



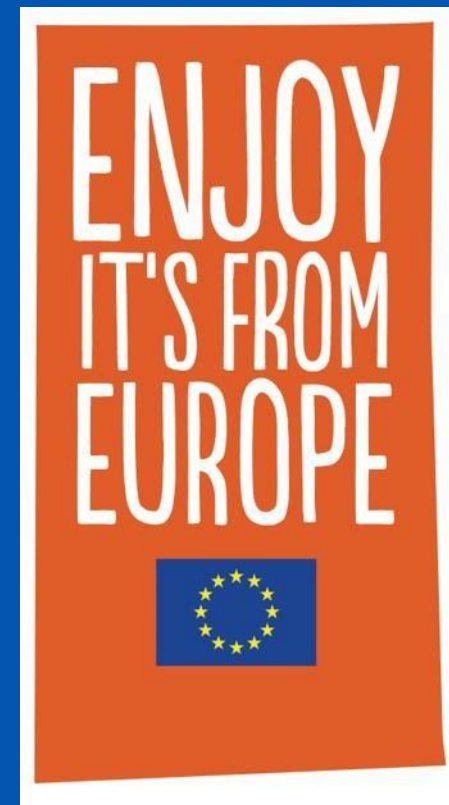
Info Day on the 2024 AGRIP Calls





Own EC initiatives

Promotion of agricultural products
2024 calls for proposals



Info Day, Brussels, 31 January 2024

Content of the presentation

- Own EC initiatives: objectives, implementation, budget
- Types of projects - examples
- Ongoing and future projects
- Involvement of stakeholder organisations and SMEs
- Q&A

Own Commission initiatives

- **Types of projects:** communication campaigns, events, incl. high level missions, market entry handbooks, technical support services, actions in case of serious market disturbance
 - Legal base art. 9 of reg. 1144/2014
- **Objectives:** increase the awareness on merits of EU agricultural products, in particular EU quality schemes, incl. organic farming, sustainability of EU production and in general boost exports and increase the market share
- **How it works?** Implementation in close collaboration DG AGRI/REA
- **REA procuring services via framework contracts:** calls for tenders published on F&T portal and OJEU
- ³ **Budget:** 9,5 M EUR per year; in the past leftovers from MULTI calls transferred to own initiatives

Communication campaigns



Supermarket activation in China



Supermarket activation in Japan



Market activation in Japan



OOH advertising in India



B2B masterclass in Japan



Supermarket activation in South Korea

High level missions



HLM Japan 2023

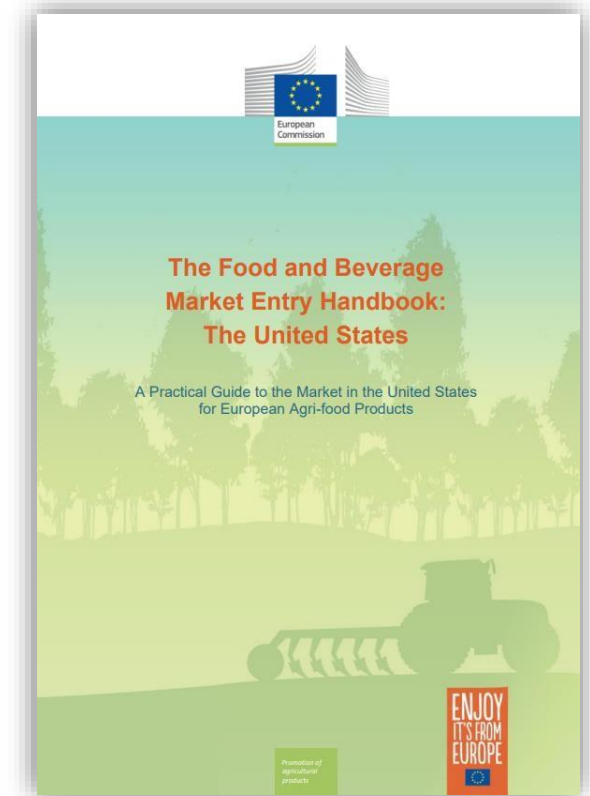
EU pavilions at trade fairs



FHC China & SIAL India 2023

Market entry handbooks

- Market entry handbooks available on REA website:
- US, China, India, Canada, Saudi Arabia, Norway, Switzerland, Japan, UK, Russia, Turkey, Peru, Mexico, Indonesia, Australia, South Africa, Thailand, Malaysia, Vietnam, Singapore, Colombia, United Arab Emirates, South Korea, Egypt.



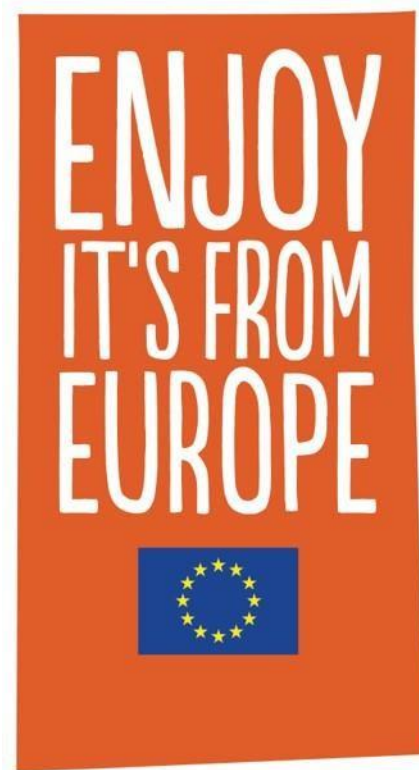
Ongoing and future projects

- Communication campaigns: China, India, Japan, S. Korea, UK, US
- EU pavilions in 2024: Foodex Tokyo (Mar), Anuga Shenzhen (Apr), Interfood Astana (May), Singapore (Q4)
- High level missions: China (21-26 April 2024) and Kazakhstan (27-31 May 2024)
- Other events: Expo Osaka 2025
- Market entry handbooks: Argentina, Australia (update), Brazil, Kazakhstan, Thailand (update).

Stakeholders' involvement

- How to contribute and/or participate in events?
 - Calls for participation in high level missions
 - Cooperation with EU pavilions at trade fairs (presentations, tastings, seminars)
 - Cooperation in the context of communication campaigns
- How to stay informed of new initiatives?
 - DG AGRI communications, REA newsletters, REA website
 - Email: rea-agri-events@ec.europa.eu

Q&A



Thank you



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