



# ORGANIC FOOD & BEVERAGE

EU Gateway | Business Avenues

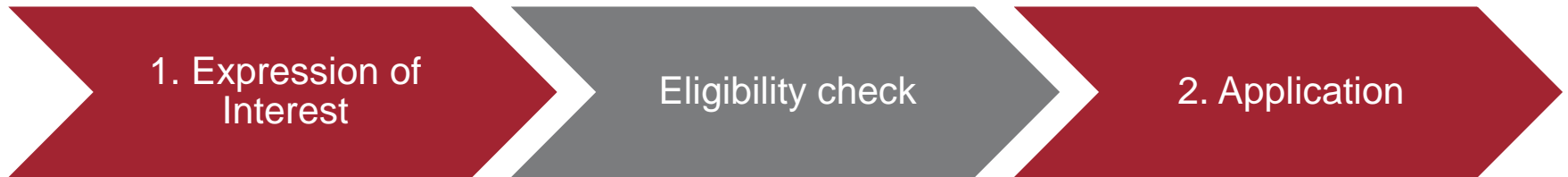


# Criteria for Participation

---

- ✓ Companies that are successful in Europe
- ✓ With minimum 3 years' existence (3 years financial figures)
- ✓ Headquartered in the EU and majority-owned by EU shareholders
- ✓ Bearing the size, expertise and strategy to enter Asia
- ✓ Having a proven track record of international business cooperation

# The Mission Life Cycle



Click here



- ✓ Create a company account
- ✓ Go on «My Business Missions»
- ✓ Submit an Expression of Interest

- ✓ We check the eligibility of your company
- ✓ We send you the application guidelines

- ✓ Fill in the Application form
- ✓ Contact us for coaching
- ✓ Submit your final application

# The Mission Life Cycle

Assessment and Selection



- ✓ **50 companies are selected** to attend the Business Mission

3. Pre-departure Meeting



- ✓ Participants are invited to a meeting in Brussels
- ✓ Coaching & advise on market opportunities
- ✓ Market insights from sector experts

4. Business Mission Week



- ✓ Business trip to the target market
- ✓ Up to 15 pre-arranged one-to-one meetings with selected business partners
- ✓ Possible participation in a local event

# Other Benefits for Companies

---

- ✓ Low market entry costs
- ✓ Tailored coaching on internationalisation strategy
- ✓ Readily available market intelligence
- ✓ Post-mission business support to facilitate the deal



# Funded by the European Union

## What is covered by the programme?

Standard

Customized

**STRATEGIC**

- Tailored preparation on business culture, local market, business opportunities
- Scheduling of **individual business meetings** with local companies
- Individual **stand-by assistance** during business mission
- Advice on how to **follow-up** on business contacts

**OPTIONAL**

- Advise on legal issues and certification
- Forensic information of local companies
- Interpretation services

**ORGANISATIONAL**

- Logistical support for the business exhibition**, including interpretation, installation of booth, design and creation of business mission catalogue, information material
- Targeted promotion of your company and invitation of selected visitors** from the destination to the business mission week

**OPTIONAL**

- Additional interpretation
- Translation and printing of company documentation and brochures, product manuals & business cards

**COSTS COVERED**

- 100% of strategic and organisational standard services
- Up to 500.00 € travel costs to the pre-departure meeting in Brussels
- One night/one person in the conference hotel in Brussels
- Up to 1,000.00 € co-funding of accommodation costs for one room per company in the business mission hotel (special rates for participants)

**OPTIONAL**

- 80% co-financing of customized services up to max 1,000.00 €

**YOUR COSTS**

- Flight tickets from your domestic country to the Business Mission
- Travel inside the Business Mission country (Except site Visit)
- All insurance related to travel accommodation and business during the Business Mission
- Logistical costs for transportation of your product if necessary

# Scope of the Business Mission

The Organic Food and Beverage sector covers a broad range of **processed and packaged organic products**. Products are required to have the **EU organic certification and bear the EU green leaf logo on the package**.

The scope of the mission includes the following sub-sectors:

- Organic baby food
- Organic cereals / cereal products
- Organic bakery products
- Organic spreads
- Organic confectionary
- Organic sauces, dressings and condiments
- Organic oil and fats
- Organic ingredients
- Organic beer, wine & spirits
- Organic juice
- Organic tea, coffee & cocoa
- Organic fruits & vegetables
- Organic ice cream

# Organic Food & Beverage

## 2018 Upcoming Business Mission



**Where:** Seoul, Korea

**When:** 26-30 Nov. 2018

**Deadline:** 08 June 2018

### Event Description

- 9m<sup>2</sup> (3x3) booth exhibitor
- In parallel with a local event: **Korea Food Week in Seoul.**



# How can companies apply?

---

1. Go to <http://www.eu-gateway.eu/>
2. Select your **UPCOMING BUSINESS MISSIONS**
3. Enter the business mission page and click on **APPLY NOW**

**For more information**

**Mariya Noncheva, EU Gateway | Business Avenues**

**Email: [mariya.noncheva@eu-gateway.eu](mailto:mariya.noncheva@eu-gateway.eu)**

**Phone: +352 49 48 48 2989**

