



TASTES OF EUROPE

A General Introduction to the Tastes of Europe Campaign China 2015

a. Introduction

The Tastes of Europe Campaign is promoting the EU products carrying Geographical Indications. The Geographical Indications (GI) consists of PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication), which encourage diverse agricultural production, protect product names from misuse and imitation and help consumers by giving them information concerning the characteristics and benefits of GI products as a guarantee of authenticity, quality and safety, tradition and heritage.

This year the campaign is designed to raise awareness of these schemes through a launch event, seven roadshows from May to December 2015 in Beijing, China as well as online activities, including social media. The launch event and roadshows have been organised around a 200 square meter GI Market Place exhibition stand where seven main GI product categories will be displayed: Cheese, Ham & Meat, Olives & Oils, Wine, Beer, Spirits, and Variety. Within the exhibition stand, there is a digital interactive display for visitors to learn more about EU GI products, which are linked to the online campaign and social media in both Chinese and English. Along with the seven roadshows, a GI wine tasting event, GI spirits tasting event and two EU GI workshops will be organised as side events from September to December.

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b. Campaign Objectives

- **To create awareness** among the Chinese consumers and media about the characteristics and benefits of GI products, as a guarantee of authenticity, quality and safety, tradition and heritage; and ultimately to drive consumer sampling and purchase of these products;
- **To create and strengthen the ties** between European producers and Chinese importers, distributors, and retailers, resulting in increased business transactions and ultimately sales of EU GI products in China;
- **To present to the Chinese authorities** (AQSIQ, MOA, SAIC, MofCom) **the value of the GI system** and its core pillars. To deepen the understanding of the GI system and highlight key elements thereof such as quality, reputation and other features associated with the place of origin, particularly in the context of deepening bilateral ties.
- **To increase knowledge of the true origin of GIs**, helping fighting counterfeited or usurped GI goods.

c. Campaign Target Audience

- **Consumer (and Media):** To create increased awareness among the Chinese consumers and media about the characteristics and benefits of EU PDO/PGI products, as a guarantee of authenticity, quality and safety, tradition and heritage; and ultimately to drive consumer sampling and purchase of these products.
- **Authorities:** To demonstrate to the Chinese authorities (AQSIQ, MOA) the value of the PDO/PGI system of protection and its core pillars, such as its qualities, reputation and other features associated with the place of origin, particularly in the context of deepening bilateral ties. Improved enforcement of PDO/PGI legislation with respect to EU Protected Designation Produce.
- **Professional buyers (Business):** To raise awareness among the Chinese trade about the opportunities to build new alliances with EU agro-food producers.

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d. Campaign Events

The upcoming campaign events to be arranged from September to December 2015 include monthly roadshows, a GI wine tasting event, a GI spirit drinks tasting event and two EU GI workshops.

DATE	EVENT
May 6 18:00 – 21:00	Launch Event EU Delegation to China and Mongolia South Wing, 15 Dongzhimenwai Daijie, Chaoyang District, Beijing
May 9-10	Roadshow No. 1 U-Town Shopping Center No. 2 Sanfeng Beili, Chaoyangmenwai Daijie, Chaoyang District, Beijing
June 13-14	Roadshow No. 2 Indigo Lifestyle Mall No.18 Jiuxian Road, Chaoyang District, Beijing, China
July 11-12 or 18-19	Roadshow No. 3 Charter Shopping Mall No 69 Fuxing Road, Haidian District, Beijing
September 19-20	Roadshow No. 4 CapitaMall Crystal No.51 Fuxing Road, Haidian District, Beijing
September 23	GI Wine Tasting Event Isola Restaurant
October 12-16	Study visit to Europe United Kingdom and Portugal
October 17-18	Roadshow No. 5 New Yansha Shopping Centre No.1 Yanda Road, Haidian District, Beijing
November 14-15	Roadshow No. 6 U-Town Shopping Center

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DATE	EVENT
	No. 2 Sanfeng Beili, Chaoyangmenwai Dajie, Chaoyang District, Beijing
November 16	GI Spirit Drinks Tasting Event Embassy of Poland
November 18	EU GI Workshop I. & Networking Event World of Food Trade Fair – China National Convention Centre
December 5-6	Roadshow No. 7 Charter Shopping Mall No 69 Fuxing Road, Haidian District, Beijing
December 9	EU GI Workshop II. High-end hotel

i. Roadshows

The GI Market Place exhibition stand will be displayed in various shopping malls and high-end venues across Beijing for a full weekend each month from September to December 2015. As part of the roadshow, Chinese consumers are invited on a 'journey of discovery' which includes a touch screen digital interactive display and exploring each of the seven GI categories on display: cheese, ham & meat, olives & oils, wine, spirits and beer. The daily programme includes live cooking shows, tasting samples of each category, an "Ask the Producer" session, "Ask the Expert" session, and quizzes with 'Tastes of Europe' prizes. The roadshow campaign is complemented by an online and social media campaign throughout the year.

