget
Basket of products	5	26.292.209	20%
Sheep and goat meat (fresh, chilled and frozen)	3	21.908.122	17%
Dairy products	5	20.124.185	15%
Fruit and vegetables	5	19.474.203	15%
Bovine meat (fresh, chilled and frozen)	2	7.378.512	6%

Cut flowers and plants. bulbs roots and live plants	5	7.237.408	5%
Wine, cider and vinegar	1	6.415.365	5%
Bread, pastry, cakes, confectionery, biscuits and other baker's wares	1	5.400.000	4%
Beer	2	5.394.113	4%
Other eligible products	3	4.887.616	4%
Spirits, liqueurs and vermouth	1	2.700.320	2%
Pork meat (fresh, chilled and frozen)	1	2.537.108	2%
Preparations of vegetables, fruit or nuts (incl. table olives)	1	2.400.602	2%
TOTAL	35	132.149.762	100%

4.2 Statistics on accepted proposals

Evaluation outcome

Status of proposal	Number of proposals	%
Accepted	9	26%
Reserve list	8	23%
Rejected - below threshold	9	26%
Ineligible	9	26%
TOTAL	35	100%

Number of accepted proposals*, requested grant and consumption of indicative budget

Topic	Number of proposals	Requested grant (EUR)	Indicative budget (EUR)	Share of indicative budget spent
MULTI-A	3	10.042.389	15.050.000	67%
MULTI-B	3	13.788.240	15.050.000	92%
MULTI-C	4*	21.553.169	12.900.000	167%
Total	10*	45.383.798	43.000.000	106%

* it includes additional proposal ID 779465 from the reserve list after addition budget has been allocated

Accepted proposals* by origin of beneficiaries, product/sector, target markets and requested grant

Topic	Coordinator's MS	Partners' MS	Product sector	Target countries	Requested grant (EUR)
A	FR	DK+BE+IE+FR+NL+UK	Dairy products (excl. Cheese)	DK+BE+IE+FR+NL+UK	2.880.000
	ES	HU	Sheep and goat meat (fresh, chilled and frozen)	ES+HU	5.460.000
	BE		Cut flowers and plants, bulbs roots and live plants	BE+BG+DE+DK+FR+NL+UK	1.702.389
B	FR	IT	Vegetables (fresh, chilled and dried) excluding sweetcorn; Fruit (fresh or dried);	DE+FR+IT	4.428.000
	FR	NL	Cheese; Dairy products (excl. Cheese)	DE+FR+NL	6.959.638
	EL	BG+RO	Preparations of vegetables, fruit or nuts (incl. table olives);	UAE+KW+SA	2.400.602
C	NL	BE	Bread, pastry, cakes, confectionery, biscuits and other baker's wares	BE+NL	5.400.000
	FR	HU+FR	Fruit (fresh or dried); Vegetables (fresh, chilled and dried) excluding sweetcorn;	FR+HU	4.073.221
	FR	IE+UK	Sheep and goat meat (fresh, chilled and frozen)	DE+FR+IE+UK	8.224.061
	ES	ES+PT	Rabbit meat	ES+PT	3.855.887
TOTAL					45.383.798

* it includes additional proposal ID 779465 from the reserve list after addition budget has been allocated

5. CALL FOR PROPOSAL AGRI-SIMPLE-2018

5.1 Submission statistics

Number of proposals, requested grant and comparison with the available budget

Topic	Number of proposals	Requested grant	Available budget	Requested/ available
Simple-01-2018. Union quality schemes	28	36.236.292	11.000.000	329.4%
Simple-02-2018. AGRI methods & products	32	37.948.272	7.000.000	542.1%
Simple-03-2018. Sheep & goat meat	3	4.083.829	2.000.000	204.2%
Simple-04-2018. China, Japan, Asia	29	52.072.195	26.250.000	198.4%
Simple-05-2018. Can, USA, Mex, Colombia	21	43.700.209	22.500.000	194.2%
Simple-06-2018. Other geographical areas	33	41.486.225	26.250.000	158.0%
Total call AGRI-SIMPLE-2018	146	215.527.021	95.000.000	226.9%

Proposals by Member State

Member state	Number of programmes	Total budget	Requested grant	Share of total requested budget
Belgium	8	11.730.558	8.736.750	4.1%
Bulgaria	3	10.010.444	7.643.908	3.5%
Czech Republic	3	6.531.624	4.665.729	2.2%
Germany*	7	7.519.549	4.187.032	1.9%
Denmark	1	4.755.088	3.804.070	1.8%
Greece	22	43.292.622	34.129.259	15.8%
Spain	14	28.825.845	20.605.748	9.6%
Finland	2	4.385.818	3.370.997	1.6%
France	20	34.662.169	26.982.843	12.5%
Ireland	6	12.490.424	9.512.037	4.4%

Italy	31	73.611.947	56.338.119	26.1%
Lithuania	5	8.987.573	6.861.712	3.2%
Latvia	1	937.445	749.956	0.3%
Netherlands	1	1.199.979	839.986	0.4%
Poland	9	20.396.211	15.868.643	7.4%
Portugal	5	5.450.870	4.150.600	1.9%
Romania	2	2.768.261	2.214.609	1.0%
Slovenia	5	3.207.675	2.245.372	1.0%
UK	1	3.742.359	2.619.652	1.2%
Total call AGRI-SIMPLE-2018	146	284.506.464	215.527.021	100.0%

* 5 were submitted by an applicant from a non-EU country

Number of submissions by type of proposing organisation

Type of proposing organisation*	Number
Agri-food sector body	38
Producer association	67
MS level trade or inter trade organisation	78
Total n° of applicants	183

* - based on declarations made by applicants

Information on or promotion of quality schemes

	Number of proposals
EU quality schemes	65
Organic production method	24
Outermost regions	7
National quality schemes	15

* - based on declarations made by applicants

Proposals by product sector

Product sector	Number of proposals	Requested Grant	Share of total requested grant
Basket of products	41	60.425.699	28%

