

Λευκωσία, 3 Αυγούστου 2016

ΠΡΟΣ: Όλα τα Μέλη

ΑΠΟ: Γενικό Γραμματέα

Κυρία/Κύριε,

Πρόσκληση για Συμμετοχή στην Εμπορική Αποστολή του Ευρωπαϊκού Επιτρόπου αρμόδιου για θέματα Γεωργίας και Αγροτικής Ανάπτυξης σε Βιετνάμ, Σιγκαπούρη και Ινδονησία, 2-9 Νοεμβρίου 2016

Αναφορικά με το πιο πάνω θέμα και σας συναποστέλλουμε, για τις δικές σας ενέργειες, όλα τα σχετικά έγγραφα και έντυπα, καθώς επίσης και αυτεξήγητη επιστολή της Ευρωπαϊκής Επιτροπής η οποία αναφέρεται στην εμπορική αποστολή που θα πραγματοποιήσει ο Ευρωπαίος Επίτροπος κ. Phil Hogan, αρμόδιος για θέματα Γεωργίας και Αγροτικής Ανάπτυξης, την περίοδο 2-9 Νοεμβρίου στο Βιετνάμ, τη Σιγκαπούρη και την Ινδονησία.

Παρακαλώ όπως σε περίπτωση ενδιαφέροντος, οι δηλώσεις συμμετοχής υποβληθούν απευθείας στην Ευρωπαϊκή Επιτροπή, το αργότερο μέχρι τις 16 Αυγούστου υπό τους όρους που περιλαμβάνονται στην επιστολή.

Με εκτίμηση,

Βασίλης Βασιλειάδης,
για Γενικό Γραμματέα.

/ΕΚ

DRAFT AGENDA

Business delegation accompanying Commissioner Phil Hogan during his high-level mission to Vietnam and Indonesia (2 – 9 November 2016)

DAY 1 (Wednesday 2 November – Hanoi, Vietnam):

all day * Arrival and registration of participants

pm * Working meeting with Commissioner Hogan, internal networking dinner

DAY 2 (Thursday 3 November – Hanoi, Vietnam):

am * Introductory seminar on doing business in Vietnam and meetings with local or national authorities on market access

* Lunch with the Commissioner, EU and Member States ambassadors, representatives of national and local authorities and business stakeholders

pm * Retail visit/ if possible B2B meetings

pm * Transfer to Ho Chi Minh City

DAY 3 (Friday 4 November – Ho Chi Minh City, Vietnam):

am * Business seminar for Vietnamese buyers

* Presentations on European products

* B2B meetings/product presentation and tasting

* Lunch

pm * Retail visit

DAY 4 (Saturday 5 November): Transfer to Singapore

DAY 5 (Sunday 6 November - Singapore): Retail visits

DAY 6 (Monday 7 November- Singapore):

am * Introductory seminar on how to do business in Singapore

* Presentations on market access

* Lunch with the EU and Member States ambassadors, representatives of national and local authorities and business stakeholders

pm * Transfer to Jakarta

DAY 7: (Tuesday 8 November – Jakarta, Indonesia)

am * Participation in the official programme of the Commissioner (tbc)

pm * Retail visit

* Dinner with the Commissioner, EU and Member States ambassadors, representatives of national and local authorities and business stakeholders

DAY 8 (Wednesday 9 November – Jakarta, Indonesia)

am * Official opening of the SIAL Interfood and the EU Pavilion by the Commissioner

* Meeting with ASEAN AGRI Ministers (tbc)

* Tour of the SIAL Interfood

* Lunch

pm * Presentations of European products, B2B meetings/ product presentation and tasting

End of the official programme but those members of the business delegation who wish can prolong their stay in Jakarta.



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT
Directorate B. Multilateral relations, quality policy
Director

Brussels, 04.07.2016
DDG1.B5/NC/cl D(2016)3794976

**NOTE FOR THE ATTENTION OF THE COMPETENT AUTHORITIES OF THE MEMBER STATES
RESPONSIBLE FOR PROMOTION**

Subject: Promotion of agricultural products: invitation for participation in the business delegation accompanying Commissioner Hogan in his trade mission to Vietnam, Singapore and Indonesia, 2 – 9 November 2016

Dear Madam, Dear Sir,

As already announced, Commissioner Hogan will be visiting **Vietnam** and **Indonesia** in the period 2-9 November 2016 accompanied by a delegation of senior representatives of European companies/producer organisations. This trip will combine official visits by Commissioner Hogan to the relevant Vietnamese and Indonesian counterparts, and promotion activities attended by the business delegation, such as seminars, business-to-business meetings and media events. In addition, and in order to explore in full the potential of this fast growing region, a stop for the business delegation only with a programme of business activities is foreseen in **Singapore** on 6 and 7 November.

