



VULL EXPORTAR PRODUCTES ALIMENTARIS A LA XINA: PER ON COMENÇO?

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Prodeca
Promotora dels aliments catalans

Generalitat de Catalunya

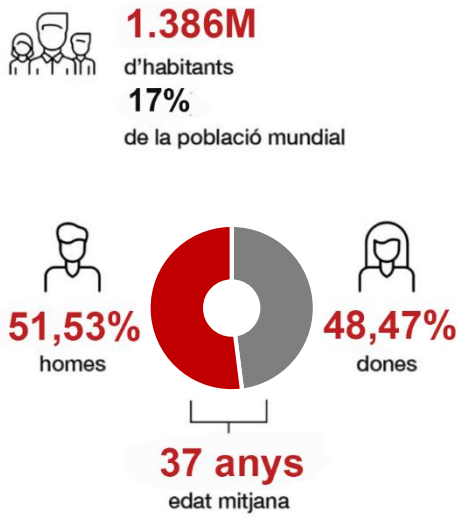
sempre endavant

9 d'abril de 2024

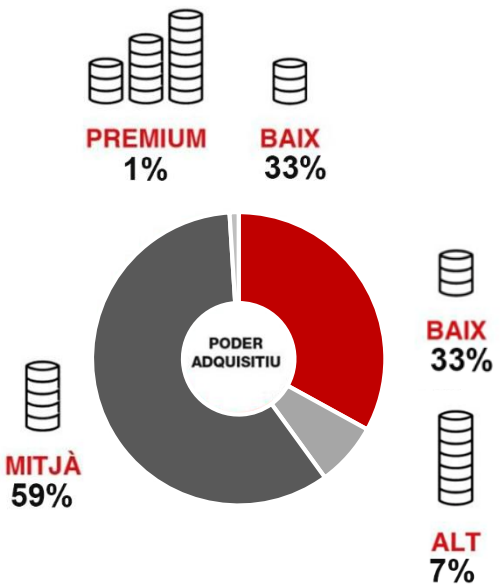
XINA EN DADES: PERFIL DEMOGRÀFIC

- Amb més de **1.386 milions d'habitants**, Xina és el segon país més poblats del món per darrera de l'Índia.

- **Augment de la despesa** del consumidor **en salut**: on els **hàbits alimentaris hi juguen un paper destacat.**







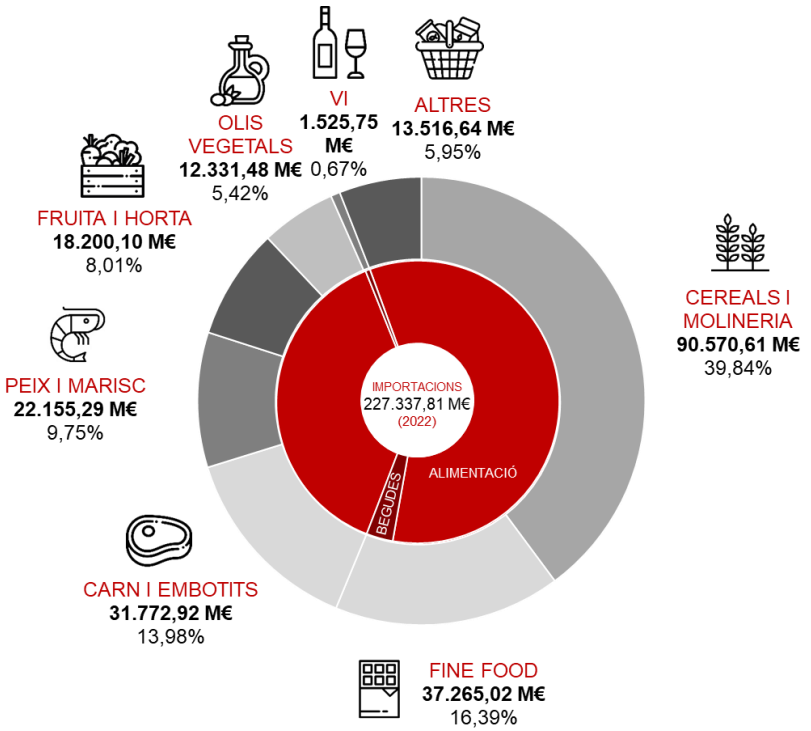
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XINA EN DADES: IMPORTACIONS AGROALIMENTÀRIES

- Xina és **el 2n importador mundial d'aliments i begudes.**

- Valor de les importacions de 2022: **227.338 M€.**

- Productes més importats: Cereals i productes de la molineria 40%, Fine Food 17% *(especialment formatges i productes làctics 25% del total de la categoria; dolços, cacau i confiteria 17%; ingredients alimentaris 16%; sucs i begudes 14%, fleca, pastisseria i snacks 12% i plats preparats 4%)*, carn i embotits 14%, paix i marisc 9,8%, fruita i horat 8%, olis vegetals 5,4% *(el 58% oli d'oliva)* i vi 0,7%.



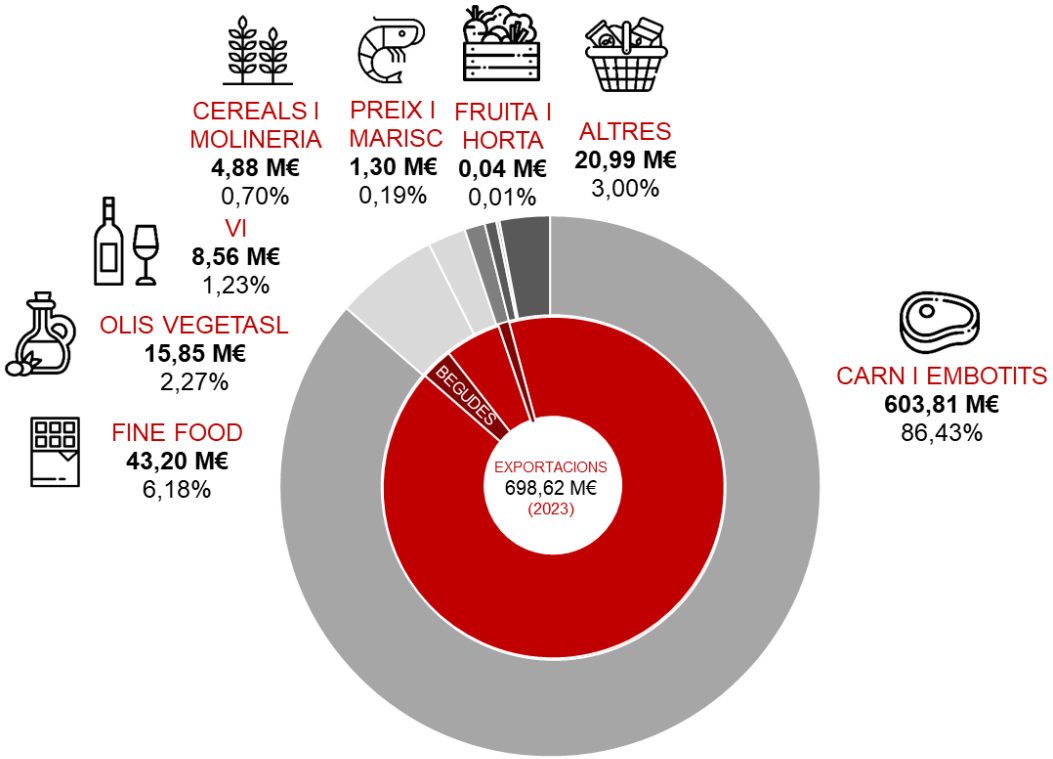
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XINA EN DADES: EXPORTACIONS AGROALIMENTÀRIES CATALANES

- **Increment anual del 2%** d'empreses catalanes exportadores a Xina (actualment 342).

