

Tastes of Europe – China GI Roadshow campaign

The **GI Marketplace Roadshow** will educate Chinese consumers about the benefits and characteristics of European GI products and will promote in particular 6 main GI categories under the GI 100 Agreement (olive oil, cheese, hams and meats, beer, wine and spirits and a general display of all other categories from the GI 100 list). The **GI Marketplace Roadshow**, taking the form of a portable exhibition stand for displaying EU GI products, which will be taken to 7 different shopping malls across or high end venues Beijing for one weekend in each month from May to December 2015. As part of the GI Roadshow campaign the Chinese consumer will be invited to a 'journey of discovery' which will include touch screen digital displays exploring each of the six main GI categories on display. The roadshow campaign will be complemented by an online and social media campaign. For further details about these events please click on the links below.

- **Target audience**
 - Chinese consumers
 - Traditional and online media
 - Professional buyers

- **Roadshow in Beijing at seven different high traffic shopping malls (tentative dates)**
 - 9-10 May 2015
 - 13-14 June 2015
 - 11-12 or 18-19 July 2015
 - 19-20 September 2015
 - 17-18 October 2015
 - 7-8 November 2015
 - 5-6 December 2015

- **Study visit to Europe**
 - September 2015 (tbc)

- **Side events**
 - May-December 2015
 - Workshop on the European GI system for Chinese government officials
 - Workshop on the European GI system for key media and professional buyers
 - Two wine/spirits tasting events