Roadshow Exhibition Stand Design

Below are the photos of the GI Marketplace Exhibition Stand for two first roadshows.

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ii. GI Wine Tasting Event

Date & Location: September 23, Isola Restaurant

Attendees: Chinese buyers in the wine sector, Chinese F&B media representatives

Objective: To raise awareness of the EU GI products to a target audience of Chinese food media and buyers and build capacity of GI products in China by emphasizing the quality, tradition, variety, safety, authenticity and heritage behind GI products.

iii. Study Visit to Europe

Date & Location: October 26-31, United Kingdom and Portugal

Attendees: Chinese F&B media representatives and key opinion leaders

Objective: To engage with the Chinese media and opinion leaders allowing them to experience the PDO/PGI products at the source and learn about the quality, heritage and other special features of the products. This includes organising :

- Visits to farms, vineyards, processing facilities;
- Learning from cooking demonstrations highlighting GI ingredients;
- Attending EU GI workshops; and
- Participating in discussions with EU production chains, marketing departments, and food safety and quality control authorities.

iv. GI Spirit Tasting Event

Part I. Introductory seminar for EU GI spirit drink producers accessing the Chinese market

Part II. Workshop on EU GI spirit drinks for Chinese buyers

Part III. GI spirit drinks tasting with buffet reception

Date & Location: November 16, The Embassy of Poland

Attendees:

Part I. Seminar attendees: EU GI Spirit Drink producers, EU officials

Part II. Workshop attendees: Chinese buyers, officials and media

Part III. Buffet attendees: All attendees

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Objectives:

- Part I. To present the Chinese GI spirit drinks market and explain how to access it and succeed on it.
- Part II. To introduce the quality, history and production methods of EU GI spirit drinks in the context of the EU GI products.
- Part III. To taste the EU GI spirit drinks and provide networking opportunity to the attendees

v. EU GI Workshop I. and Networking Event

Date & Location: November 18, World of Food Trade Show, China National Convention Centre

Attendees: Chinese buyers and media, EU GI producers and representatives of EU GI products.

Objective: To raise awareness of the EU GI products among Chinese buyers by promoting the tradition and quality represented in each GI product. An open networking session will be organised for the attending Chinese buyers and EU GI producers.

vi. EU GI Workshop II.

Date & Location: December 9, High-end hotel

Attendees: Key Chinese government control authority members (e.g. AQSIQ, Mofcom, etc.)

Objective: To raise awareness of the EU GI products among Chinese officials to build capacity of GI products in China by emphasizing the quality, tradition, safety and heritage behind GI products.





e. Social Media

The Tastes of Europe campaign is complemented with a social media campaign on Weibo, WeChat, Twitter, Facebook, and Youku. The Tastes of Europe social media links are listed below:

Tastes of Europe website	http://www.tastesofeurope.eu
Weibo	http://weibo.com/TastesOfEurope
Facebook	https://www.facebook.com/TastesOfEurope
Twitter	https://twitter.com/TastesOfEurope
Youku	http://i.youku.com/tastesofeurope
WeChat	ID: tastesofeurope2015

f. GI Handbook

The China GI Promotion campaign will also make available for EU GI producers a “GI Handbook” which will be a valuable reference for those GI producers planning for, or in the process of entering, the Chinese market. The GI Handbook will provide **step-by-step guides** on the operationalization of the GI market in China and will include relevant information such as **analysis of the Chinese market** for 15 different product categories, **market access** and **market entry procedures**, **IP protection**, **referrals to professional buyers** and a signposting and referral system providing useful contacts and ways to penetrate the Chinese market.

The *Food and Beverage Market Entry Handbook: The People’s Republic of China: a Practical Guide to the Market in China for European Agri-food Products and Products with Geographical Indications* is now accessible on ec.europa.eu for download.

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