

**Experience gained from
three multi-product programs in third
countries (USA, Brazil and Japan; USA and
Canada; and India)**

**Seminar: “New EU Promotion Policy for Agri-
Food Products”**

Brussels

22 October 2015

A close-up photograph of industrial machinery, featuring a large, curved metal frame with a dense, orange-brown brush or belt running along its inner curve. The background is blurred, showing other parts of the factory floor.

FIAB & the Spanish Food & Drink Industry

WE FEED THE FUTURE



FIAB at a glance



The Spanish Food & Drinks Industry Federation(FIAB) established in 1977 whose aim is to represent the Spanish food and beverage industry to national and international authorities.

*Currently, we are composed by **47 industry associations** and approximately **4.000 companies**.*



OBJECTIVE AT INTERNATIONAL LEVEL

- *SINCE 1998, FIAB HAS BEEN ACTIVE IN THE SUPPORT OF SPANISH FOOD COMPANIES IN THEIR EFFORTS TO INCREASE THEIR SALES ABROAD*



INTERNATIONAL ACTIVITIES: Spanish Pavilions in International Trade shows

“FIAB & ICEX (SPANISH INSTITUTE OF FOREIGN TRADE) JOINTLY ORGANIZE THE SPANISH PARTICIPATION IN MANY TRADE SHOWS, BEING PRESENT IN THE MOST IMPORTANT MARKETS”



- ☐ *PRODEXPO MOSCOW*
- ☐ *SUMMER FANCY FOOD*
- ☐ *SIAL SHANGHAI*
- ☐ *FOODEX TOKYO*
- ☐ *FOOD & HOTEL ASIA*
- ☐ *WORLD FOOD MOSCOW*
- ☐ *SIAL PARIS*
- ☐ *GULFOOD*
- ☐ *PLMA USA*
- ☐ *SIAL BRASIL*
- ☐ *EXPO ANTAD*
- ☐ *HOFEX*
- ☐ *ALIMENTARIA MÉXICO*
- ☐ *SIAL CHINA*
- ☐ *SPECIALITY FOOD FAIR*
- ☐ *PLMA AMSTERDAM*
- ☐ *TUTTO FOOD*
- ☐ *SIRHA*
- ☐ *IFE LONDON*
- ☐ *FOOD INGREDIENTS EUROPE*
- ☐ *WINTER FANCY FOOD*
- ☐ *FOOD & HOTEL SEOUL*



INTERNATIONAL ACTIVITIES: point of sale promotions - Spain Week

THEY REPRESENT A SET OF INTERNATIONAL PROMOTIONS CO-ORGANIZED BY FIAB AND AN INTERNATIONAL DISTRIBUTION CHAIN, IN WHOSE STORES A SPANISH FAIR IS ORGANIZED WITH THE PARTICIPATION OF SOME SPANISH COMPANIES. THESE PROMOTIONS ARE HELD IN SEVERAL STORES DURING A SPECIFIC PERIOD OF TIME.



INTERNATIONAL ACTIVITIES: Spain Experience Program

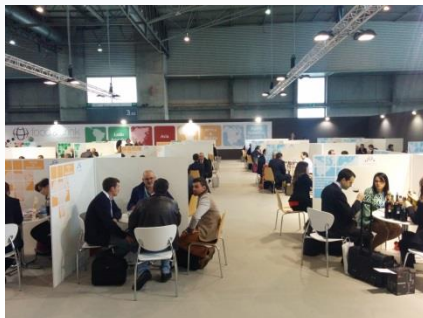
A SERIES OF VISITS FROM FOOD CATEGORY OR SPECIALIST BUYERS TO SOME SELECTED FACTORIES IN SPAIN ARE SCHEDULED, IN ORDER TO PROVIDE A BETTER UNDERSTANDING OF TODAY'S SPANISH FOOD AND DRINK INDUSTRY IN TERMS OF QUALITY OF THEIR PRODUCTS, TECHNOLOGY, TRADITION AND CONSTANT INNOVATION