- **698M€ exportats el 2023:** representa un 4,6% del total exportat per Catalunya i un 36% del total exportat a Àsia.

- **El principal producte exportat** per Catalunya a Xina és la **carn de porcí** que representa el 86% del total, seguit pel Fine Food 6% *(on destaquen els sucs, amb el 4% del total exportat a Xina)*. Segueixen els olis vegetals (2,3%), *majoritàriament oli d'oliva 1,7%.* El vi representa l'1,23% del total exportat.



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VULL EXPORTAR PRODUCTES ALIMENTARIS A LA XINA: PER ON COMENÇO?

Pablo Recio Gracia: Antena Prodeca Xina - Director Gerent d'EIBENSA
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Prodeca
Promotora dels aliments catalans

Generalitat de Catalunya

sempre endavant

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CONTENT

2 Hong Kong

- HK as a market; Different from Mainland
- Evolution of imports
- Registration and barriers
- Distribution situation

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- HK as a market; Different from Mainland
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Hong Kong SAR historically

Historic / Traditional Dynamics

Market size

Consumer analysis

Channel analysis

Product analysis

2019 – 2022
Political turmoil and COVID

2 unstable disruptions that are redefining the HK economy and F&B sector



Current and Future of Hong Kong

Forecast

Entry strategy, opportunities

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Hong Kong SAR historically

Historic / Traditional Dynamics

2019 – 2020
Political turmoil and COVID

Current and future Hong Kong

“One country, two systems”; HK as a specific and different dynamics from Mainland, although still related to it

- HK has historically been used as a platform to perform market tests for the Mainland and other SEA regions
- Still, since 1997, own legal and market system
- Land limitations demand a high import-dependent economy
- A more Western-friendly consumer, very cosmopolitan, with a closer relationship with the high-end market

Hong Kong SAR. Market access. Different for Mainland



HK has historically been used as a platform to perform market tests for the Mainland and other SEA regions

Some experience in HK SAR might be useful when entering the Mainland:

- Flavor preferences are similar to Southern China.
- Interconnection between HK SAR and Mainland F&B distributors.
- Interconnections in logistics (e.g. greater bay area)
- HK SAR chains and distributors accessing the Mainland could maintain same suppliers.

Even if this experience might be useful, the **markets can't be directly compared** as there are many differences in consumer behaviour, channels and market regulations

Success in Hong Kong does not mean clear access to Mainland China and vice-versa

Hong Kong SAR. Market access; Different market from the Mainland

Since 1997, different legal system and market from Mainland China

- Different **customs and tariffs**
- Different systems for **product approval**
- Diferent **internal market dynamics** for imported F&B
- Different **legal system:** HK SAR influenced by anglosaxon rules
- Different **tax system**
- Different **visa system**



Hong Kong SAR.

Market analysis

Characteristics

High-value, wealthy & sophisticated

Consolidated market, growth is limited

China, the USA, EU, and Brazil as **main food suppliers.**

Land limitations, so an **import-dependent market**

Consumer

Households are small, and eating out is recurrent

Cosmopolitan, with an interest in new products

Brand attracted consumers; price not so determinant

High expenditure in food retail and service





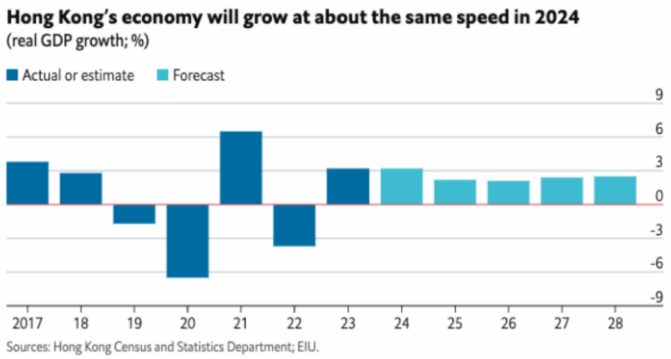


Hong Kong SAR historically

Historic / Traditional Dynamics → 2019 – 2020 Political turmoil and COVID → **Now**

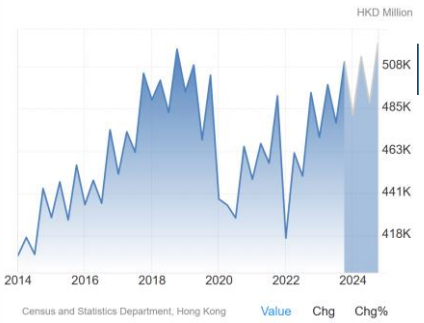
The post-turmoil complexity brings opportunities to today's scenario due to shelves being "shaken up"

- Expected improvement as a whole in 2024 (trading, tourism receipts, logistics). **GDP resumed growth was 3,2% in 2023, while 2022 had contracted 3,7%.**
- HK;s production of local food is very limited, will always be a top market for imports. It will still be a showroom for entering in other Asian markets
- Government has continued to strengthen the Greater Bay Area



Source: HK census and statistics

Consumer spending



Source: HK census and statistics

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- HK as a market; Different from Mainland
- Evolution of imports
- Registration and barriers
- Distribution situation

Imports Evolution. General Overview

The Hong Kong economy is **externally oriented and highly dependent on trade with the rest of the world**. In 2022, the value of imports amounted to HK$4,927.5 billion (US$629.1 billion)



HK's goods exports and imports turned positive in Q4 of 2023, after being negative for the rest of the year. This evolution help us see how the country is recovering, leaving behind instability times and it's hangover effect



Highly developed marketing system, with tourists and affluent consumers demanding high-value imports. Per capita GDP in Hong Kong is among the highest in Asia, enabling Hong Kong consumers to spend on high-quality food and beverages.