Fresh or processed fruit and vegetables	36	57.500.750	27%
Meat and meat preparations	24	37.343.922	17%
Bovine	5	4.128.322	2%
Basket of meat products	4	6.875.442	3%
Meat preparations	4	4.544.620	2%
Poultry	4	5.949.831	3%
Sheep and goat	4	6.703.481	3%
Pork	3	9.142.227	4%
Dairy products	20	29.791.922	14%
Olive oil	6	11.850.469	5%
Honey and beekeeping products	5	2.459.760	1%
Wine. cider and vinegar	4	5.122.133	2%
Other eligible products	3	3.031.664	1%
Cereals	2	5.410.250	3%
Cut flowers and plants. bulbs roots and live plants	1	280.000	0%
Spirits. liqueurs and vermouth	1	489.468	0%
Beer	1	544.254	0%
Fisheries	1	554.400	0%
Bread. pastry. cakes. confectionery. biscuits and other baker's wares	1	722.331	0%
Total call AGRI-SIMPLE-2018	146	215.527.021	100%

5.2 Evaluation statistics¹

Evaluation outcome

	AGRI-SIMPLE-2018	
Status of proposal	n°	%
Accepted	58	39.7%
Reserve list	9	6.2%

¹ The statistics for the 2018 programmes show the result of evaluation, the grant agreements are yet to be signed

Rejected – no money	25	17.1%
Rejected - below threshold	38	26.0%
Ineligible	16	11.0%
TOTAL	146	100.0%

Number of proposals, requested grant and consumption of indicative budget

Topic	Number of proposals	Total grant	Indicative budget by topic	Share of indicative budget spent
SIMPLE-01-2018 - Union quality schemes	8	13.384.497	11.000.000	122%
SIMPLE-02-2018 - merits of Union agricultural products	7	6.403.194	7.000.000	91%
SIMPLE-03-2018 - sustainable sheep/goat meat production	1	1.810.526	2.000.000	91%
SIMPLE-04-2018 – promotion in China, Japan, South Korea, Taiwan, South East Asia or Southern Asia	13	27.870.725	26.250.000	106%
SIMPLE-05-2018 - promotion in Canada, USA, Mexico or Colombia	12	22.715.290	22.500.000	101%
SIMPLE-06-2018 - promotion in other third countries	17	24.958.927	26.250.000	95%
Total call AGRI-SIMPLE-2018	58	97.143.160	95.000.000	102%

Accepted proposals by Member State

Member state of the coordinator	Number of programmes	Total grant amount	Share of total grant amount
Belgium	3	3.466.480	3.6%
Bulgaria	1	1.580.261	1.6%

Czech Republic	1	742.000	0.8%
Denmark	1	3.804.070	3.9%
Greece	7	12.474.716	12.8%
Spain	6	11.392.098	11.7%
France	11	13.451.886	13.8%
Ireland	1	3.158.417	3.3%
Italy	18	34.399.016	35.4%
Lithuania	2	1.758.051	1.8%
Netherlands	1	839.986	0.9%
Poland	4	8.531.209	8.8%
Portugal	1	795.707	0.8%
Romania	1	749.264	0.8%
Total call AGRI-SIMPLE-2018	58	97.143.160	100.00%

Number of applicants in accepted proposals by type of proposing organisation

Type of proposing organisation*	Number
Agri-food sector body	12
Producer association	24
MS level trade or inter trade organization	34
Total n° of applicants	70

* - based on declarations made by applicants

Accepted proposals informing on or promoting quality schemes

	MULTI call
EU quality schemes	23
Organic production method	8
Outermost regions	1
National quality schemes	5

* - based on declarations made by applicants

Target countries of accepted proposals

	Number of proposals	Co-financing budget	% of total number of proposals	% of total co-financing budget
Internal market	16	21.598.217	27.6%	22.2%
Third countries	42	75.544.943	72.4%	77.8%
Total	58	97.143.160	100%	100%

Accepted proposals by product sector

Product sector	Number of proposals	Requested budget	Share of total requested budget
Fruit and vegetables	17	30.273.221	31.2%
Fruit (fresh or dried)	7	12.695.989	13.1%
Preparations of vegetables, fruit or nuts (incl. table olives)	4	9.053.434	9.3%
Fruit (fresh or dried), Vegetables (fresh, chilled and dried) excluding sweetcorn, Preparations of vegetables, fruit or nuts (incl. table olives)	4	7.088.199	7.3%
Vegetables (fresh, chilled and dried) excluding sweetcorn	1	749.264	0.8%
Fruit (fresh or dried), Vegetables (fresh, chilled and dried) excluding sweetcorn	1	686.335	0.7%
Meat and meat preparations	12	22.027.405	22.7%
Pork meat	2	6.150.708	6.3%
Bovine meat and Pork meat	1	3.158.417	3.3%
Meat preparations	2	2.748.179	2.8%
Sheep and goat meat	1	1.810.526	1.9%
Poultry meat	2	1.799.000	1.9%
Pork meat, Meat preparations	1	828.735	0.9%
Pork meat, Poultry meat, Meat preparations	1	480.893	0.5%
Bovine meat	1	433.507	0.4%
Cheese and dairy products	13	18.907.782	19.5%
Basket of products	10	18.696.851	19.2%

Olive oil	1	4.090.977	4.2%
Other eligible products	2	2.763.982	2.8%
Cereals	1	2.520.000	2.6%
Wine, cider and vinegar	2	1.758.051	1.8%
Bread, pastry, cakes, confectionery, biscuits and other baker's wares	1	722.331	0.7%
Total	58	97.143.160	100.0%

6. CALL FOR PROPOSAL AGRI-MULTI-2018

6.1 Submission statistics

Number of proposals, requested grant and comparison with the available budget

Topic	Number of proposals	Requested grant	Available budget*	Requested/available
MULTI-A-2018 - sustainable sheep/goat meat production	1	3.863.253	4.000.000	96.6%
MULTI-B-2018 - fruits and vegetables in the context of proper dietary practices	6	9.788.118	8.000.000	122.4%
MULTI-C-2018 - Union quality schemes or merits of Union agricultural products	16	57.111.851	30.000.000	190.4%
MULTI-D-2018 - promotion in any third country(ies)	13	39.272.090	37.100.000	105.9%
Total call	36	110.035.312	79.100.000	139.1%

* Topic D includes 5 million EUR top-up from the unspent crisis budget

Member State of the coordinator

Member state of coordinator	Number of programmes
Belgium	4

Bulgaria	4
Cyprus	1
Germany	1
Denmark	1
Greece	7
Spain	2
France	4
Ireland	1
Italy	7
Lithuania	1
Netherlands	1
Portugal	1
Romania	1
Total	36

Number of submissions by type of proposing organisation

Type of proposing organisation*	Number
EU level trade or inter trade organisation	7
Agri-food sector body	17
Producer association	30
MS level trade or inter trade organisation	49
Total n° of applicants	103