THE MAIN GOAL OF THIS PROGRAM IS TO IMPROVE COMMERCIAL RELATIONS BETWEEN SPANISH FOOD AND DRINK INDUSTRIES AND BUYERS FROM SELECTED DISTRIBUTION CHAINS



INTERNATIONAL ACTIVITIES: Alimentaria F&D Business Meetings

FLAB
ALIMENTAMOS
EL FUTURO
2020



High rated activity
by both, exhibitors
and buyers



3.800 Exhibitors

95.000 sqm of
exhibition space



140.000 visitors



8.000 Business meetings



140 Countries Represented



Alimentaria 2016

Salón Internacional de la Alimentación y Bebidas

Barcelona, Recinto Gran Via
25-28 Abril

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Spanish Agri-Food exports compared to other EU members

Ranking Agri-food exporters in the EU						
Nº	Market	2014	2013-2014	2009-2014	2004-2014	1999-2014
1	NETHERLANDS	81.113	0,7%	5,6%	5,1%	4,9%
2	GERMANY	69.007	1,7%	6,5%	7,4%	7,0%
3	FRANCE	58.617	-2,8%	5,6%	4,2%	3,3%
4	SPAIN	38.269	3,7%	7,7%	5,8%	6,1%
5	BELGIUM	34.779	2,1%	5,0%	4,8%	4,7%
6	ITALY	34.240	2,5%	6,5%	5,6%	5,4%
7	UNITED KINGDOM	25.053	6,1%	7,9%	4,5%	3,2%

Source: Euro Datacomex own development. Millions of euros. Average annual growth rates



A close-up photograph of industrial machinery, featuring a large, curved metal frame with a thick, orange-brown, ribbed brush or conveyor belt component. The background is blurred, showing more industrial equipment. A large, dark blue arrow graphic points from the right side towards the center, and a light grey arrow graphic points from the bottom left towards the center.

FIAB: EXPERIENCE IN EU AGRI-FOOD PROMOTION PROGRAMS-REGULATIONS 3/2008 & 501/2008

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FIAB ´S EXPERIENCE IN EU AGRI-FOOD PROMOTION PROGRAMS: COUNCIL REGULATION (EC) 3/2008 & COMMISSION REGULATION (EC) 501/2008

EUROPEAN FOOD, TASTE HEALTH QUALITY

- 1999-2002 Spain
- POINT OF SALE PROMOTIONS IN USA, BRAZIL AND JAPAN



EUROPEAN GOURMET PRODUCTS

- 2006-2008
- FIRST MULTICOUNTRY & MULTIPRODUCT PROGRAM IN USA & CANADA
- PARTICIPANT COUNTRIES : SPAIN, FRANCE, ITALY & PORTUGAL



EUROPEAN QUALITY FOOD: EATING WITH YOUR FIVE SENSES

- 2012 -2015 Spain
- PROMOTION PROGRAM IN INDIA RECENTLY CONCLUDED



Additionally, FIAB has taken part in **fairs and other activities organized by the European Union** (South Korea, Vietnam, India...)



EUROPEAN FOOD, TASTE HEALTH QUALITY



ADVANTAGES	DISADVANTAGES/CHALLENGES
<ul style="list-style-type: none">• GETTING USED TO WITH OPERATIONAL PROGRAMS IN THE FRAME OF EU REGULATION	<ul style="list-style-type: none">• HEAVY ADMINISTRATIVE PROCEDURES
<ul style="list-style-type: none">• GOOD EFFECTIVENESS OF THE EUROPEAN MESSAGE IN TARGETED MARKETS	<ul style="list-style-type: none">• CONTRADICTION EUROPEAN MESSAGE VS SPANISH ORIGIN OF THE PRODUCTS
<ul style="list-style-type: none">• HIGH CO-FINANCING	<ul style="list-style-type: none">• RESTRICTION ON PARTICIPATING PRODUCTS