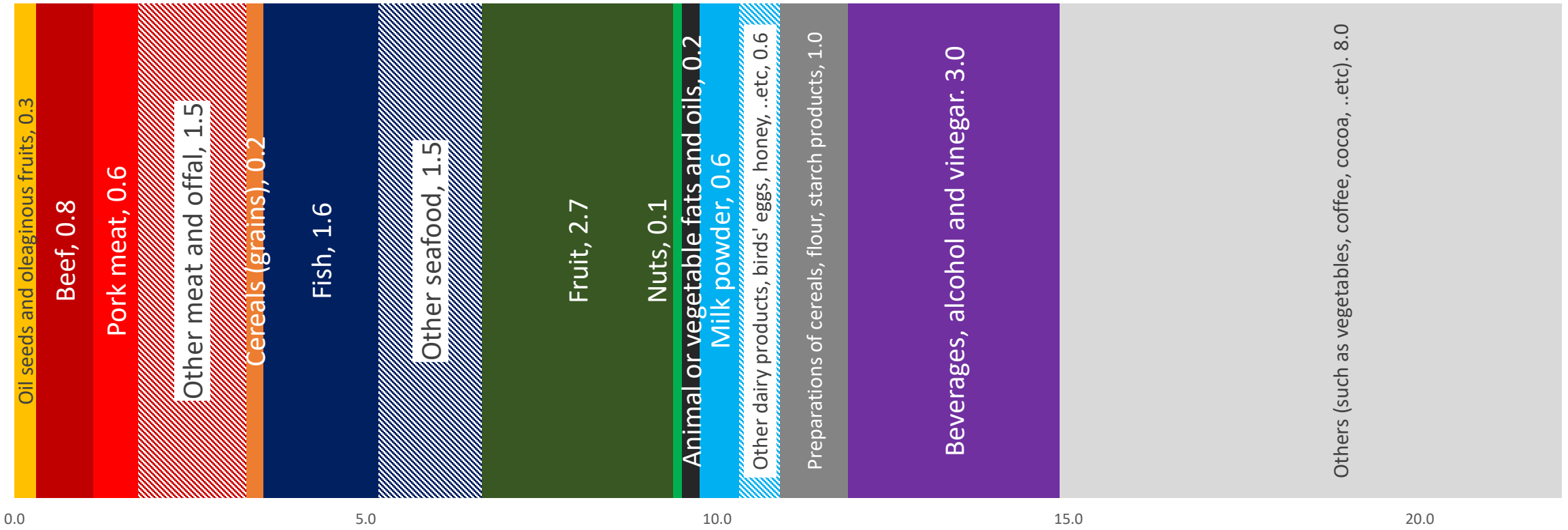
Most food and beverage products enter duty-free. A rules-based import regime and sophisticated infrastructure for trade servicing, including financing and logistics, facilitates Hong Kong's role as a trade destination and regional hub to China and other regional markets



Food and Beverage market is highly competitive

Imports Evolution. General Overview

2023 (Nov est): in Bn $

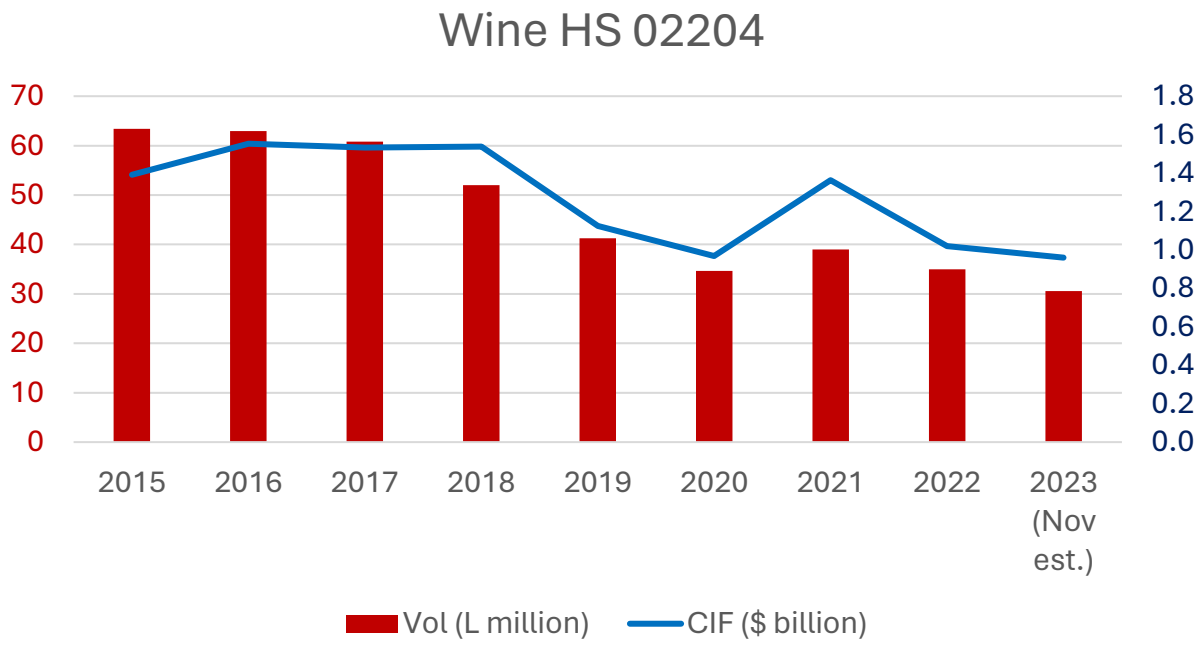


Total $23 Billion (~10% of Mainland China imports)

Source: UN comtrade (HS codes 01-23)

Wine

Hong Kong is a relevant importer of wine. Its cosmopolitan and outgoing city lifestyle make it a thriving place for the wine industry.



- HK plays a **leading role in distribution through all Asia, as wine is tariff free since 2008**. From the 31 million litres in 2023, 11 were re-exported