* - based on declarations made by applicants

Information on or promotion of quality schemes

	MULTI call
EU quality schemes	11
Organic production method	7
Outermost regions	1
National quality schemes	2

* - based on declarations made by applicants

Target countries

	N° of proposals	%
--	-----------------	---

Internal market	23	63.9%
Third countries	13	36.1%
Total	36	100%

Proposals by product sector

Product sector	N° of proposals	Requested budget	Share of total requested budget
Fresh or processed fruit and vegetables	12	23.349.463	21%
Basket of products	10	33.386.856	30%
Wine, cider and vinegar	6	22.995.603	21%
Dairy products (excl. Cheese)	3	15.949.654	14%
Bovine meat (fresh. chilled and frozen)	2	6.686.217	6%
Spirits, liqueurs and vermouth	1	1.164.640	1%
Olive oil	1	3.954.459	4%
Pork meat (fresh. chilled and frozen)	1	2.548.420	2%
Total	36	110.035.312	100%

6.1 Statistics on evaluated proposals²

Evaluation outcome

	MULTI call	
Status of proposal	Number of proposals	%
Accepted	21	58.3%
Reserve list	0	0.0%
Rejected - below threshold	11	30.6%
Ineligible	4	11.1%
TOTAL	36	100.0%

² The statistics for the 2018 programmes show the result of evaluation, the grant agreements are yet to be signed

Number of proposals, requested grant and consumption of indicative budget

Topic	Number of proposals	Requested grant	Indicative budget	Share of indicative budget spent
MULTI-A	0	0	4.000.000	0.0%
MULTI-B	5	9.788.098	8.000.000	122.4%
MULTI-C	10	44.747.494	30.000.000	149.2%
MULTI-D	6	21.001.858	37.100.000	56.6%
Total call	21	75.537.451	79.100.000	95.5%

Accepted proposals by origin of beneficiaries, product/sector, target markets and requested grant

Topic B	Coordinator MS	Partners MS	Product sector	Target countries	Requested Grant (EUR)
	BE	FR	Fresh F&V	France, Belgium, Italy, Poland, Germany	1.015.961
	DE	AT	Fresh F&V	Germany, Austria	2.368.844
	CY	EL+BG+RO	Fresh F&V	Czech Republic, Germany, Poland	3.747.478
	BE	DE	Fresh F&V	Belgium, Germany	1.232.244
	EL	EL+CY	Fresh F&V	Greece, Germany, Poland	1.423.570
Topic C	DK	SE	Pork meat	Denmark, Sweden	2.548.420
	FR	DK+FR+IE	Cheese	Denmark, France, Ireland	3.740.000
	LT	EE	Cheese, Dairy products (excl. Cheese), Spirits, liqueurs and	Estonia, Latvia, Lithuania, Germany, Poland	2.055.193

			vermouth		
	FR	BE+DK +FR+IE +NL	Dairy products (excl. Cheese)	Belgium, Denmark, France, Ireland, Netherlands	9.900.000
	BE	FR+ES	F&V	Belgium, France, Germany, Greece, Poland, Spain	3.839.834
	IT	NL	Organic products	France, Germany, Italy	6.415.404
	PT	IT	Wine	Denmark, Germany, Portugal, France	2.796.367
	FR	IT+BE+ NL	Bovine meat	Belgium, France, Italy	5.995.475
	IT	FR	Olive oil	France, Germany, Italy	3.954.458
	EL	IT+EL	Wine, cheese	Germany, France, Italy, Greece	3.502.341
					44.747.494
	BG	CY	Cheese	Brazil, Japan, United States	2.309.654
Topic D	FR	DE	Wine	United States	7.881.360
	IT	PL	Organic products	Thailand, United States, Indonesia, Singapore, Vietnam	1.811.682
	ES	FR	Wine	China, Hong Kong, Taiwan, S. Korea, Japan, Singapore	2.880.000
	IT	EL	Wine	Canada, Russian Federation, Japan	4.639.093
	EL	BG	Wine	Belarus, Brazil, China	1.480.067

7. EVALUATION OF THE PROPOSALS FOR PROMOTION PROGRAMMES

Proposals that are submitted following the publication of the calls for proposals have to be firstly checked for their compliance with the admissibility, eligibility, exclusion and selection criteria set out in the annual work programme/call.

For the evaluation of proposals, experts are selected in a way to ensure a high level of skills, experience and knowledge in the areas of the call (including project management, marketing, communication, internationalisation and evaluation of results in relation to the agri-food sector) while ensuring absence of conflict of interest. Special attention is given to achieving a balanced composition in terms of skills, experience, knowledge, geographical diversity and gender.

The evaluation was made against the award criteria set out in the annual work programme/call.

Each proposal was evaluated against the award criteria, independently by (at least) 3 experts.

The experts prepared an individual evaluation report (IER) with comments and scores for each criterion.

For each proposal, the individual experts then formed a consensus group in order to reach a common view and agree on comments and scores (in a consensus report).

Finally, the panels are convened for each topic of the call to examine and compare the consensus reports to check the consistency of their scores and comments and — in case of equal scores — to agree on a priority order.

The ‘above-threshold proposals’ (i.e. proposals that passed both the individual and overall thresholds) are ranked by the experts in order of their overall score in their panel ranked list.

Based on the expert ranking and the budgetary constraints the Agency has drawn up call ranked lists.

The Agency did not deviate from the panel ranked list(s) nor did the Commission in case of selection of simple programme.

Section 2: Statistics and details on Commission's own initiatives

1. HIGH LEVEL MISSION TO COLOMBIA AND MEXICO, 7-12 FEBRUARY 2016

High-level missions are part of a series of Economic Diplomacy activities envisaged to facilitate market access for European agri-food products. They typically include a political part dedicated to political meetings of the Commissioner and a business part with activities for business delegates representing European exporters.

Participants to the missions are recruited via calls for applications which are published for each high-level mission via different channels:

- official invitations to the European Parliament's Committee on Agriculture.
- the Member States and their Ministries of Agriculture.
- the major professional organisations.
- the Civil Dialogue Group on Quality and Promotion.
- DG AGRI website and social media.
- and since 2017 also via the EU Representations in the Member States; the National Promotion Bodies. and CHAFEA's website.

The selection is based on several criteria particularly geographical balance among the Member States; sectorial balance taking into account the products potential for the target country market; balance between SMEs and bigger companies; national and European umbrella organisations.

