



Dear Sir/Madam,

You are invited to participate in the upcoming Tastes of Europe events!

The Tastes of Europe campaign is a campaign organised by the European Union aiming to raise awareness of the EU GI Quality Schemes in China through the promotion of European products carrying the PDO or PGI label. The campaign was launched in May 2015 and will end in December 2015. From September to December 2015, several events will be hosted in Beijing, China where each EU GI producer has the opportunity to be represented through their various GI products present on the Chinese market.

By participating in the Tastes of Europe events, European GI producers will benefit from extensive media coverage through key Chinese media outlets and gain great exposure in the Chinese market. The events will also offer valuable networking opportunities to build relationships with Chinese buyers, including important importers and distributors.

Please find below the upcoming campaign events with a brief overview explaining how EU GI producers can get involved.

Event	Event Attendees	Date (in 2015)	Venue in Beijing	Member State Representation & Producer Involvement Opportunities
Roadshow No. 4	Up to 3,000 Chinese consumers	September 19-20	CapitaMall Crystal No.51 Fuxing Road, Haidian District, Beijing 北京市海淀区复兴路 51 号 - Map	<ul style="list-style-type: none"> - Producers are welcome to send a representative to present their GI product to Chinese consumers - Provide sponsorship products for sampling and/or for display on the exhibition stand
Wine Tasting Event	30 Chinese buyers and media	September 23	Isola, Italian Restaurant N3-47, 3/F, Building 3, Taikoo Li North, 11 Sanlitun Street, Chaoyang District, Beijing 朝阳区三里屯路 11 号太古里北区 N3-47 - Map	<ul style="list-style-type: none"> - GI wine producers are invited to send a representative to present their GI wine to Chinese buyers - Provide sponsorship wine for sampling and/or for 10 GI gift baskets for media
Roadshow No. 5	Up to 3,000 Chinese consumers	October 17-18	New Yansha Shopping Centre No.1 Yanda Road, Haidian District,	<ul style="list-style-type: none"> - Producers are welcome to send a representative to present their GI product to Chinese consumers



Event	Event Attendees	Date (in 2015)	Venue in Beijing	Member State Representation & Producer Involvement Opportunities
			Beijing 北京市海淀区远大路 1 号 – Map	<ul style="list-style-type: none"> - Provide sponsorship products for sampling and/or for display on the exhibition stand
Roadshow No. 6	Up to 3,000 Chinese consumers	November 14-15	Indigo Shopping Mall No.18 Jiuxian Road, Chaoyang District, Beijing 北京市朝阳区酒仙桥路 18 号 – Map	<ul style="list-style-type: none"> - Producers are welcome to send a representative to present their GI product to Chinese consumers - Provide sponsorship products for sampling and/or for display on the exhibition stand
Commissioner Phil Hogan's Visit: Match-Making Event Buffet Reception	Mr. Phil Hogan, European Commissioner for Agriculture and Rural Development, 150 invitees including EU officials, EU producers, Chinese officials, buyers and media	November 14	Indigo Shopping Mall No.18 Jiuxian Road, Chaoyang District, Beijing 北京市朝阳区酒仙桥路 18 号 – Map	<ul style="list-style-type: none"> - Producers may invite a representative to attend the match-making event with Chinese buyers and/or the buffet reception in presence of Mr. Hogan. - Send sponsorship products for sampling at the buffet reception for 150 guests. - Provide products for 210 GI gift baskets for the guests
Spirit Drinks Tasting Event	30 EU GI producers, 30 Chinese buyers and media	November 16	The Embassy of Poland in Beijing 1 Ritan Road, Chaoyang, Beijing 北京建国门外日坛路 1 号 – Map	<ul style="list-style-type: none"> - EU GI Spirit drinks producers may attend the introductory seminar on Chinese market access - EU GI Spirit drinks producers are invited to send a representative to present and speak about their product to Chinese buyers - Sponsor products for 10 GI



Event	Event Attendees	Date (in 2015)	Venue in Beijing	Member State Representation & Producer Involvement Opportunities
EU GI Quality Schemes Workshop I. & Networking Event	15 Chinese buyers and media, 15 EU GI producers	November 18	World of Food Beijing Fair, China National Convention Centre No.7 Tianchen East Road, Chaoyang District, Beijing 北京市朝阳区天辰东路 7 号 – Map	<p>gift baskets for the media</p> <ul style="list-style-type: none"> - Producers are invited to send a representative to network with Chinese buyers - Sponsor products for 5 GI gift baskets for the media
Roadshow No. 7	Up to 3,000 Chinese consumers	December 5-6	Xin Ao Shopping Centre (tbc) 9 Hujing E Rd, Chaoyang, Beijing, China 北京市朝阳区湖景东路 9 号 – Map	<ul style="list-style-type: none"> - Producers are welcome to send a representative to present their GI product to Chinese consumers - Provide sponsorship products for sampling and/or for display on the exhibition stand
EU GI Quality Schemes Workshop I. & Networking Event	30 Chinese officials and/or buyers and media	December 9	Four Seasons Hotel (tbc)	<ul style="list-style-type: none"> - Sponsor products for 5 GI gift baskets for the media

Kindly note this is only a brief overview of this year's events. More detailed information about how to participate in the events can be found in the attached:

1. **Producer Update Report**, which includes the progress of our past campaign events along with some photos.
2. **Producer Involvement Info Pack**, which details information about our upcoming campaign events and how you can get involved.
3. The accompanying **Producer Form** where you can notify us how you would like to participate in the events. This form should be completed and returned to the email address: tastesofeurope-china@development-solutions.eu

Please feel free to contact us with any questions about our past or upcoming events at tastesofeurope-china@development-solutions.eu.



We look forward to working with you.

Best regards and have a good day,

Ms Albane Salzberg
Project Manager

DEVELOPMENT Solutions

Room 2480, Beijing Sunflower Tower
No.37 Maizidian Street
Chaoyang District, Beijing 100125
PR China

Tel: + 86 (10) 8527 5705

Fax: + 86 (10) 8527 5708

Mob.: +86 18610876210

Albane@development-solutions.eu

www.development-solutions.eu



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