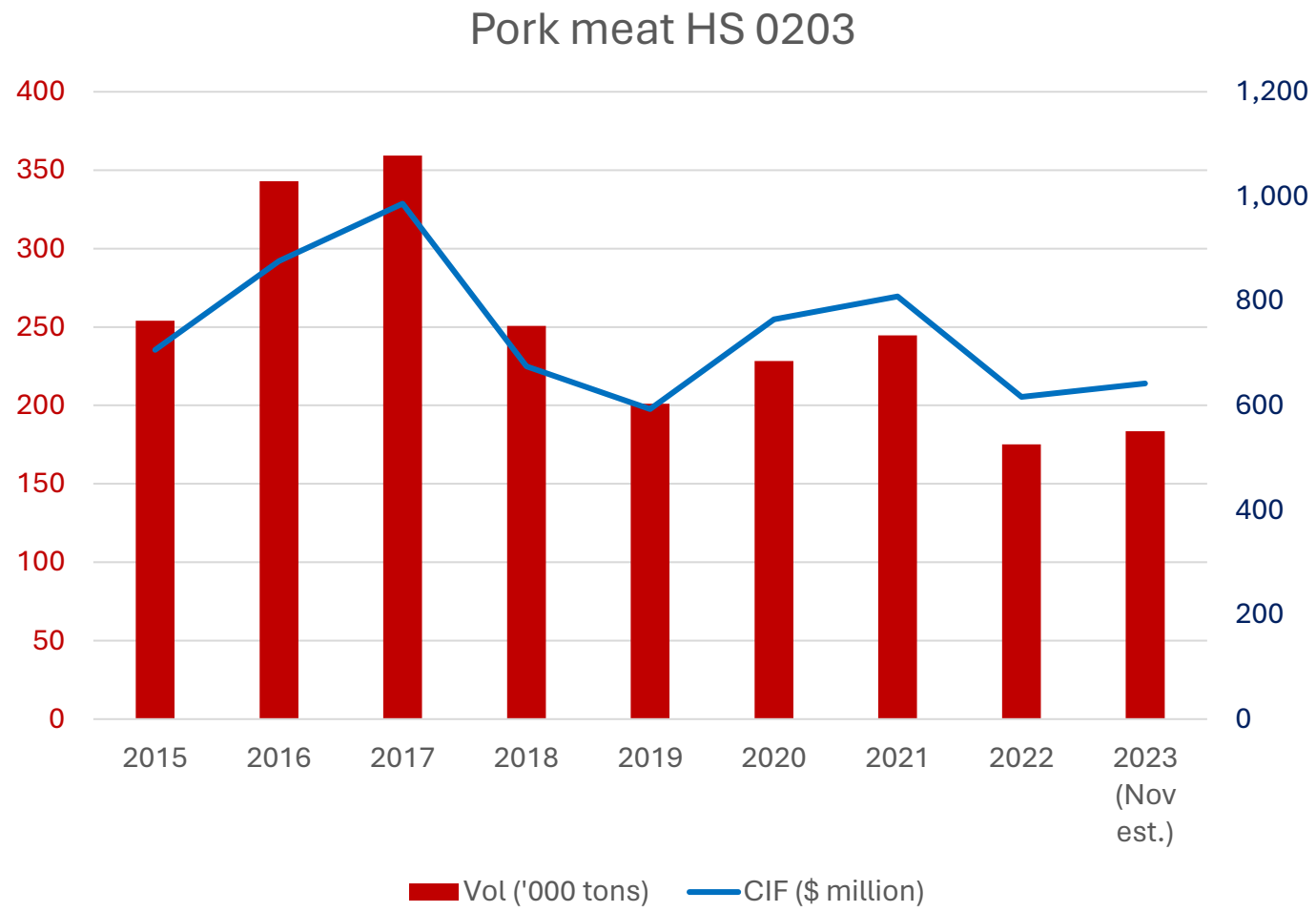
- **HK Focus on wine promotional activities, including seminars, wine tastings, receptions and food pairings**.

- **New players in town;** Platforms like HKTVMall and Vivino HK have been registering considerable growth in their online wine sales

- Signed agreements with Australia, Argentina, Chile, France, Germany, Hungary, Italy, New Zealand, Portugal, Romania, Slovenia, Spain and the US. **These agreements are designed to strengthen links in a number of areas, including wine-related trade, investment and tourism**

Red wine dominates, but there is a **growing demand for Champagne and Prosecco**

Pork meat


Pork meat HS 0203
400
350
300
250
200
150
100
50
0
1,200
1,000
800
600
400
200
0
2015
2016
2017
2018
2019
2020
2021
2022
2023 (Nov est.)
Vol ('000 tons)
CIF ($ million)



Ham and cold cuts

Hong Kong is a net importer of –quality- ham

- While overall pig meat imports, including bacon and ham, have declined in Hong Kong in recent years, **the consumption of premium Spanish cured ham has been on the rise**, driven by discerning local consumers who highly value the product's quality and reputation

- **From 2017 to 2020, the volume of Spanish ham consumed in Hong Kong grew from 305 tons to 876 tons**, while the value increased from €5.7 million to €21.3 million

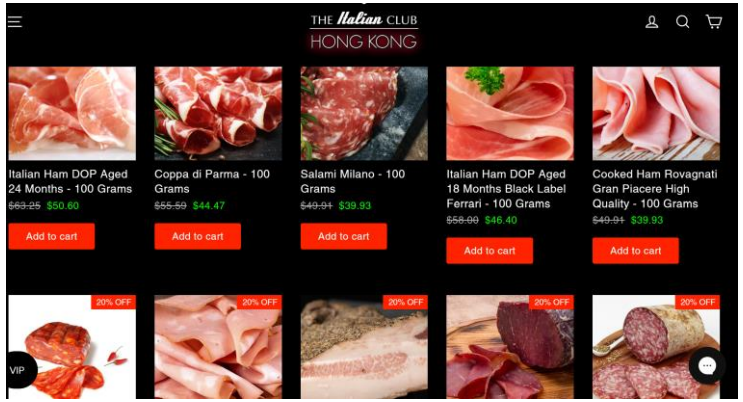
- **Cold cuts**, as in Mainland, have a chance of finding a spot. Good reputation of Spanish ham may be a key to success

