



Food2025

Export strategy

Action Plan 2019

This is the second action plan of the Food2025 export strategy. In December 2017 Fevia, the federation of the Belgian food industry, presented "Food2025. An export strategy for the Belgian food industry". Through this long-term strategy, the food industry joins forces with the Belgian public authorities responsible for international trade to boost exports of Belgian food & beverages. Between now and 2025, the sector wants to maintain a 5% average annual growth of exports and an increase of the turnover generated through export by 1 billion euros each year, thereby generating a turnover of 35 billion euros through exports by 2025. Food2025 sets out five strategic goals, which will be realised through annual action plans. The following actions are foreseen for 2019.

For more information, visit
www.fevia.be/food2025exportstrategy

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GOAL 1: Increase political and public support for the export of Belgian food & beverages

2019 is the year of European, federal and regional elections. In its **memorandum**, Fevia proposes four recipes for a prosperous, sustainable and healthy future. With regards to international trade, Fevia presents four priorities to Belgian policy makers

- Collective Belgian stands with food.be branding at international food exhibitions
- Reinforcement of the services of Customs and the Federal Agency for the Safety of the Food Chain (FASFC), so as to maintain efficient trade flows with the United Kingdom post-Brexit

- Action against purported anti-dumping measures against Belgian food companies by third countries
- Reduced deposit withholding of the payroll tax for export managers, in analogy of what exists for R&D staff

Discover the full memorandum on feviamemorandum.be memorandumfevia.be

GOAL 2: Optimise collaboration with public authorities responsible for international trade

In the context of the **Taskforce Export Agri-food**, Fevia will

- enhance the flow of information with and between the food sector and the public authorities in charge of international trade, i.a. on
 - market access for Belgian food & beverages
 - trade agreements such as EU-Mercosur, EU-Japan, EU-Australia, EU-New Zealand
- ameliorate the working process on export facilitation, on a case-by-case basis
- assist in compiling info sheets on the trade situation with priority export destinations (such as South Korea, China, Australia, the United States of America, Mercosur and the Russian Federation), which may serve as a tool for political interventions during incoming and outgoing political visits
- facilitate political and diplomatic support for the crisis in the meat sector caused by the African Swine Fever

Regarding the **FASFC**, Fevia will

- plead for a reinforcement of its services on export facilitation, also in light of the implications of the Brexit
- ask for a revitalisation of the Plenary Meetings Export
- collaborate on the Chinese pilot project on the registration of overseas manufacturing enterprises of imported foods
- further promote the BECERT export certification application, after its mandatory entry into force

Fevia concerts with the **trade promotion agencies** on their annual action plans, for the organisation of i.a. info sessions, business missions, contacts with foreign buyers and actions at international food exhibitions (see also GOAL 5).



GOAL 3: Strengthen the image of Belgian food & beverages with food.be

Fevia will boost the food.be **communication** through the new food.be website and social media channels, by

- updating the company data on the website through the new Fevia passport app
- mapping the target audience (retail & distribution in priority export destinations) and developing targeted communication
- involving its members in generating new content for the site
- creating event pages for food exhibitions (e.g. ISM, Gulfood, FoodEx Japan, PLMA, ANUGA, Food&Hotel China) as well as for trade missions and state visits

Fevia will co-organise **promotional events** for Belgian food and beverages during

- the Belgian Economic Mission to Mexico (17-23/02): "Sabores de Belgica" network event for Mexican retail and distribution

- the state visit to South Korea (24-28/03): high level opening of the "Belgian festival" for Korean retail and distribution
- the Belgian Economic Mission to China (16-23/11)

Fevia will enhance the visibility of Belgian food and beverage producers and their products during **exhibitions**, such as

- Feines Essen und Trinken (9-10/05, München), an annual event for German retail sector which has Flanders as host region in 2019
- Foire Agricole de Libramont (26-29/07)
- ANUGA (5-9/10, Cologne)

Fevia will see to the integration of the **food.be branding** in the development of the new collective stands of the trade promotion agencies at European food exhibitions.

GOAL 4: Maximise international access for Belgian food & beverages

Fevia will develop a strategic approach on **Brexit**, with

- participation in consultation fora, such as the Belgian High Level Brexit Group, the National Customs Forum, FoodDrinkEurope, and the Belgian employers organisations
- organisation of info sessions, in collaboration with the trade promotion agencies

Fevia will defend the offensive and defensive interests of the Belgian food industry in upcoming **trade agreements**, such as EU-Australia, EU-New Zealand and EU-USA. Fevia will seek for ways to support subsectors that face **purported anti-dumping measures**.



GOAL 5: Accelerate the internationalisation of the Belgian food industry

Fevia will (co-)organize events and info sessions on key export destinations, such as

- **China**
 - Exportboost China programme Fevia Vlaanderen: final workshop and business mission (24-29/03)
 - Info session on export opportunities for F&B businesses in China in collaboration with AWEX and Wagralim (4/04)
 - Belgian Economic Mission China (17-23/11)
- **Japan**
 - Info session on the benefits of the EU-Japan Economic Partnership Agreement for the food sector by Flanders Investment & Trade (FIT) (24/01)
 - Seminar on the EU-Japan Economic Partnership Agreement by the Federation of Belgian Enterprises (28/02)
- **Canada**
 - Seminar on export opportunities for the F&B sector in collaboration with AWEX and CanCham BeLux (28/03)
- **USA**
 - Export seminar in collaboration with FIT (14/10)
- **United Kingdom**
 - Export boost study trip by Fevia Vlaanderen during “Specialty Fine Food” (2-4/09, London)
- **Latin America**
 - Round table with Flemish Economic Representatives in Latin America (16/05)
 - FIT mission to Brazil, Peru and Equator (3-13/11)
 - Workshop and contact day with Latin American buyers by Brussels Invest & Export (6-9/09)

This Action Plan is subject to changes and updates.

To keep up to date with Fevia’s export-related activities, register at www.fevia.be and follow the ‘COMPETITIVITY’ topic.



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