

A decorative grid of 18 circular icons representing various food and beverage items, including a croissant, wheat, a bottle, a chili pepper, a glass of beer, a gift, a funnel, a fish, a carrot, a cookie, a hot pot, a drink with a slice, a slice of pizza, and a slice of cheese.

# Food2025

## Export strategy

### Action Plan 2022

Fevia, the federation of the Belgian food industry, launched “Food2025. An export strategy for the Belgian food industry” in 2017. Through this long-term strategy, the food industry joins forces with the Belgian and regional public authorities responsible for international trade, to enhance the internationalisation of the Belgian food industry and to boost exports of Belgian food & beverages. This is vital to strengthen the entire food chain and create added value for everyone, which is one of the goals of the Sustainability Roadmap of the Belgian food industry. Furthermore, in light of the economic disturbances caused by the covid-19 pandemic, it is now more than ever key to enhance international trade as a driving force for national and global recovery.

Food2025 sets out five strategic goals, which are realised through annual action plans. In this fifth annual Action Plan we set out our actions for 2022.

**To consult the Food2025 Export Strategy, visit [www.fevia.be/doc-foodbe2025exportstrategy](http://www.fevia.be/doc-foodbe2025exportstrategy).**

This Action Plan is subject to changes. To keep up to date with Fevia’s activities on international trade, register at [www.fevia.be](http://www.fevia.be) and follow the topic ‘Competitiveness’.

**food.be**  
Small country. Great food.

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

At the end of 2021, Fevia launched its **Sustainability Roadmap “What’s for dinner tomorrow?”**. In this long-term strategy, the Belgian food industry sets itself the goal of **strengthening the entire food chain and creating added value for everyone**. We invest in local production chains and support our Belgian food companies to remain competitive in an international context. Fevia calls upon Belgium’s federal and regional governments to join us in our goals to **strengthen the competitiveness and enhance the internationalisation of companies** and to that end:

- **Resist protectionism at home and abroad:**

Belgian food companies are champions for domestic production and consumption. However, as an export-oriented sector, the world is our marketplace and we have to be able to trade on a global scale with **limited international trade barriers**. This is a prerequisite for the food industry to remain sustainably embedded in Belgium as the largest industrial job creator.

- **Strengthen the European internal market**

as a key priority in the European post-covid 19 recovery plans. As three quarters of our export is destined for EU member states, **uninhibited free movement of goods** in the EU internal market is crucial for our economic recovery.

National initiatives by EU Member States favouring their own products should be avoided.

- **Reinforce international trade**

- Defend the interest of the Belgian food industry in **trade agreements**, including the EU-Australia, EU-New Zealand and EU-Mercosur agreements
- Strengthen the **transatlantic economic ties**, following the positive first steps taken since the instalment of the new US administration, including the resolution to find a negotiated solution for the Airbus-Boeing conflict, that also effects the food industry.
- Monitor the implementation of the **EU-UK Trade and Cooperation Agreement** and the impact of Brexit on the food industry, as we face new challenges in 2022: full custom declarations, pre-notification of goods, health certificates and safety and security checks.
- Enhance trade relationship with **China** with the goal to increase market access for Belgian food & beverages, in particular for dairy and meat.
- Monitor the **EU-Russia** trade relationship, as (geo)political tensions might lead to further barriers to trade.

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

Fevia continues its close collaboration with

- **Regional trade promotion agencies:**

- **Fevia Vlaanderen - Flanders Investment & Trade** will start their **new structural partnership for 2022-2026** in the framework of “Vlaanderen Versnelt!”, with food as one of the five focus value chains.
- **Fevia Wallonie – Agence Wallonne à l’Exportation et aux Investissements Etrangers** will continue their structural

collaboration, with the **sectoral binome “agrifood”**, as well as their **conventional partnership on e-business in the food industry**.

- **Fevia Brussels – hub.brussels** will collaborate on company support and promotional events. For specific actions in collaboration with the export agencies in 2022, see GOAL 5.



- **Taskforce Export Agri-food:** The agri-food sector and the federal and regional public authorities for international trade continue to jointly **address international trade barriers** and to **stimulate the use of international trade agreements** to the benefit of the agri-food sector. They concert on **incoming and outgoing official visits** (including trade missions and state visits) as opportunities to defend the interests of the agri-food sector. In 2022 particular focus will continue to go to **lifting embargos on Belgian pork meat**, now Belgium has regained its “free from African Swine Fever” status.
- **FPS Economy:** Fevia, Belgian agricultural associations and the FPS Economy will collaborate to closely **monitor the impact of Brexit** on the agri-food sector.
- **FAFSC:** Fevia will follow-up on the matters relating to controls and certification obligations and make sure these are communicated in a clear manner. Particular attention will go to **British regulations**, with prenotification and certification requirements as of 2022, and to **Chinese export requirements** following decrees 248 and 249.
- **Belgian Foreign Trade Agency:** Fevia collaborates closely with the BFTA on **state visits and princely missions**, economic and sectoral **publications and events**.

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

Fevia focusses on the following promotional tools

- **Communication & data**
  - Focus the messaging of “Food.be – Small country. Great food” on **quality, innovation and sustainability, in line with the Sustainability Roadmap of the Belgian food industry**.
  - Engage **Fevia members and partners as food.be ambassadors** in content creation and distribution.
  - Finalise the optimization of the **food.be website** with an improved search engine and product-specific pillar pages and use the analytic results to prove the added value of the website to Fevia members.
  - Expand the **food.be social media strategy** to our target audience (importers, distributors, retail, food service, ... ) in the UAE, the USA and Japan.
  - Use the **Food.be Newsletter** to engage with our target audience in key export countries.
- **Missions, trade fairs, expo’s & events**
  - Fevia will represent the **Belgian food industry during the Belgian economic missions to the United Kingdom, the United States and Japan** and will organise promotional and networking events on those occasions.
  - Fevia strengthens the visibility of Belgian food companies **at trade fairs such as ISM, Gulfood, FoodEx Japan, PLMA and SIAL Paris**.
  - Fevia will organise a **“Taste of Belgium” networking event** for Belgian companies at Gulfood.



## GOAL 4: Maximise international access for Belgian food & beverages

Fevia and its subfederations focus on

- **Defending the interests of the Belgian food industry in trade agreements in particular in**
  - the **EU-Australia, EU-New Zealand and EU-Mercosur agreements**
  - the **EU-UK Trade and Cooperation Agreement** in light of new requirements regarding custom declarations, pre-notification of goods, health certificates and safety and security checks
- **Increase market access**, in particular in China
- **Lifting embargo's**, specifically as a consequence of the African Swine Fever
- **Lifting non-tariff barriers**, such as strict closed lists, as maintained for example by Indonesia and Brazil

## GOAL 5: Accelerate the internationalisation of the Belgian food industry

- Fevia Vlaanderen will organise the **Food Export Academy**, a 4-day training on international trade
- Fevia Wallonie will in collaboration with AWEX add a chapter on “e-business in the food industry” to its online **export guide** and will participate in the 3rd edition of the EU Cross Border E-Commerce Forum
- Fevia will create opportunities for food companies on **e-business** by
  - launching a Belgian country page on **Ocado**, UK's leading online grocery store
  - promoting the Belgian F&B store on Alibaba's **Tmall Global**
  - exploring the option of launching a Belgian Pavilion on **RangeMe**, an international buyer-seller matchmaking platform
  - exploring a collaboration on a virtual “Belgian House” as a gateway to **e-commerce platforms in Japan**