- **Italian ham** (parma) is the major competitor





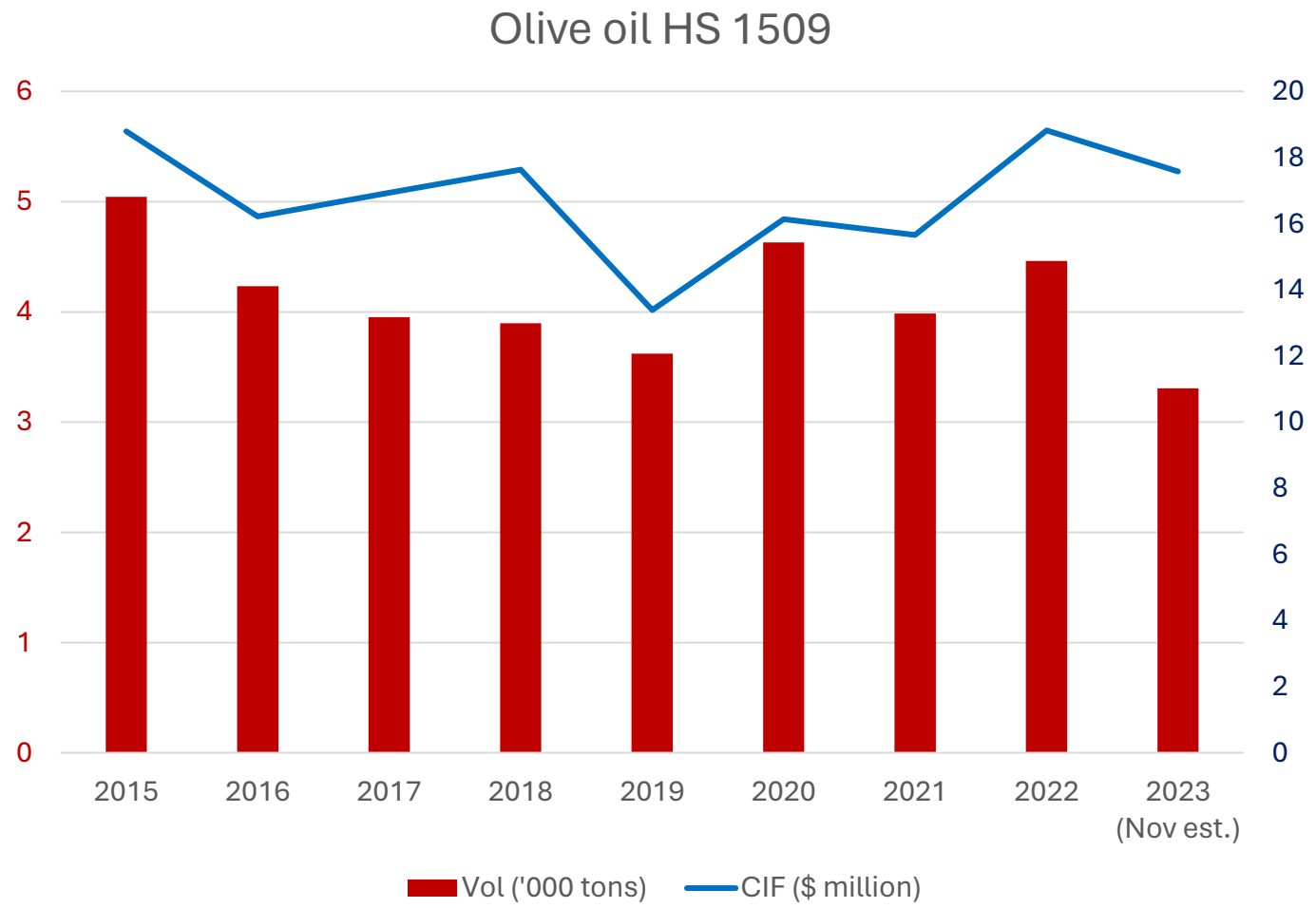


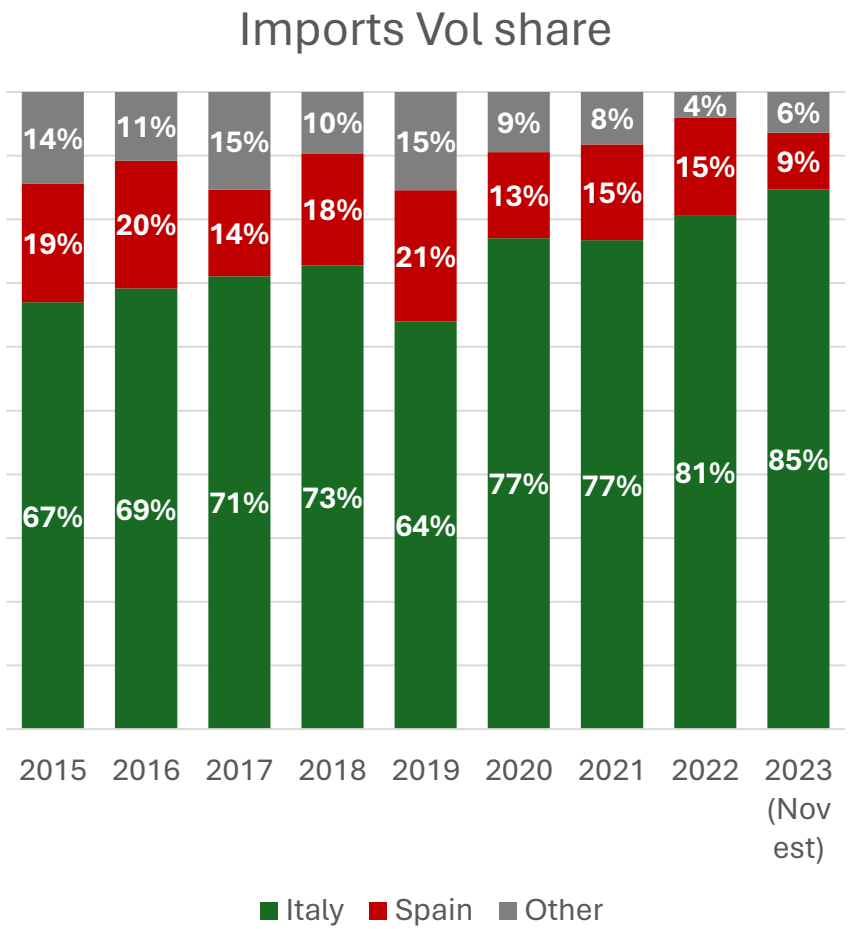


Market strategies should try to **familiarize the product with local habits and consumption; and approach Spanish ham as an experience, with other known categories like wine or cheese**

Olive oil

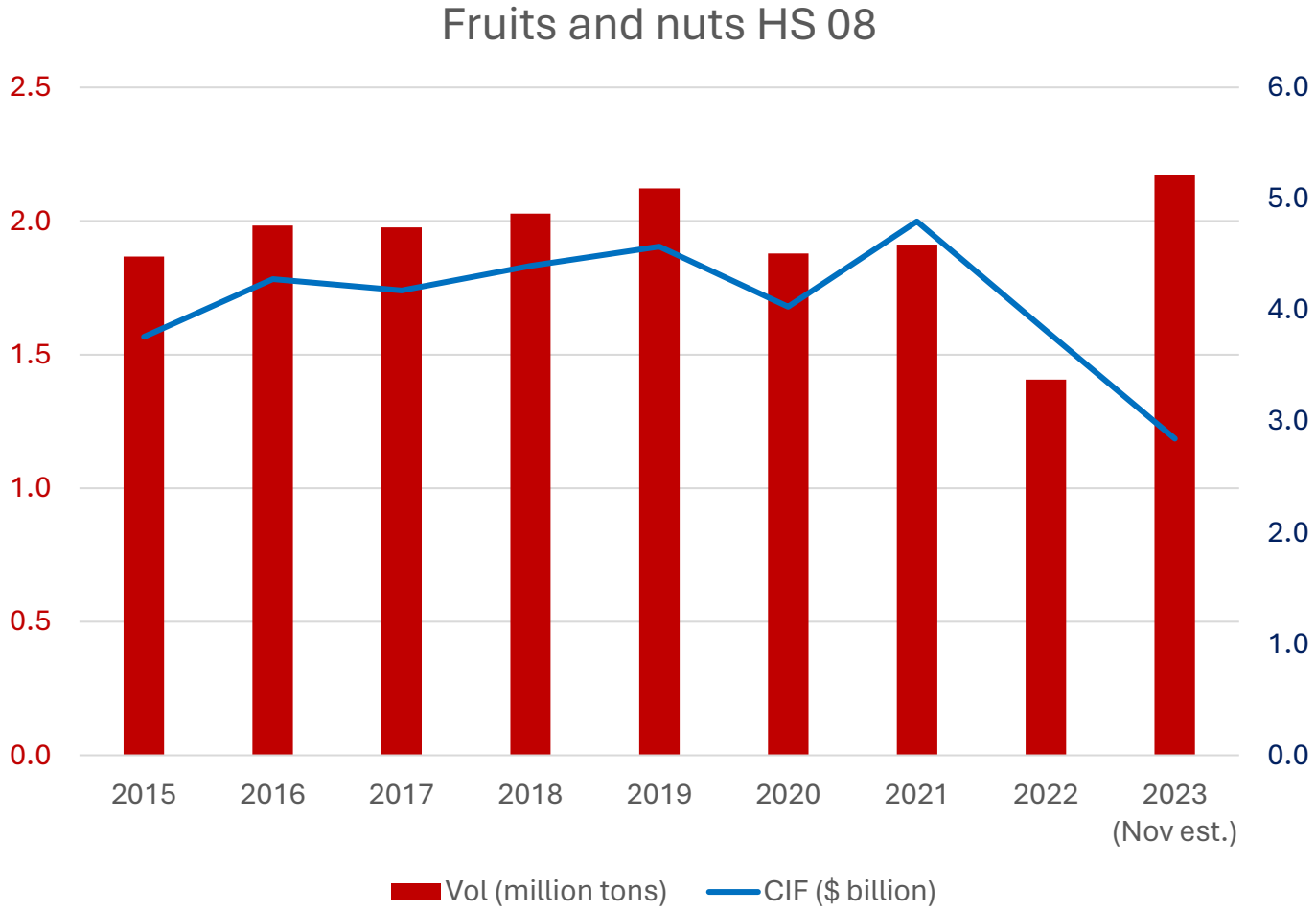
Olive oil is considered a top and high-end product, but import data show a much stronger positioning of Italian olive oil