We would like to ask you to **disseminate this invitation to companies and organisations from your Member State interested in participating in the business delegation**. Senior level representatives from both producer organisations and individual companies from key sectors in the EU trade with the two countries (such as, but not limited to meat and dairy products, fruits and vegetables, beverages) are welcome to take part. Indonesia in particular is recommended for operators having interest in halal foods.

Participants can choose which part(s) of the trip they want to join: the mission will start with a visit to Hanoi (2-3 November), followed by Ho Chi Minh City (4-5 November), Singapore (6-7 November) and Jakarta (8-9 November). An important element of the visit to Indonesia will be the inauguration of the SIAL Interfood 2016 fair, including the official opening of the EU pavilion on 9 November.

The participants shall cover their travel and accommodation expenses. Please note that only one person per company/organisation will officially take part in the business delegation. Other representatives may accompany the group but might be refused to take part in certain events if the size of the group needs to be kept limited.

Interested organisations/companies are invited to complete the online application form by **16 August 2016** on the link:

<https://ec.europa.eu/eusurvey/runner/HLMAGRIVietnamSingaporeIndonesia2016>

We will then be able to confirm participation by mid-September.

Practical questions will be addressed directly by promotion agency CHAFEA to which I propose to guide interested representatives of the agri-food business sector (email: chafea-agri-events@ec.europa.eu).

EU Pavilion at SIAL Interfood 2016

I would like to inform you that independently of the participation in the high-level mission of Mr Hogan, it is possible for European companies active in the agri-food sector to participate at the SIAL Interfood 2016 fair (9-12 November 2016) with a booth at the EU pavilion.

The aim is to introduce European F&B products to the Indonesian market. A large Indonesian audience will be present: end-consumers but also distributors and importers as well as retail companies. European F&B products and introduction of European culture will feature under a large European pavilion.

The European pavilion will provide a comprehensive platform for all companies to introduce their home country and their products.

The EU-Indonesia Business Network which is in charge of the pavilion will make available a range of activities and services to give the opportunity to the European companies to present themselves and to meet with their end-consumers and potential importers. The EIBN will provide market information, and assist the European companies on the spot in meeting with potential local partners (importers, distributors, retail companies, etc.). In parallel, EIBN will facilitate a space in the European pavilion for workshops and various programs to be provided by European embassies and companies (such as workshops, product tasting, cooking demo, etc.).

Details for registration and participation are provided in the annex.

Yours faithfully,



Diego CANGA FANO

Annex 1: Draft Agenda of the trade mission accompanying Commissioner Hogan

Annex 2: Information about the participation in the EU pavilion at SIAL Interfood 2016



EIBN
EU - INDONESIA
BUSINESS NETWORK

FOOD AND BEVERAGE TRADE MISSION

**NOVEMBER 8 - 13, 2016
JAKARTA - INDONESIA**

PARTICIPATION FEE

- 1000 EUR per company: booth stand in joint EU Pavilion at SIAL InterFOOD trade fair; and access to related events (+10% VAT)
- 400 EUR per company: pre-researched and pre-arranged individual business meeting agenda (optional; +10% VAT)
- Accommodation, return flights and expenses outside the scheduled program to be borne by the participants
- EIBN will assist in booking accommodation (discounted corporate rates available for participants at selected hotels)

LIMITED SPACE! REGISTER NOW!

Contact: Ms. Laura Aramo
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ORGANIZED BY



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In an economy that is largely driven by rising household consumption, the market's potential for Food & Beverages is only growing

UNDERSTAND THE SECTOR POTENTIAL

- Indonesia's consumption class is predicted to grow from 100 to 140 million by 2020 with an urbanization factor of 71% by 2030
- F&B is a major driver of the domestic economy contributing more than 7% to the GDP
- The constantly rising purchasing power has driven the turnover of the retail market for F&B by an annually 12% between 2008 and 2012
- Share of F&B in manufacturing amounts to 30%
- As labour-intensive industry, F&B manufacturing workforce has increased about 22% in recent years
- The industry's turnover amounted to 82 Million US\$ in 2014, showing an increase of 8.5% bases on the previous year

