



Food2025

Export strategy

Action Plan 2020

This is the third 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 2020.

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

Fevia calls on public authorities to

- **stimulate export, as it is vital for a sustainably embedded food sector in Belgium** as the largest industrial job creator. 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. We wish to see this confirmed in the EU Green Deal.
- **reinforce the international trade regime**
 - Advocate international trade, based on multilateral rules (WTO) and bilateral trade and partnership agreements (EU) and keep food top of mind during trade negotiations.
 - Use safeguarding measures in case of gross market disruption caused by import.
- Negotiate an ambitious EU-UK trade agreement as close as possible to a customs union and with maximal regulatory alignment.
- On EU-Mercosur, stimulate export of food & beverages while protecting agriculture and prevent gross market disruption.
- **resist protectionism**
 - De-escalate the Airbus-Boeing conflict and avoid further US tariffs on Belgian food and beverages.
 - Continue to plead against an extension of Country of Origin Labelling (COOL).

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

Fevia continues its close collaboration with

- **Taskforce Export Agrifood**

In collaboration with the other sector-representatives, Fevia will compile infosheets on key export destinations as a tool for political interventions and continue efforts to lift embargos on pork meat as a consequence of the African Swine Fever.
- **FASFC**

Fevia will follow up on the questions and recommendations on the improvement of FASFC's role in export promotion as communicated in December 2019.
- **Regional trade promotion agencies**

Fevia concerts 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. For Fevia Vlaanderen, this is in the framework of the FIT strategic partnership 2017-2021 and of 'Vlaanderen Versnelt!', where food is one of five focus value chains. See also GOAL 5.



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

Fevia focusses on the following promotional tools

- **Communication & data**
 - Fevia will execute its content strategy on food.be as determined in 2019. We will optimize the food.be website as a B2B platform, develop content formats to engage subfederations and members, develop a Food.be Newsletter to engage our target audience (importers, distributors, retail, food service, ... in key export countries), optimise the Facebook account and launch a LinkedIn account.
 - Fevia will send out its first annual data query with the Fevia Datatool.
- **Trade fairs**
 - Fevia asks the regional trade promotion agencies to integrate the food.be branding in a consistent manner in all international food trade fairs where they have collective stands, complementary to the regional branding.
 - Fevia creates event pages on the food.be website for ISM, Gulfood, FoodEx, PLMA and SIAL, with an overview of all Belgian companies, and promotes these pages through social media.
- Fevia will create extra visibility for the Belgian presence at SIAL with the food.be brochure, distributed at the regional info stands, and possible other tools and events.
- **Princely missions and state visits**
 - Fevia will represent the Belgian food industry during the State Visit to Italy, and collaborates with AWEX for a Meet & Greet between HRH King Filip and the Belgian and Italian winners of the Ecotrophelia competition, so as to highlight the importance of innovation and the attraction of technical talents to the food industry.
- **Events**
 - Fevia works with the Commissioner-General for the Expo's on the 'Belgian Pavilion' during the Expo2020 in Dubai (October 2020–April 2021) to create maximal visibility for Belgian food and beverages.
 - Fevia considers a collaboration with the Belgian Olympic and Interfederal Committee on the 'Belgium House' during the Tokyo 2020 Olympic Games.



GOAL 4: Maximise international access for Belgian food & beverages

Fevia and its subfederations focus on

- **including the interests of the Belgian food industry in trade agreements,** in particular in
 - EU-UK trade agreement: no tariffs, no quota, level-playing field and maximum regulatory alignment in order to avoid diverging norms and standards
 - EU-Mercosur trade agreement: stimulate the export of food & beverages while protecting agriculture and preventing gross market disruption
- **excluding food & beverages in trade disputes,** such as in the Airbus-Boeing and the Digital Services Tax cases
- **lifting embargo's,** specifically as a consequence of the African Swine Fever, **and purported anti-dumping and anti-safeguarding measures,** particularly those against Belgian fries
- **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 will (co-)organize events and info sessions on key export destinations, such as

- **China**
 - Inspiration session by Alibaba at the Food Export Forum (18/03)
 - Meet buyer(s) City'Super Hongkong (May)
 - Export Days by Wallonia (28-29/05)
 - China International Import Expo (November)
 - 2nd Cross Border E-Commerce Forum (December)
- **Gulf region**
 - Fevia Vlaanderen Seminar during FIT Exportbeurs (23-25/06)
 - Fevia Wallonie seminar during Export Days by Wallonia (28-29/05)
- Fevia Vlaanderen retail study trip Dubai (16-19/11)
- Fevia Vlaanderen event on sustainability and innovation (Food Tech) Dubai (14-17/12)
- **US**
 - B2B during PLMA Chicago (16-17/11)
- **UK**
 - Training on customs and SPS matters
- **Russia**
 - Meet buyers (September)

Fevia Vlaanderen organises a Food Export Forum (18/03) on key export countries and regions. Fevia develops an online export guide that allows food companies to find the right information efficiently and quickly.



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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