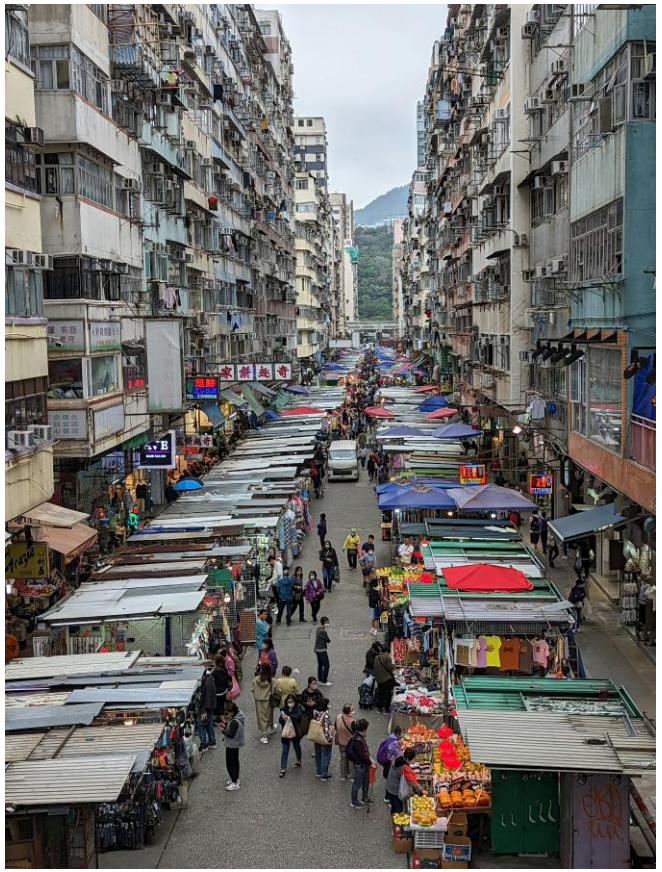




Fruits

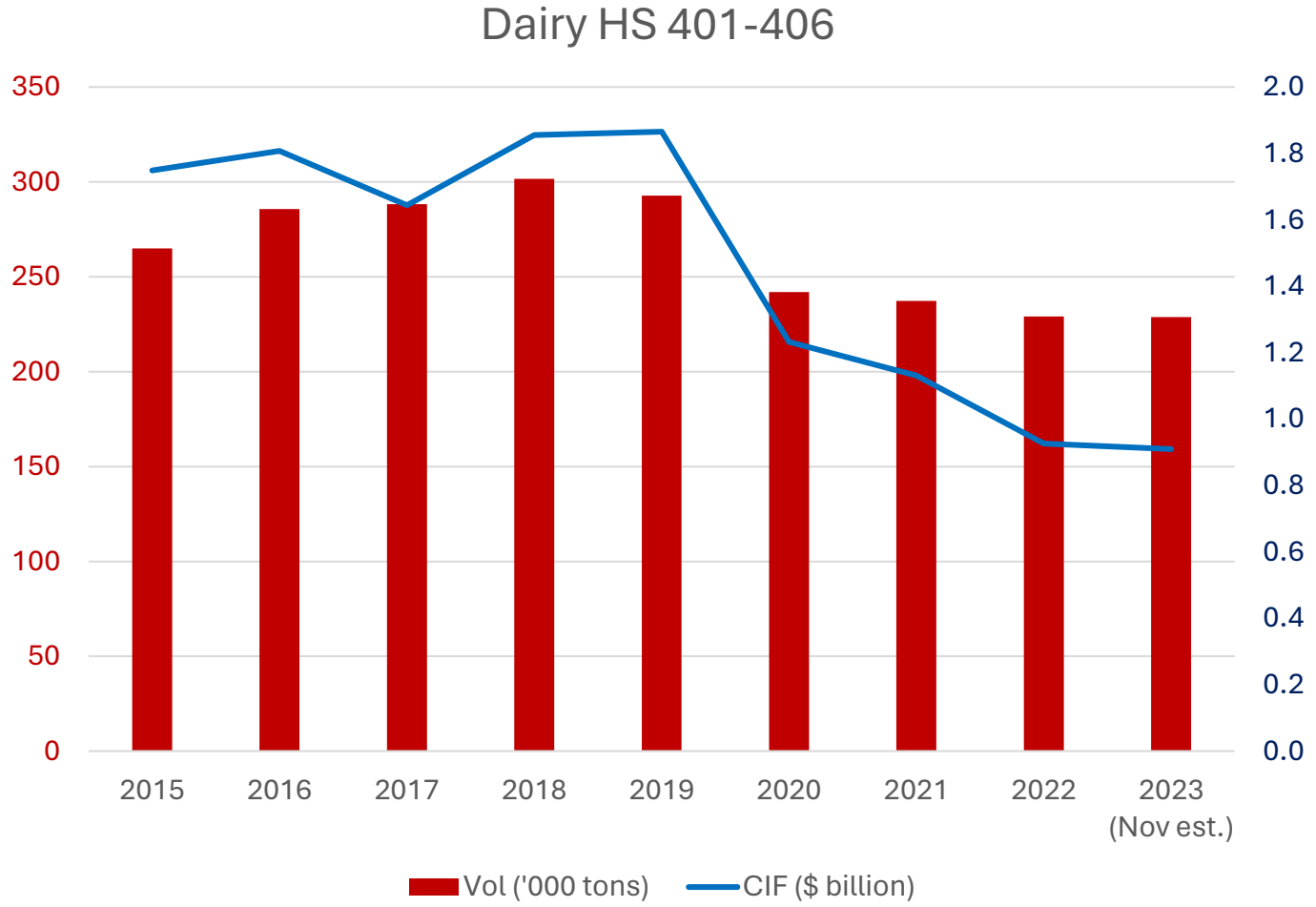
A historically fruit-promotional scenario for other Asian markets. Small, but less complex entry than Mainland