42 business representatives (out of a 58 applications) from 14 Member States accompanied Commissioner Hogan in this mission.

Participation per Member State:

EU umbrella organisations	3
Belgium	3
Bulgaria	1
Denmark	1
Finland	1
France	2
Germany	4
Greece	1
Ireland	2
Italy	3
Spain	10
Poland	2

Portugal	2
UK	2
Netherlands	1

Participation per Sector:

Alcoholic beverages	8
General	2
Dairy	6
Fruit and Veg	3
Meat	15
Cereals and Potato starch	2
Confectionary	2

Political deliverables of the mission included:

- Market access issues;
- Good communication channel established between Colombian authorities and the EU in different issues: organics, SPS, rural development etc.; negotiations were launched on the organics agreement;
- Awareness about the EU and the Trade Agreement increased;
- GI friendly partner in the region

Elements of business delegation programme:

- Networking dinner with Commissioner
- Introductory seminar for European producers about Colombian market
- Business seminars on EU products for local buyers, retailers and distributors
- B2B meetings
- Retail visits in Colombia: Carulla. Jumbo. Exito
- Networking dinner with the EU MS Embassies and representatives of the Mexican authorities
- Business Seminar on Mexican market
- Retail visits in Mexico: Chedraui. La Europea Plaza Carso. Liverpool. La Bottega Culinaria. Condesa.

High Level Mission to Colombia and Mexico – evaluation highlights

- 92% of business delegates were satisfied with the mission

- 72% of business delegates indicated a possibility for their business to grow as a result of the mission.

2. HIGH LEVEL MISSION TO CHINA AND JAPAN, 16-22 APRIL 2016

45 business delegates (out of 151 applications) from 15 Member States took part in this mission.

Participation per Member State:

EU umbrella organisations	7
Belgium	5
Bulgaria	1
Denmark	1
Finland	1
France	7
Germany	4
Greece	1
Ireland	3
Italy	11
Spain	9
Poland	5
Portugal	5
Sweden	2
UK	3
Netherlands	1

Participation per Sector:

Meat (pork/beef/poultry)	20
Alcoholic beverages	14
Dairy	10
F&V and Olive Oil	3
General	10
Cereals	3
Other (animal fat/genetic material)	3

The mission delivered the following results:

- SPS and market access: restrictions connected to Schmallenberg virus lifted for 4 Member States and some administrative progress on BSE;
- GI negotiations: a successful round took place in November. Next one was in February 2017;
- Organics: agreed to revisit current positions and a meeting took place between the CNCA and DG AGRI in July 2016;
- Cooperation in agriculture research: DG Plewa attended the Food Security and Safety Summit in China in November;
- Young farmers: a cooperation project agreed to be launched.

Regarding the mission in Japan (Tokyo, Yokohama), the results of the vising include:

- several SPS barriers were tackled or advanced upon: end of beef ban due to BSE (beyond the lift of the ban on Italian beef);
- Japan agreed to harmonise with widely recognised international standards in the field of food and wine additives;
- recognition of the regionalisation principle in the area of animal diseases;
- Strong political message was delivered regarding EU ambition for EU-Japan FTA and EU readiness to conclude the FTA as soon as possible.

Elements of the business delegation programme:

- Handbooks on the Chinese and Japanese markets
- Working meetings with Commissioner Hogan
- Workshop organised by the EU Chamber of Commerce in China
- Seminar on Green Agriculture and Sustainable Trade
- Business seminar on European products for Chinese businesses
- Site visits in China: organic farm, GI production sites, Chongming Ecological Agricultural Science and Innovation Center
- Launch of the “European Restaurant Week” in China
- Retail visits in China: Sanyuanqiao Best Collections, Carrefour, Metro, Jenny Lou
- Introductory seminar on Japanese market
- Launch of the “Tastes of Europe – Restaurant Week” In Japan
- Business seminar on EU products
- B2B meetings
- Retail visits in Japan: Takashimaya, Metro, Motomachi Union Supermarket
- Site visits in Japan: in and around port of Yokohama.

High Level Mission to China and Japan – evaluation highlights

- 91% of business delegates satisfied with participation
- 75% expected their business to grow as a result of the mission
- One year after the mission 81% of business delegates confirmed that contacts established during the mission facilitated their business and 44% of them concluded new business deals for a total sales value of over 75 million EUR a year.

3. HIGH LEVEL MISSION TO VIETNAM, SINGAPORE AND INDONESIA, 2-9 NOVEMBER 2016

The visit to Vietnam was organised in the wake of the EU-Vietnam Free Trade Agreement, concluded on 2 December 2015. The Commissioner focused his diplomatic efforts on swift implementation of the FTA in order to maximise the opportunities it offered, while emphasising the importance of removing SPS barriers to trade. Good political contacts were made during the visit with progress expected on SPS issues.

Similarly, the visit in Indonesia followed the launching of the negotiations on the EU-Indonesia Free Trade Agreement amid expectations for much higher trade flows. The Commissioner raised issues of GI protection and TBT and SPS barriers, including progress on “single entity” status for the EU, access to the port of Jakarta as well as discussions on BSE status.

52 business representatives (out of 82 applications) from 16 Member States participated in this mission.

Participation per Member State:

EU umbrella organisations	7
Belgium	1
Bulgaria	2
Denmark	1
Finland	2
France	3
Germany	3
Greece	1
Hungary	1
Ireland	2
Italy	7
Spain	7
Poland	4
Portugal	3
Romania	1

UK	3
Netherlands	3

Participation per Sector:

Meat (pork/beef/poultry)	21
Dairy	9
F&V and Olive oil	7
Alcoholic beverages	6
General	4
Cereals	4

The mission featured a number of new elements:

- Introductory briefing meeting organised in Brussels ahead of departure
- Business delegation visited one country – Singapore – without the Commissioner
- Mission was linked to a major international trade event (SIAL Interfood Indonesia)
- Programme of activities benefited from cooperation with Member States and co-financed promotion programmes
- Working breakfasts with the Commissioner were organised for different categories of products.
- Programme of business delegation activities featured different elements organised according to the objectives of the mission.

1. To improve market knowledge:

- Market Entry Handbooks
- Introductory seminars including with Vietnamese Minister of Agriculture on the FTA
- Retail visits: Lottemart, Occident Mart, AEON Mall, ANNAM Gourmet market (in Vietnam), Fairprice Finest, La Petite Boutique, Quartier, Sheng Siong (Singapore), Carrefour (Indonesia)
- Information sessions per different sectors and product categories
- Networking activities

2. To organise business contacts on the spot:

- B2B meetings
- Business fora for local buyers
- Press conferences



- Visit to SIAL Indonesia

3. To allow for interaction with the Commissioner. Commission and Member States officials:

- Breakfasts, debriefing and other networking opportunities with Commissioner
- Participation in the event “Ballade en France”.

