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DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Multilateral relations, quality policy
B.5. Promotion

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NOTE TO THE MEMBERS OF THE CIVIL DIALOGUE GROUP ON QUALITY AND PROMOTION

Subject: Promotion campaign on European GI (PDO/PGI) products in China 2015.

The EU is currently negotiating a bilateral agreement with China on protection of geographical indications (GIs) planned to be concluded in the first half of 2015. 100 EU GI names listed in the annex of the agreement will be recognised by the agreement and offered legal protection on the Chinese market. In order to highlight this agreement, DG AGRI is organising a comprehensive information and promotion campaign on European GI products in China.

The objectives of the campaign that will be carried out under the "*Tastes of Europe*" umbrella message are the following:

- 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 demonstrate to the Chinese authorities (AQSIQ, MOA, SAIC, MofCom) the value of the GI system of protection and its core pillars. Embellish and deepen an understanding of the GI system of protection, such as its qualities, reputation and other features associated with the place of origin, particularly in the context of deepening bilateral ties.
- To help fighting counterfeiting.

We are pleased to introduce in **Part I** a summary of the GI Promotion campaign which will be delivered in China during 2015. We also describe in **Part II** how European GI producers can participate in this campaign.

Part I: Description of the China GI Promotion campaign

During 2015, which also marks the 40 years anniversary of EU-China diplomatic relations, the contractor Development Solutions Europe Limited and Weber Shandwick will deliver a GI Promotion Campaign in China, which will build **awareness** among Chinese consumers, the media and professional buyers about the value of European GIs as a guarantee of **authenticity, variety, tradition, heritage, safety, and quality** for agri-food produce. The campaign will also support the deepening bilateral ties between the EU and the PRC and will build the basis for future GI promotion activities in China.

The campaign will be launched on the occasion of the diplomatic celebration for the 40 years of diplomatic relations between the EU and China to be held at the EU Delegation in Beijing on May 6th 2015. The GI campaign launch event will be attended by high level dignitaries and up to 1500 guests from both Europe and China. The launch will include official speeches, a press conference and the ribbon cutting for the **GI Market Place Roadshow**, by introducing the portable GI promotion and exhibition stand that will showcase European GIs from 6 main categories including 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 Market Place Roadshow will then be showcased at 7 different shopping malls or high end venues across Beijing during a full-weekend event in each of the remaining months of 2015. As part of the Roadshow campaign the Chinese consumer will be invited on 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.

Tastes of Europe – China campaign [Launch activities outline](#)

Tastes of Europe – China campaign [Roadshow](#)

Part II Rules for Participation in the campaign by European GI producers

Launch Event and Roadshow campaign:

All EU GI producers are welcome to attend the launch event or any of the Roadshow dates in Beijing, but there will be a limit of 100 places made available to GI Producers wishing to attend the launch event at the EU Delegation in Beijing. Producers wishing to attend the launch event should complete the attendance form available at the following link and return this to the contractor.

Tastes of Europe – [Launch event attendance application](#)

Note: All travel and logistics costs incurred in attending the events, such as flights, accommodation, visa application fees etc., will be borne by the attendees.

Producers wishing to display their GI products/samples at either the China campaign launch or roadshow must fulfill certain criteria:

- A bilateral protocol for market access must be in place between the country of origin of the GI product and the People’s Republic of China pertaining to the product category.
- GI Producers must have an established market presence in China and have satisfied all of the necessary market entry procedures, required documentation

and certificates for their products to be permitted for sale or promotion in the PRC.

- GI producers have secured market presence in PRC through the relevant diplomatic channels (embassies)
- Producers are strongly advised to have in place effective IP protection/registration for their products which covers the Chinese market.

For GI producers meeting these requirements please contact the contractor via the email at: Tastesofeurope-china@development-solutions.eu

In the case of a large number of requests for participation, the priority criteria applied will be:

- Products from the 100 GI list or the categories on the list,
- Balance between Member States and some presence of all EU MS,
- Each product presented at least at one roadshow,
- First come-first served basis with limits of number of products per country.

All European GI producers, regardless of whether their products have gained market access or market presence in China are invited to make their promotion materials available for display as part of the roadshow promotion stand. Such materials can include:

- High resolution videos presenting the GI product,
- High resolution digital photos of the GI product,
- Other promotion material as available,
- Historical material which would help to decorate the physical stand,
- Props or tools used in the production process to demonstrate the authenticity of the production process,
- Illustrations concerning “how the product is prepared and consumed” i.e. chart that pairs types of beverages with different food,
- Other types of contributions such as chefs and recipes for cooking shows.

Please note that even when presenting promotional material it is strongly advised to have a suitable level of protection for your intellectual property in place in the PRC.

All European GI producers who wish to have a representative attend one or more of the roadshow events can use the occasion as a platform to meet importers, distributors and retailers in the margins of the event roadshow. The GI producers will be given access to the database of business contacts who will be invited to attend the specific roadshow events. Please note, however, that such meetings will be the responsibility of producers and will not be organised by the contractors.

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 different 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 GI Handbook will be available online prior to the campaign launch event.

I trust that this opportunity will be of interest to European GI producers interested in building market opportunities in China.

Yours sincerely,



Han-Erwin BARTH

Contact:

For all general enquiries concerning the China campaign please send emails to:
tastesofeurope-china@development-solutions.eu