Dairy

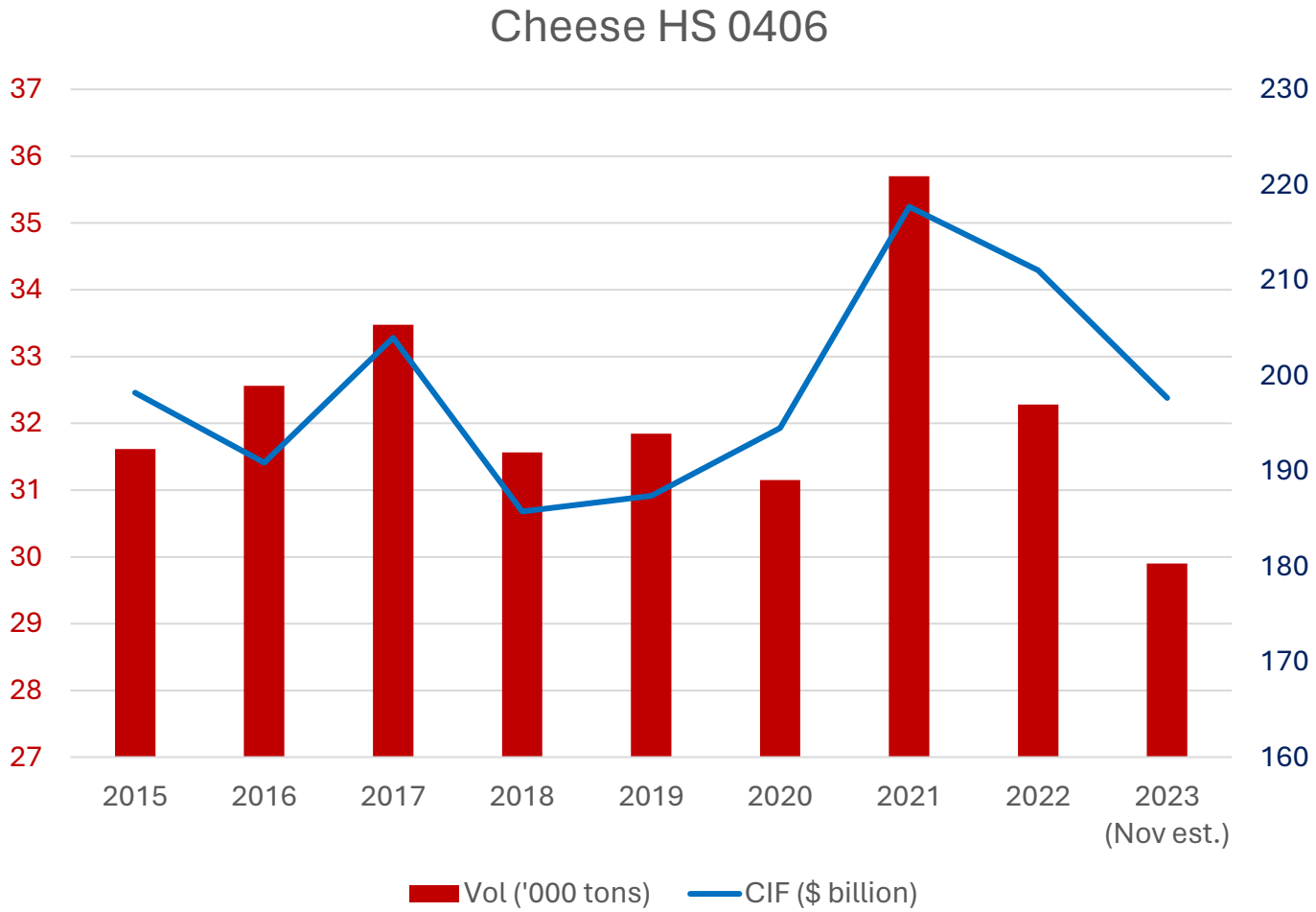
Different from Mainland, where there are still a lot of misconceptions, Hong Kong is closer to a dairy diet acceptance, as in other western countries.