High Level Mission to Vietnam, Singapore and Indonesia – evaluation highlights

- Average satisfaction rate among business delegates at 96%
- One in four business delegate closed business deals as an immediate result of the mission
- One year after the mission 89% of the business delegates confirmed that contacts established during the mission facilitated their business and 53% concluded business deals.

4. HIGH LEVEL MISSION TO CANADA, 30 APRIL – 3 MAY 2017

High Level Mission to China was organised to coincide with the beginning or provisional application of the CETA agreement as well as the SIAL Canada fair in Toronto where the EU was designated the Region of Honour. Commissioner’s political programme was organised in parallel to the activities of the business delegation.

The objectives of business delegation activities were to:

- Increase market knowledge, notably by providing insights into the regulatory framework and consumer preferences;
- Provide local business contacts.

A 60-strong business delegation (out of 156 applications) came from 22 Member States, featuring 57% delegates who joined Commission’s missions for the first time.

Participation per Member State:

EU umbrella organisations	5
Austria	3
Belgium	5
Bulgaria	1
Cyprus	1
Denmark	1
Finland	1
France	4
Germany	1

Greece	2
Hungary	4
Ireland	3
Italy	8
Latvia	1
Lithuania	3
Netherlands	1
Poland	3
Portugal	1
Romania	1
Slovak Republic	1
Slovenia	1
Spain	6
Sweden	1
United Kingdom	2

Participation per Sector:

Alcoholic beverages	17
Confectionary + genera	14
Dairy	12
Fruit and Veg	8
Meat	9

Activities organised for the business delegates:

- Networking dinner
- Business forum
- B2B meetings
- Participation in the opening of EU pavilion at SIAL Canada, visit of the fair
- Session on CETA
- Retail visits to Loblaws, Metro, Pusateri's
- Site visits to the LCBO, Ontario Food Terminal, St. Lawrence Market, Food Starters, Food Innovation & Research Centre.

High Level Mission to Canada – evaluation highlights

- 59% overall satisfaction rate among business delegates

- Highest rated activities by business delegates: retail visits, business forum, introductory seminar
- 56% of business delegates expected their business to grow as a result of the mission.

5. EU PAVILION AT SIAL CANADA IN TORONTO, 2-4 MAY 2017

Commission organised EU pavilion at SIAL Canada in Toronto in order to profit from the Region of Honour status granted to the EU by fair organisers in 2017 as well as to emphasise the trade opportunities opened by the CETA agreement.

The pavilion was organised in order to:

- Promote and raise the profile of Union agricultural production methods, quality schemes and high quality and safety standards in particular in the context of CETA.
- Promote EU products through common activities (permanent / non-permanent ones) all day long for 3 days.
- Achieve good media coverage and exposure of EU products.

Priority topics of pavilion communication included:

- CETA agreement
- 'Safe Food for Canadians' (new Canadian regulation to be implemented in 2017 implies that importers have a license for importation)
- PDO/PGI/TSG: Stress value and message of the origin
- In addition: Organic / sustainable agriculture

Product categories exhibited at the EU pavilion: Wine, Spirits, Beer, Fresh and Processed meat, Olive Oil, Fresh fruits and vegetables, Processed fruits and vegetables, Dairy products, Processed cereals, Bread, Pastry, Cakes, Biscuits and other bakery products, Chocolate and derived products, Confectionary, Honey, Gums resins and plant extracts, Cotton, Living plants, products with Geographical Indications.

List of activities and features of the EU pavilion:

- Display and tasting of a selection of GI and organic products. combined with informative session moderated by and expert in each category. At least 10 products from 10 different Member States were represented in each category of products.
- Interactive screen directing visitors to Member States' pavilions. EU companies and EU co-financed programmes, informing of benefits of CETA, providing information on GI products and presenting promotion campaigns running in Canada.
- SIAL opening by the Commissioner
- Open general information session on CETA
- Session and quiz on GIs
- Presentation of EU co-financed promotion campaigns

- EU-Canadian products pairing
- Cooking shows and classes with local chef
- Mixologist contest
- Press interviews with EU business delegates.

6. HIGH LEVEL MISSION TO SAUDI ARABIA AND IRAN, 7-13 NOVEMBER 2017

Organised within the framework of EU economic diplomacy, the high-level mission to Saudi Arabia and Iran had two parallel aspects: bilateral meetings of the Commissioner with relevant national authorities and accompanying business delegation activities. Objectives of this mission included discussions on market access, establishment or enhancement of business relations as well as improved understanding of the markets.

44 business delegates joined Commissioner in Saudi Arabia, 42 in Iran, mostly overlapping and coming in total from 19 Member States (169 applications from 23 Member States).

Participation per Member State:

EU umbrella organisations	6
Austria	2
Belgium	3
Bulgaria	3
Denmark	2
Finland	3
France	8
Greece	2
Hungary	1
Ireland	3
Italy	5
Spain	5
Lithuania	4
Poland	3
Portugal	3
Romania	1
Netherlands	3

Participation per Sector:

General	9
Dairy & Baby Milk	11

Fruit and Veg	9
Beef. Lamb & Genetic Material	10
Poultry & Eggs	3
Cereals & Seeds	7
Olive oil. Sauces and Condiments	3
Bakery & Confectionery	3
Fodder & Feed	4

In order to assist business delegates in valuable market intelligence, the Commission procured Market Entry Handbooks for both visited countries and organised preparatory briefing meeting ahead of the mission.

