

Success Stories of Export Promotion Strategies in Europe and Central Asia

Export promotion policies and programmes in Poland and EU

Halle, June 21-23

EU promotion policy



- Clear priorities determined each year - work program
- Increasing the number of promotional campaigns in third country markets
- Closer cooperation between operators from different Member States, through programs involving a number of countries (the programs "multi")
- Very beneficial EU co-financing rates



EU promotion policy



The objectives of the promotion measures:

- Increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
- Increase the competitiveness and consumption of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
- Increase the awareness and recognition of Union quality schemes;
- Increase the market share of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential;
- Restore normal market conditions in the event of serious market disturbance, loss of consumer confidence or other specific problems.



EU promotion policy



- Annual work programme for 2017
- A total of EUR 133 million is available for promotion programmes (compared to EUR 111 million in 2016)
- Co-financing rate of 70%-85%
- €9.5 million for promotion actions directly managed by the Commission (e.g. EU pavilions at fairs in third countries, high level missions).



EU promotion policy



- Simple programmes in the internal market
- Simple programmes in third countries
- Multi programmes in the internal market
- Multi programmes in the internal market or in third countries
- Simple programmes in case of serious market disturbance, loss of consumer confidence or other specific problems.



EU promotion policy



- Simple promotion programmes on third country markets - €63 million
- The 2017 plan again puts emphasis on products under EU quality schemes, from the outermost regions and from organic production,
- Market difficulties, such as dairy and pigmeat, beef and an extra €4.5 million available for sectors facing unexpected crises.
- New element for 2017 (€15 million) - increasing the awareness of sustainable agriculture and the role of agriculture for climate action on the internal market.