BENEFIT FROM OUR PROGRAM

- Participate in a European Pavilion at the SIAL InterFOOD Trade Fair
- Meet potential business partners
- Introduce your products
- Meet the government officials and industry leaders to learn about various regulatory procedures and policies in the F&B sector
- Learn about the current F&B situation and developments taking place



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INDONESIAN-FRENCH CHAMBER





Food & Beverages Trade Mission to Indonesia European Pavilion at the SIAL InterFOOD Jakarta Jakarta, November 8 – 13, 2016

General Information

The overall objective of EU-Indonesia Business Network (EIBN) is to work towards the enhancement of exports and investments of the EU to Indonesia, particularly by Small and Medium Enterprises (SMEs). As part of the activities, EIBN organizes trade missions to offer European companies the unique opportunity to make contact with the major players and business events on the ground in Indonesia. For the upcoming Food & Beverage Trade Mission in November 2016, we are in the process of selecting 20 companies to participate in the mission.

Please fill in the registration form and send it back to us signed before **August 1st, 2016**.

Contact information:

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The Food & Beverage Market in Indonesia

The food and beverage sector, fuelled by rising incomes and increased spending on food by the middle class has seen a constant impressive growth over the past years in Indonesia. Urban lifestyles are giving rise to a more varied diet, with an increasing demand for imported products, which is supported by the development of retail infrastructure in the form of malls and hypermarkets.

Altogether, the industry's turnover in 2014 was 82 billion US\$, showing an increase of 8.5% to 2013. Also the projections for the coming years are more than promising displaying a growth rate of 9.8% annually in the food sector and 11.6% annually in the beverage sector at least until 2019. Therefore, it comes not as a surprise that the Government of Indonesia (GoI) established the F&B sector as one of its industrial development priorities aiming at utilizing the sector's potential.

The constant growth pattern has been proven this industry to be very resilient during both regional and global economic downturns, being this among other reasons, why it remained amongst the most promising markets for international companies operating in F&B.

In the recent decade the market share of European Importers and distributors has shown a rather modest development compared to other internationally operating players. While food imports from USA, Canada and Australia have been growing by around 25% and those from other Asian countries by 15%, the EU-share of the import market has averagely been increasing by around 3% annually since 2005.

According to the Business Monitor International report on Food and Drink in Indonesia, the Food and Beverage consumption is expected to keep on rising in the coming years, mainly due to the wage growth prospects. Indeed, the food consumption forecast growth for 2017 counts to +6,9%. For alcoholic drinks, the growth is expected to amount to +8,4% in 2017. Soft drinks value sales' growth in 2017 should increase by 8,8% in 2017. Finally, the mass grocery retail value sales' growth is expected to amount to +10,0% in 2017.

Opportunities

Increasing urbanization, growing health consciousness, and changing life styles will remain strong forces behind the growth of the F&B sector. The small market share owned by European producers leaves space for positive developments, with a local population more and more demanding for high quality, prestigious European products.

Challenges

Despite the promising prospects, European F&B exporters face important challenges in entering the Indonesian market. The series of Free Trade Agreements signed by Indonesia with neighboring or Asian countries gave place to preferential import tariffs and rendered the competitiveness of some European products.

Moreover, it has to be mentioned that the F&B market in Indonesia is heavily regulated. All imported food items must bear Indonesian language labeling and indicate genetically modified ingredients, as well as be registered with the Indonesian Department of Health.

Market Entry Strategy

In order to successfully enter the Indonesian market, it is highly recommended, and in some cases mandatory (alcoholic beverages), to find a local partner either as importer or as distributor. They will help with the local procedures and the registration and certification with the Agency for Drug and Food Control (BPOM).

The following event will provide the right platform for European F&B producers and distributors to introduce their products and meet potential local partners:

SIAL InterFOOD 2016

SIAL InterFOOD is the product of collaboration between two strong powers in the food and beverage industry: SIAL GROUP, the world's largest food exhibition network with 50 years of experience, INTERFOOD, the leading food and beverage exhibition in Indonesia, running for 14 years.

This partnership has proved to be a resounding success as in its first edition in 2014, the show attracted over 35,000 visitors in 2014, and nearly 40,000 thousand visitors in 2015.

This year, the SIAL InterFOOD will be held from 09 – 12 November 2016 at the Jakarta International Expo, Kemayoran, Indonesia.