Elements of business delegation programme in Saudi Arabia:

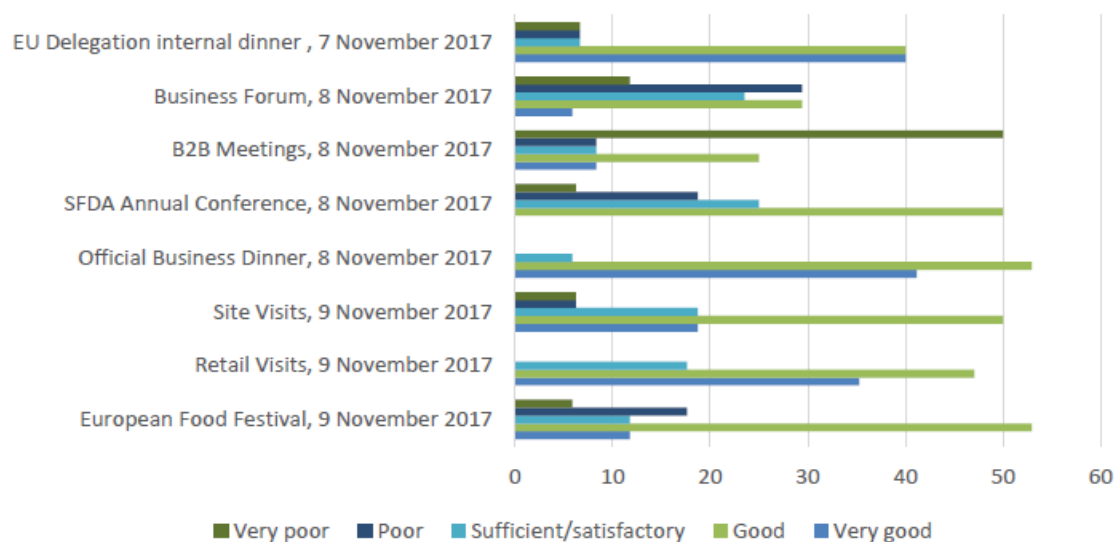
- Business Event "Doing business in Saudi Arabia: Agri-Food sector"
- Press conference
- Individual B2B meetings
- Participation in SFDA conference on food safety
- Official dinner
- Retail visits (to selected supermarkets, shopping malls), European Food Festival
- Field visits (to selected local agri-food companies)
- Breakfasts with Commissioner.

Elements of business delegation programme in Iran:

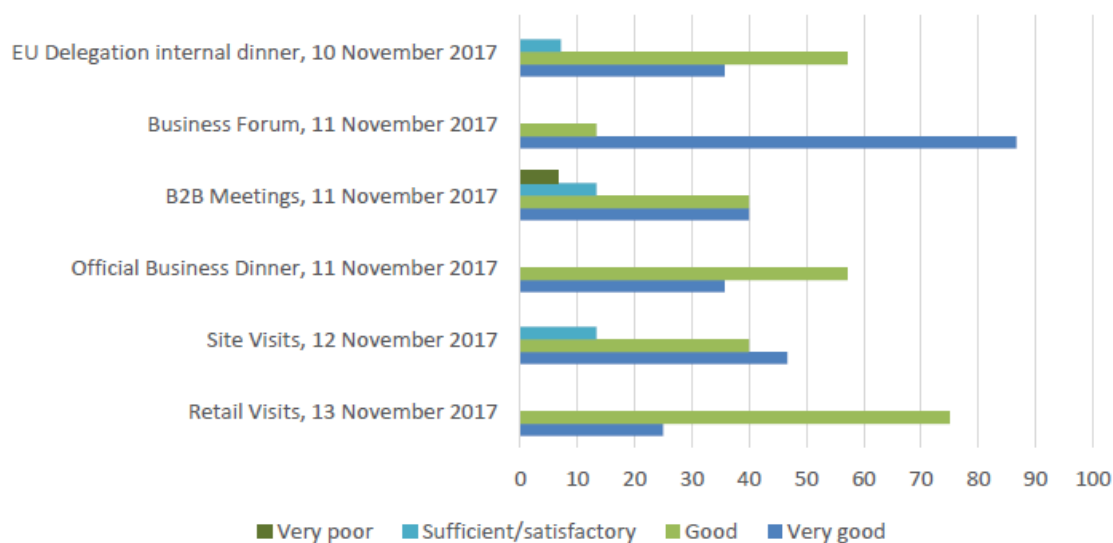
- Exclusive expert presentation on financial transactions with Iran
- EU-Iran Agri-Food Business Forum
- Individual B2B meetings
- Press conference
- Official dinner
- Retail visits (to selected supermarkets. wholesalers. bazaars)
- Field visits (to selected local agri-food companies)
- Breakfasts and debriefing with Commissioner

Evaluation by business delegates

Satisfaction of activities in Saudi Arabia (in percentages)



Satisfaction of activities in Iran (in percentages)



Do you expect that your business in Saudi Arabia will grow as a result of this Mission?	Yes	No
	59%	41%
Did you already close business deals with companies in Saudi Arabia?	Yes	No
	29%	71%
Do you expect that your business in Iran will grow as a result of this Mission?	Yes	No
	80%	20%
Did you already close business deals with companies in Iran?	Yes	No
	27%	73%

High level mission to Saudi Arabia and Iran – Evaluation highlights:

54 Business delegates participated in more than 300 B2B meetings and more than 400 attendees of business seminars.

7. EU Pavilion at SIAL Middle East, 12-14 December 2017

EU pavilion of 160 m² was organised at SIAL Middle East in Abu Dhabi, UAE on 12-14 December 2017. This activity belonged in a follow up to Commissioner's visit to Saudi Arabia and Iran and served a purpose of communicating about key characteristics of EU agri-food products to regional mainly business audience: sustainability, quality, diversity, safety, taste and traceability.

The EU pavilion had solely communication and informative function, with no explicit B2B element which was typically covered by EU Member States and private stands. EU companies and promotion programmes exhibiting at the fair.

Pavilion's activities featured permanent display of selected EU quality food and beverage products from most Member States, scheduled info session on EU food safety and quality policy coupled with tasting of samples made from EU food products by an acknowledged chef Donnchadh Geraghty from Ireland as well as a permanent info desk.



Food product categories exhibited at the pavilion included:

- Fruits, vegetables and nuts
- Meat: Beef and poultry
- Dairy and cheese
- Chocolates and confectionery
- Olive oil
- Preparations of cereals, flour, starch or milk
- Pastry processed products
- Food preparations for infant use.

The fair in general attracted relatively low number of visitors in 2017 and as a result it is estimated that EU pavilion was visited by approx. 520 visitors including 160 who participated in the cooking shows and info sessions.

EU pavilion at SIAL Middle East – evaluation highlights

- 69% of pavilion visitors interested in buying or consuming European products
- Quality was identified as the main driving element behind EU products' popularity (53%); 21% valued their taste and visual appeal.

