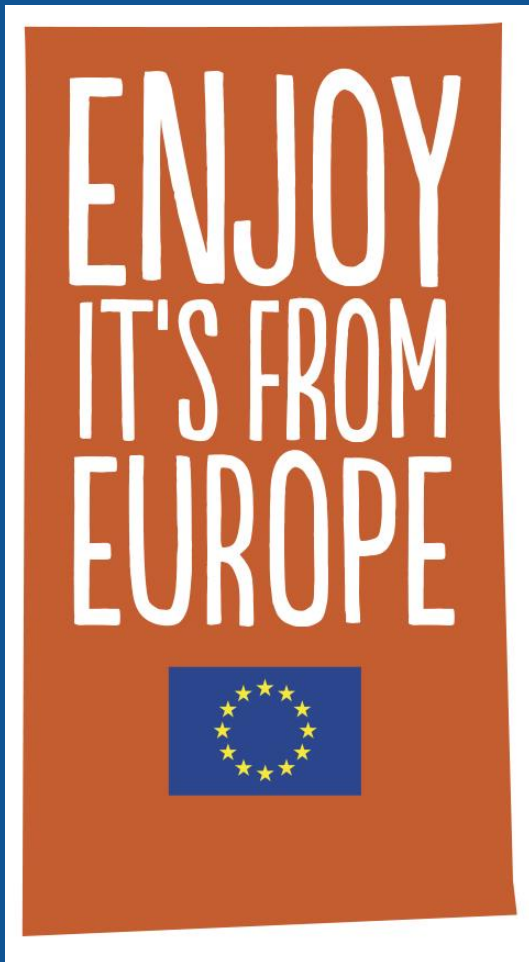


DG FOR AGRICULTURE AND RURAL DEVELOPMENT

The role of promotion in trade

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Directorate B. Quality, Research & Innovation, Outreach

Europatat Congress 2017
Antwerpen, 16 June 2017



EU Promotion policy

Objective: to enhance the competitiveness of the Union agri-food sector both internally and in third countries

- TC: to increase the market share of Union agri-food products, specifically focusing on those markets in third countries that have the highest growth potential

Legal framework

- Regulation (EU) N°1144/2014
- Commission Delegated Regulation (EU) 1829/2015
- Commission Implementing Regulation (EU) 1831/2015
- [Annual work programme](#)
- [Calls for proposals](#)

AWP 2017 - Weighted priorities

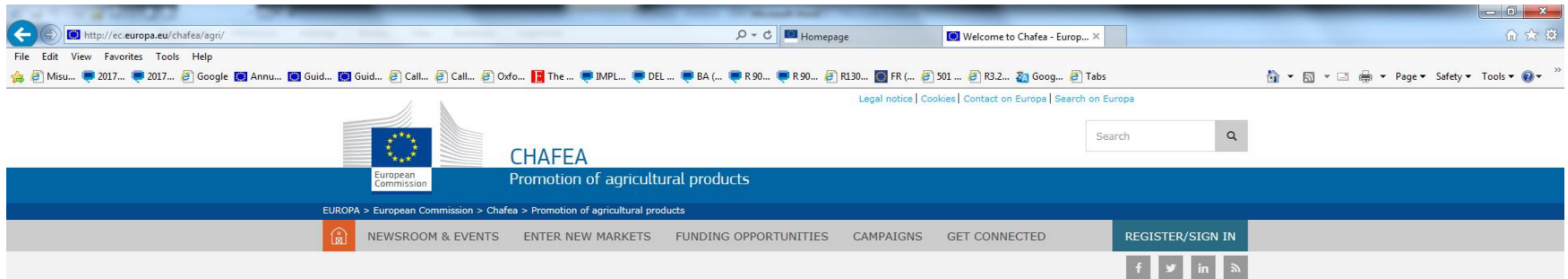
	%	Mio EUR
SIMPLE PROGRAMMES in Internal Market	25%	22.5
TOPIC 1. Quality Schemes	55%	12.375
TOPIC 2. Generic	45%	10.125
SIMPLE PROGRAMMES in Third Countries	70%	63
TOPIC 3. China, Japan, South Korea, Taiwan, South East Asia, India	23.4%	14.75
TOPIC 4. USA Canada Mexico	18.4%	11.6
TOPIC 5. Africa, Middle East and Turkey	13.4%	8.45
TOPIC 6. Other Regions	18.4%	11.6
TOPIC 7. Dairy and Pigeat	20%	12.6
TOPIC 8. Beef	6.3%	4
Market disturbance/additional call for proposals	5%	4.5
Total SIMPLE	100%	90
MULTI PROGRAMMES	%	Mio EUR
TOPIC A. Programmes increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.	35%	15.05
TOPIC B. Information on EU quality schemes (IM/TC)	35%	15.05
TOPIC C. Programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agrifood products (IM/TC)	30%	12.9
Total MULTI	100%	43
TOTAL SIMPLE and MULTI PROGRAMMES 2017		133
Commission own initiatives		9.5
TOTAL PROMOTION PROGRAMMES 2017		142.5

AWP 2017 - Commission own initiatives: Promotion events in third countries

- Organisation of 1-2 communication campaigns in third countries
- Organisation of 5-6 events in third countries (business delegation visits or participation at major agri-food trade fairs with a Union pavilion)
 - Business delegation visits to third countries shall gather up to 70 representatives of the agri-food sector.

More info on EU Promotion policy

- CHAFEA <http://ec.europa.eu/chafea/agri/>



The screenshot shows the CHAFEA website homepage. The browser address bar displays <http://ec.europa.eu/chafea/agri/>. The page features the European Commission logo and the CHAFEA logo. The main navigation menu includes: NEWSROOM & EVENTS, ENTER NEW MARKETS, FUNDING OPPORTUNITIES, CAMPAIGNS, GET CONNECTED, and REGISTER/SIGN IN. There are also social media icons for Facebook, Twitter, LinkedIn, and RSS. A search bar is located in the top right corner.



ENTER NEW MARKETS
Do you want to promote your products abroad?
Identify new opportunities today!
[LEARN MORE](#)

ENJOY IT'S FROM EUROPE

The banner features a central illustration of a farm with various agricultural products (milk, cheese, bread, etc.) and arrows pointing to several storefronts representing different markets. A small European Union flag is visible in the bottom right corner of the banner.



EXPLORE FUNDING OPPORTUNITIES

Learn more about available funding, eligibility criteria and application procedures.



ENTER NEW MARKETS

Information on markets, exporting procedures, intellectual property rights and more.



FIND A PROJECT PARTNER

Search for relevant partner organisations to submit a joint application for funding.

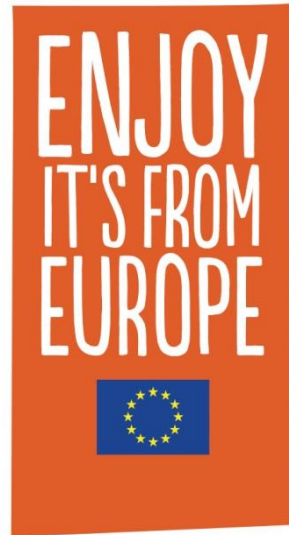


WHY REGISTER?

Register to access additional information and tools:

- Market reports
- Project partner search tool

Boem-patat



Thank you for your attention.