European Pavilion at the SIAL InterFOOD 2016

European companies are invited to participate – at an accessible fee - at the SIAL InterFOOD 2016. The aim is to introduce European F&B products to the Indonesian market. A large Indonesian audience will be present: end-consumers but also distributors and importers as well as retail companies. European F&B products and introduction of European culture will feature under a large European pavilion.

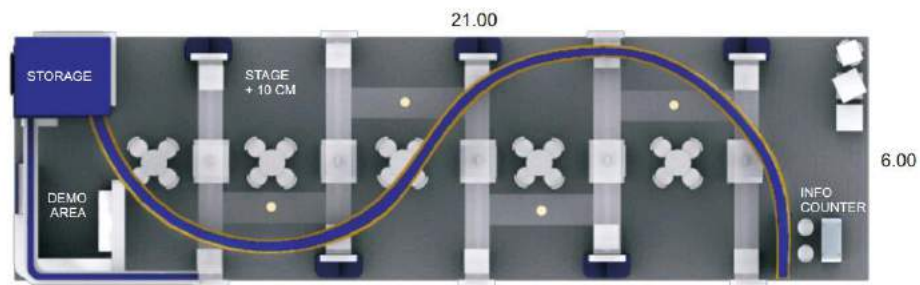
The European pavilion will provide a comprehensive platform for all EU 28 embassies and representing companies (F&B producers and/ or distributors) to introduce their home country and their products.

Target groups are:

1. Europe-based F&B producers interested in exploring the Indonesian market;
2. European distributors in Indonesia and / or operating in the region interested in finding new customers or developing their distribution network.

The EU-Indonesia Business Network will make available a range of activities and services to give the opportunity to the European companies to present themselves and to meet with their end-consumers and potential importers. The EIBN will provide market information, and assist the European companies on the spot in meeting with potential local partners (importers, distributors, retail companies, etc.).

In parallel, EIBN will facilitate a space in the European Pavilion for workshops and various programs to be provided by European embassies and companies (such as workshops, product tasting, cooking demo, etc.).

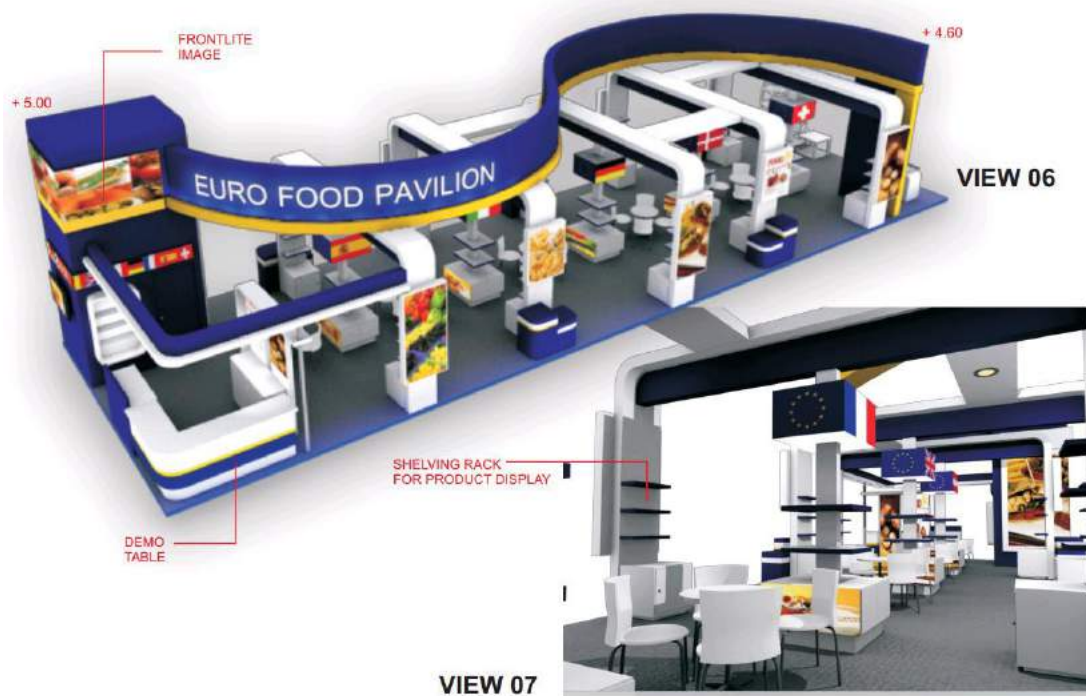


LAY OUT



VIEW 01

EURO PAVILION to be @ SIAL INTERFOOD 2016



VIEW 06

VIEW 07

EURO PAVILION to be @ SIAL INTERFOOD 2016

Agenda

Tuesday, Nov 8

Individual Arrival and Check-in at the Hotel

19.00 – 21.30

Welcome Dinner with the EIBN Team and Information Session

Briefing: Introduction to the Trade Mission activities

Information session: *Indonesia's Food & Beverages Market Players and Stakeholders*