8. SPS Seminar Korea, 20-21 March 2018

“EU Agri-Foods SPS Seminar” was organised in Four Seasons Hotel, Seoul, South Korea on 20-21 March 2018 as the first SPS Promotion Seminar under EU Promotion policy. SPS Promotion seminars respond to a need for dissemination of EU high safety and quality standards in third countries having highest export growth potential. This includes promoting key elements of the EU Common Agriculture Policy such as EU quality schemes for agricultural products. EU organic production or sustainable production systems for EU agri-food products including in particular EU ‘from farm to fork’ Sanitary and Phytosanitary (SPS) regime. Specifically for Korea, the Seminar aimed to capitalise on opportunities for agri-food products opened by the EU-Korea Free Trade Agreement.

Issues covered in presentations:

- Overview of EU food safety regulations
- Animal identification and traceability in the EU
- International standards for safe trade of animal products
- Food information to consumers in the EU
- EU policy on GIs and organics
- Challenges and opportunities on the Korean market
- The EU phytosanitary system (F&V) and the EU pesticides management system
- Regionalisation for plant diseases
- The EU management system for pesticides, residues and chemicals
- Enforcement of EU SPS legislation: controls, audits, inspections.

The seminar agenda included a Round Table *"The Korean market. Food Safety and Quality standards: benefits and challenges"*. The aim of this round table was double: to wrap up and insist on the most important political aspects seen during the lectures (trade irritants with Korea) and to provide to stakeholders other than the Korean official services a chance to have a say. The core of the discussions consisted of identifying elements which may constitute challenges to EU exporters trying to enter the Korean market along with possible solutions. The Round Table was held facing the public and counted with speakers including EU MS trade attachés, EU exporter's



representatives, Korean Importers Association, chambers of commerce, Wine and Spirit Importers Association, Fruits Importers Association, private companies, legal firms etc.

Attractive products display was another magnet for target audiences.

It provided a presentation of food and beverage products from majority of EU MS including products provided directly by MS representatives and their contacts in Korea featuring the following product categories:

- Beverages: mineral water, juice, wine and spirits;
- Confectionery and Chocolate
- Dairy and cheese;
- Fish (processed);
- Nuts and olives;
- Olive oil, balsamic vinegar, sauces and dips;
- Pastry cooked products: biscuits and waffles;
- Preparations of cereals.

The cooking show was a major attraction of the seminar and served as the right complement to the expert sessions. It featured presentations and serving of signature dishes prepared by resident chefs from Austria and Korea as well as hired chef from Italy and a celebrity Korean chef Jae-Hoon Lee. The show generated enormous interest as well as a suitable environment for B2B relations.

“EU Agri-Foods SPS Seminar” – evaluation highlights:

- **147 participants** over 2 days
- **>70%** of participants had increased their overall knowledge on the European Union and EU food safety standards
- **>50%** of participants had increased their knowledge on EU quality policy on GIs, organics and safe EU exports to Korea
- **<40%** of participants had increased their knowledge of the EU’s plant health standards of the EU’s phytosanitary system and of the EU’s pesticides management system
- **All participants** had increased their knowledge of the EU’s GI products following the Seminar
- **64%** found the quality of the speakers to be good, while **36%** found it very good
- **91%** of participants overall satisfied with the reception, cooking shows and product display



- 16 Korean media outlets covered the event
- 19 articles about the seminar published in Korean press and media
- 6 social media influencers and bloggers participated.

9. High Level Mission to China. 14-19 May 2018

High Level Mission to China featured events organised in Shanghai and its immediate neighbourhood as well as in Shenzhen. The largest mission organised within Promotion policy's own initiative activities. It gathered 65 business delegates from 24 Member States (more than 170 applications) representing the following categories of products:

- Dairy
- Alcoholic Beverages
- Meats & Meat products (Pork; Beef; Poultry)
- Fruits & Vegetables
- Confectionary
- Olive oil



Programme for business delegates was organised in parallel to Commissioner Hogan's agenda of political meetings.

The objectives of activities offered to business delegates were to:

- improve the delegates' knowledge about Chinese market, its consumers and trends;
- provide networking opportunities with Chinese business people as well as Member States commercial representatives;
- enhance the visibility of European agri-food companies on the Chinese market.

Events organised for the business delegates included:

- preparatory briefing meeting in Brussels, including presentation of a dedicated Market Entry Handbook
- internal briefing meeting and networking dinner
- targeted seminar on the Chinese market with presentations from the EU Chamber of Commerce in China, EU SME Centre, China Policy, RCS, Carrefour, EU IPR Helpdesk, Eibens, Publicis Communications
- info desks from EU SME Centre, EU IPR Helpdesk, EU Chamber of Commerce in China



- Sectoral workshops on market access, key SPS issues, future consumption and consumer trends
- Business dinner
- Working breakfasts with Commissioner
- Participation in the opening of EU pavilion at SIAL China and visit of the fair
- B2B matchmaking at SIAL China
- Debriefing from political meetings of the Commissioner
- Retail visits to Metro, Hema supermarkets
- Site visits in Shanghai to Bright Dairy & Food, Carrefour Food Safety Lab, Free Trade Zone, Yumi Research Center
- E-commerce workshop in Shenzhen
- Networking business dinner with local businesses
- Site visits in Shenzhen to the logistics centre, High Green Market

High level mission to China – evaluation highlights

- 86% general satisfaction rate among business delegates
- 76% of business delegates expect their business to grow in China as a result of this mission
- The most useful events as rated by business delegates: meetings/interaction with the Commissioner, business seminar, retail visits.

10. EU pavilion at SIAL China, 16-18 May 2018

EU pavilion at SIAL China in Shanghai was organised on 16-18 May 2018 to coincide with Commissioner Hogan's high level mission to China with business delegation. A 168 m² pavilion was designed with an objective of communicating key characteristics of EU agricultural food and beverage products: food safety, tradition, nutritious value and traceability, with a special focus given to GI products on the occasion of ongoing negotiations of the EU-China GI agreement. The EU was also designated as Region of Honour of SIAL China 2018.



Animations and activities in the pavilion included:

- Official opening ceremony
- Product display
- Tasting area
- Cooking show & policy

- information sessions
- Infopoint
- Panel discussion session hosted by SIAL: “Geographical Indication labels – promising high quality and tradition”.

Tasting area was organised into tasting stations with the following product categories: meat, cheese, fruit and vegetables, beer, wine and confectionery. In total, 33 250 samples of quality EU food and beverage products were served during three days of the fair.



Member States contributed selected products both to the tasting stations as well as to product display while it was ensured that products from across the EU are equally represented.