Promotion strategy of Polish agri-food products

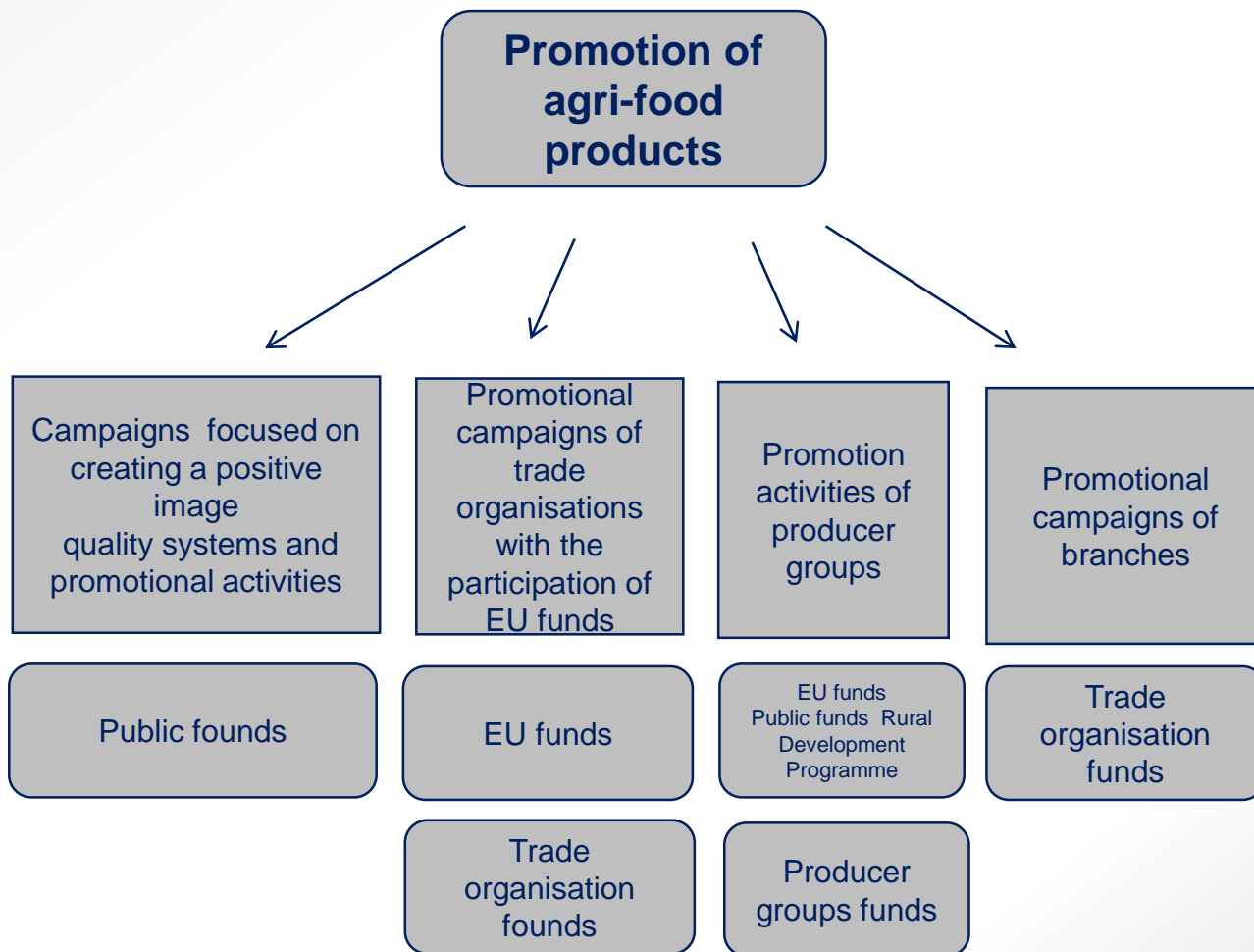


- Building consistent with the EU approach promotion policy
- Determining the strategic directions
- Preparation of annual promotion plans
- Identification and management of financial resources





Financial sources





Rural Development Programme 2014-20120



Promotion of food quality schemes

Implementation is decided by the individual Member States.

Actions eligible for support shall be:

- designed to induce consumers to buy the products covered by a quality scheme
- draw attention to the specific features or advantages, notably the quality, specific production methods, high animal welfare standards and respect for the environment linked to the quality scheme concerned.



Food quality schemes in Poland



• Protected Designations of Origin 9



• Protected Geographical Indications 20



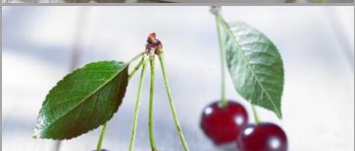
• Traditional Speciality Guaranteed 9



• Organic farming

- Farms 23 375
- Processors 705





Food quality schemes in Poland



Try Fine food



Integrated production



Quality and Tradition



Quality Assurance for Food Products (QAFF)



Pork Quality System (PQS)



Quality Meat Program (QMP)



Country origin labelling



- Supporting local economy?
- Better quality?
- EU requirements in terms of food safety and quality are the same in all Member States
- Indication of origin and quality is ensured by the system of Protected Geographical Indications, Protected Designations of Origin



THE EXTRAORDINARY
ITALIAN TASTE



List of Traditional Products



OBJECTIVES

- Identification of traditional products
- Increasing consumer awareness
- Registration support at the Community level as a PDO, PGI or TSG
- Veterinary and sanitary derogations
- Involvement of regional authorities

1698 PRODUCTS IDENTIFIED





Impact assessment of EU campaigns



Return on investment (ROI)

- Promotion programmes - the level of investment proposed is justified by the expected return on investment

Ratio between the increase in sales or exports of promoted products and the investment - total programme costs

- Information programmes - increase of awareness
Number of people who have acquired new knowledge

Coherence between the evaluation of the results at the end of a programme and the objectives set at the beginning of the programme

Impact assessment of national activities



Measures funded by public funds aimed at raising awareness - eg. the level of awareness of quality labels

Measures financed by the promotion fund - increase in export level

eg. intensive promotional campaigns on pork in South Korea led to a significant increase in exports.

Thank you for your attention

Dariusz Goszczyński