- Presentation: Business Opportunities in the Indonesian Food & Beverages Market [Indonesian Food and Beverage Producers Association (GAPMMI)]
- Presentation: Import and business licensing, procedures and realistic timeframes for foreign companies and products entering the Indonesian market [Indonesian National Agency of Drug and Food Control, BPOM]
- European Business case: How to do business in Indonesia Food & Beverages sector, opportunities & Challenges [European player in the market]

European Pavilion at the SIAL InterFOOD 2016

Wednesday, Nov 9 – Saturday, Nov 12

Wednesday, Nov 9

10.00 – 19.00

SIAL InterFOOD 2016

- Optional Individual Business Meetings
- Open time for workshops, product tasting, cooking demo, etc

Thursday, Nov 10

10.00 – 19.00

SIAL InterFOOD 2016

- Optional Individual Business Meetings
- Open time for workshops, product tasting, cooking demo, etc

Friday, Nov 11

10.00 – 19.00

SIAL InterFOOD 2016

- Optional Individual Business Meetings
- Open time for workshops, product tasting, cooking demo, etc

Saturday, Nov 12

10.00 – 19.00

SIAL InterFOOD 2016

- Optional Individual Business Meetings
- Open time for workshops, product tasting, cooking demo, etc

Note: programme subject to changes

How Can You Participate?

EU Member States embassies

Country areas will be available within the European pavilion and can be utilized by each embassy to display material (flag, flyers, etc.). Each embassy can also propose programs such as workshops, cooking demos by national chefs, etc.

EU F&B producers and distributors

- Product display and tasting in the country areas within the European pavilion
- Workshops and product presentations in the pavilion
- Individual meeting requests can be arranged on the side of the event (please contact us for more information)

What To Do Next?

EU Member States embassies

Circulate the information to potentially interested national companies. Register your interest in participating and make program suggestions to the EIBN team.

EU F&B producers and distributors

Inform your national embassy in Indonesia that you would be interested in participating in the event. Contact the EIBN team for additional information and program suggestions.

Participation Fees and Conditions

A. Participation Fees

1.000 EUR per company (+10% VAT)

- The participation fee includes a booth stand in joint EU Pavilion at SIAL InterFOOD.
- The full amount is due 4 weeks before the commencement of the program.
- If the participant cancels within the 4 weeks prior to the trade mission commencement or fails to attend, 50% of the participation fee will be refunded.
- Accommodation, Flight from Europe to Indonesia and all food or ground transportation expenses outside the scheduled meals and activities are borne by the participants.
- EIBN will assist in booking the accommodation (discounted corporate rates available for participants at selected hotels).

Optional

- **Individual Business Meetings: 400 EUR (+10% VAT)**

Individual business meeting agenda with pre-identified interested companies. EIBN will engage with its network of Indonesian businesses and introduce your product/company prior to your arrival. EIBN will set individual business meetings according to the interest shown, to take place during the mission.

B. Conditions

Eligibility criteria:

The participant will need to:

- be headquartered in an EU member state,
- be directly engaged in the industry in which the trade mission is focused or in business aligned with trade mission objective,
- be currently exporting or demonstrate export readiness,
- be represented on the mission by an employee or officer of the company.

Conditions:

- The participant must submit a completed and signed mission registration form and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation.
- Upon signature of the registration, the participation for the trade mission will be binding and the participation fee will be due. EIBN reserves the right to evaluate the ability of the applicant to meet the criteria above.
- The participant must hold and maintain travel and other appropriate insurances in connection with attendance at, and participation in, the trade mission.
- The participant accepts full responsibility for all of the business and organizational outcomes arising from their participation. EIBN will not be held responsible for the commercial endeavors of any party that participates in the trade mission.
- The participant agrees to participate in a separate survey to evaluate the trade mission.