The EU pavilion was envisaged to provide additional visibility for the EU at the fair under “Enjoy It’s from Europe” signature while indirectly representing Member States European companies and promotion programmes and reinforcing their status and messaging with the visiting business people and public.

Cooking shows were delivered by Michelin-star German chef operating in Shanghai, accompanied with a commentary by a local moderator and policy officer from the Commission explaining about safety and

quality aspects of EU products used for the preparation of the dishes.

EU pavilion at SIAL China – evaluation highlights

- 12 cooking and information sessions
- 588 participants in total
- 88.5% participants satisfied
- 85% learned about EU added value for food safety, 71% about health quality of EU foods
- 81% interested in buying EU foods

Section 3: Details on technical support

1. Objectives and target audience

Technical support services are part of the measures on the initiative of the Commission foreseen by the reformed promotion of agricultural products policy. The objectives of these services are defined in the Regulation (EU) No1144/2014, Article 9:

"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."

Subsequently, Chafea and European Commission developed the services presented below targeting the following audiences:

- 1. National and/or European organisations of producers representing different agricultural product sectors (e.g. dairy, meat, fruit and vegetables, wine etc.)
- 2. SMEs exporting within the EU and to third countries
- 3. National authorities (such as ministries of agriculture and paying agencies)
- 4. Organisations providing support for internationalisation of SMEs

2. EU agri-food promotion portal

Based on the input from the stakeholders, the portal was created available at the following web address: <https://ec.europa.eu/chafea/agri/>. It includes market information, information concerning the available funding opportunities, news and events as well as tools supporting the potential applicants for EU funding in their proposal preparation as well as assisting exporters in their export activity. The portal contains an interactive map with information concerning all adopted programmes since 2014 including target markets and budget information.

Please see below the home page of the portal:



Information regarding the portal statistics can be found in the technical support services section of the report.

Please find below examples of the specific tools offered as part of the portal:

Market entry handbooks

Market entry handbooks constitute a tailor-made analysis of the third country markets with identified opportunities for the EU agri-food products. The countries covered by the reports correspond to those where business delegations visits were organised as well as to the priority countries identified each year in the Annual Work Programme. Examples can be found below. There are currently eight market entry handbooks available on the portal with six additional in the preparation.



Highlights:

- tailor-made proprietary market reports.
- export opportunities identified per sector.
- advice on the market entry conditions, distribution channels and marketing channels.
- cultural aspects including the DOs and DON'Ts.
- part of the briefing of the business delegation.

Find partners tool

In order to facilitate contacts between different organisations eligible for funding as well as stimulate applications for the MULTI call, a specific tool was developed on the portal. It gives the applicants the opportunity to fill in their organisation's profile and define parameters of the desired profile of the partner organisation.



Highlights:

- tool tailored to the specificities of the promotion policy.
- facilitates contacts between organisations from different regions and Member States.

Eligibility checker

This tool was created in order to help the applicants navigate through the eligibility criteria and ultimately reduce the number of ineligible proposals.

Eligibility checker

View	Results
<p>1. My organization is established in one of the Member States of the European Union *</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No</p> <p>NEXT</p>	

Campaign visual creator

Another area which is problematic for the applicants and beneficiaries of the EU funding concerns the rules on visuals. It is however very important that the rules are being adhered to. This tool, as well as other documents available on the portal, allow the applicants and beneficiaries upload their visual and make a simulation how their marketing material may look like, which is at the same time visually appealing and following the rules in place.



Frequently Asked Questions

As a complement to call documents, such as the call texts, guide for applicants and helpdesk, a series of Frequently Asked Questions was developed. It is updated every year and includes weekly updates during the call submission period. It is searchable which facilitates its use.

Quick answer to common questions

Keywords

SEARCH

RESET

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?](#)

Interactive map of EU-funded campaigns

Interactive map serves as the repository of all campaigns adopted since 2014 and allows for the search by different parameters. e.g. proposing country, target country, product sector. It provides links to the actual campaign websites and increases the transparency by featuring the campaign budget, including the share of the EU funding.



Webinars

In order to improve the quality of the proposals, each year the weak areas are identified and complemented by the applicants' feedback. Based on this information, tailor-made webinars are organised together with the experts in the field. The target audience constitutes of the potential applicants for EU funding as well as the EU exporters in general.

There are currently six webinars available on the portal and further four in preparation. Examples of the webinars can be found below. Statistics can be found in the part of the report dedicated to technical services.



3. Events

Info days

Info days on calls for proposals are organised every year following the publication of the calls for proposals. They include presentations of the calls as well as statistics of previous calls, information concerning the eligibility and support tools available. They also feature presentations of the EU-funded programmes by the beneficiaries in order to share best practices. One general info day takes place in Brussels.

The objective is to increase awareness of the funding opportunities as well as to increase the knowledge of the rules applicable to the calls for proposals.

In collaboration with the Member States, Chafea and European Commission participate in the national info days where possible attended by a native speaker.

Statistics can be found in the technical support services part of the report.

Highlights:

- relevant audience (agri-food stakeholders);
- more in-depth information concerning the calls;
- opportunity to ask questions;
- web streaming for higher outreach;
- examples of best practices.



Presentations of EU funding opportunities and match-making

In 2018, Chafea and European Commission organised for the first time the presentation of the EU-funding and the match-making event during one of the biggest European food trade fairs – SIAL in Paris on 23 October.

The exact registration figures were not yet known at the time of writing this report.



Highlights:

- organising the event at the place where over 7000 agri-food exhibitors and over 15000 visitors can be found;
- opportunity to enlarge the audience;
- opportunity to increase the number of new applicants.

4. Information and promotion campaigns

In order to increase the awareness of the available funding opportunities under the promotion policy as well as enlarge the pool of "new" applicants, Chafea and European Commission organised a direct mailing campaign sent out to a thousand potential applicants. As a secondary objective, the campaign was aiming to raise awareness of the support tools available to the potential applicants and exporters.

The open rate varied between 20 and 35% which is considered a good result for the direct marketing campaign.

Examples of visuals can be found below.

Want to promote your agri-food products abroad?

See our tools ready to help you:

- market handbooks
- find partners
- webinars
- FAQs
- eligibility checker

www.agripromotion.eu

European Commission

ENJOY IT'S FROM EUROPE

The EU is increasing the budget for the promotion of agri-food products.

Make most of it.

Internal market

Third countries

www.agripromotion.eu

European Commission

ENJOY IT'S FROM EUROPE