EUROPEAN GOURMET PRODUCTS



ADVANTAGES	DISADVANTAGES/CHALLENGES
<ul style="list-style-type: none">• PROYECT WITH REAL EUROPEAN DIMENSION	<ul style="list-style-type: none">• ADMINISTRATIVE PROCEDURES X4 or X8
<ul style="list-style-type: none">• HIGH IMPACT: BIG SUCCESS AMONG OPERATORS IN TARGETED MARKETS	<ul style="list-style-type: none">• DIFFICULTIES IN THE USE OF BRANDS
<ul style="list-style-type: none">• SATISFACTION AMONG PARTICIPATING COMPANIES & SECTORS	<ul style="list-style-type: none">• RESTRICTION ON PARTICIPATING PRODUCTS
<ul style="list-style-type: none">• HIGH CO-FINANCING	



EUROPEAN QUALITY FOOD: EATING WITH YOUR FIVE SENSES



ADVANTAGES	DISADVANTAGES/CHALLENGES
<ul style="list-style-type: none">CHARACTERISTICS OF THE MARKET WITH LITTLE KNOWLEGDE OF EUROPEAN PRODUCTS MAKES MORE SUITABLE A GENERIC PROGRAM	<ul style="list-style-type: none">PROJECT WITH LESS IMPACT / LOWER RATINGS AMONG COMPANIES AND AGENTS IN COUNTRY
<ul style="list-style-type: none">HIGH CO-FINANCING	<ul style="list-style-type: none">THE DEVELOPMENT OF THE INDIAN MARKET'S EXPECTATION HAS NOT BEEN ACCOMPLISHED



EUROPEAN AGRI-FOOD PROMOTION PROGRAMS: INDIA (I)

EUROPEAN QUALITY FOOD: EATING WITH YOUR FIVE SENSES

MULTIPRODUCT ONE COUNTRY PROGRAMME IN INDIA -2012-15-

TOTAL BUDGET (APPROX.) → 1.200.000 €



OBJECTIVES

- TO CREATE A SOLID IMAGE OF THE BRAND NAME “EUROPE” BASED ON QUALITY, FOOD, SAFETY AND INNOVATION INCREASING CONSUMER AWARENESS OF EUROPEAN PRODUCTS
- INCREASE CONSUMER DESIRE FOR EUROPEAN PRODUCTS THROUGH MESSAGES RELATED TO THE EMOTIONAL QUALITIES ATTRIBUTED TO THEM AS TRADITIONAL, EXCLUSIVE AND EXQUISITE
- INCREASE AWARENESS OF THE DISTRIBUTION CHANEL (IMPORTERS, RESTAURANTS AND WHOLESALE AND RETAIL DISTRIBUTION) IN RELATION TO EUROPEAN PRODUCTS

CONTEXT

- FIAB BOOSTED IN 2008 THE EXECUTION OF A THOROUGH STRATEGIC STUDY TO DETECT OPPORTUNITIES AND THREATS OF THE INDIAN MARKET FOR SPANISH AGRI-FOOD PRODUCTS → “PLAN INDIA” WITH THE COLLABORATION OF ICEX AND REGIONAL PROMOTION BODIES

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EUROPEAN AGRI-FOOD PROMOTION PROGRAMS: INDIA (II)

FIAB
ALIMENTAMOS
EL FUTURO
2020

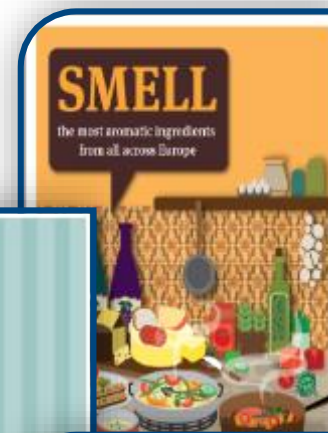
TARGET GROUPS

- END CONSUMERS
- PROFESSIONALS OF THE SECTOR: INSTITUTIONS, IMPORTERS, DISTRIBUTORS, FOOD

SERVICE CHANNEL

ACTIVITIES

- 1.- EUROPEAN PAVILION AT ANNAPOORNA WORLD OF FOOD
- 2.- TRADE MISSION TO SPAIN
- 3.- SPANISH COOK BOOK
- 4.- ADVERTISING CAMPAIGN
- 5.- EUROPEAN WELLNESS PARADE



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THANK YOU



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