Cheese

Cheese is widely accepted, in both processed and natural dimensions





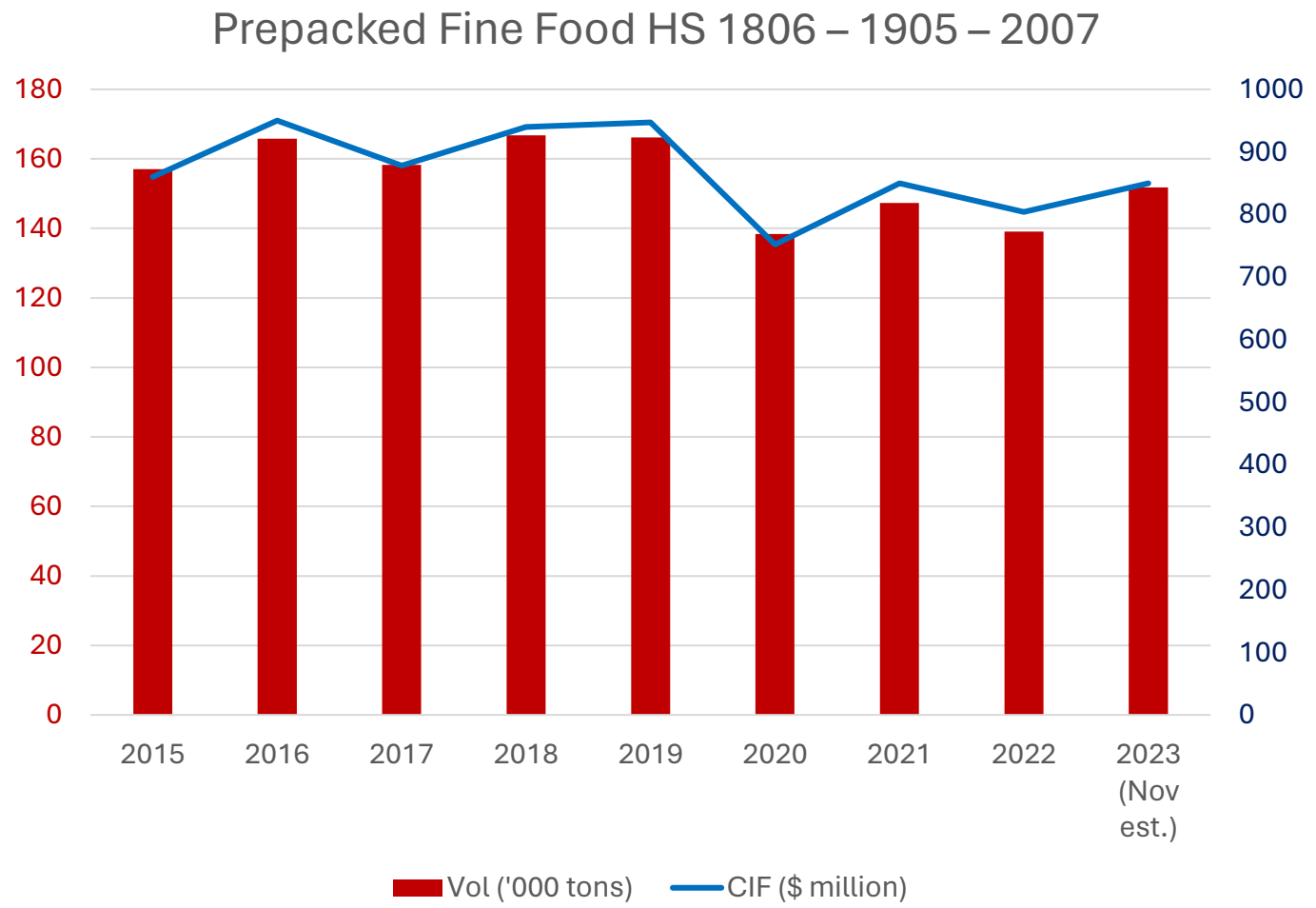




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Prepacked: Fine food

Prepacked food in Hong Kong show a stable evolution and demand, demonstrating HK interest in western and more specialized products

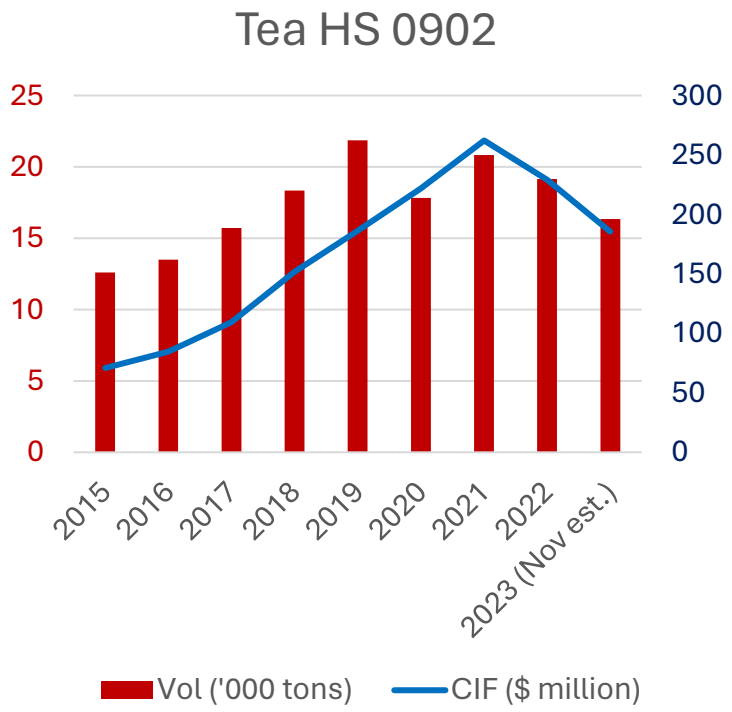


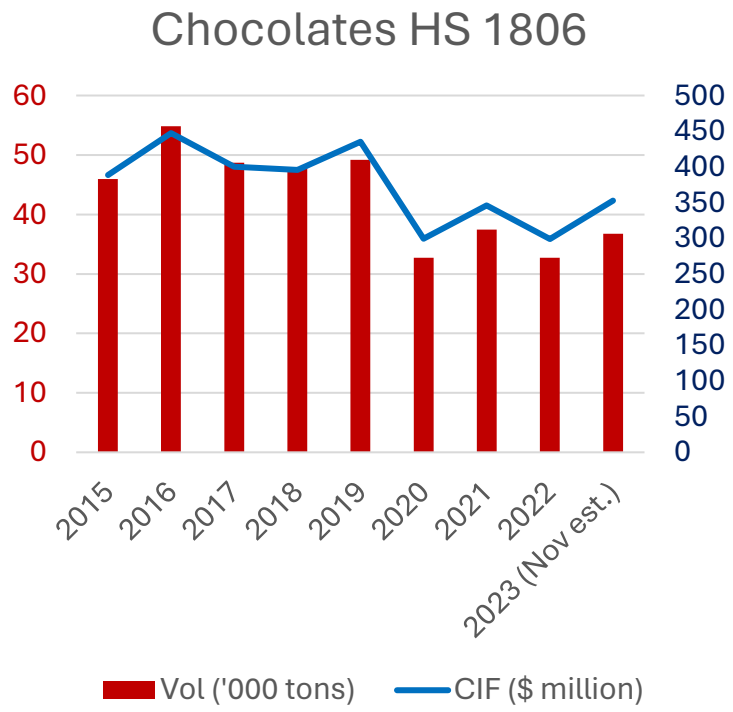
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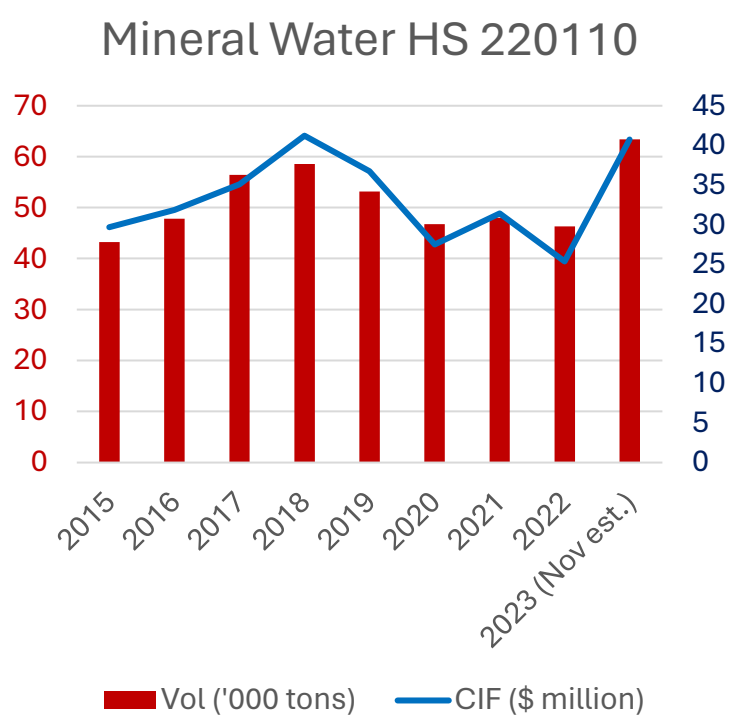
Prepacked: Fine food

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TEA — **CHOCOLATE** — **MINERAL WATER**







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The situation of organic in Hong Kong

Not specific regulations, **so open market**

- Hong Kong **does not have a regulation** for the production, certification or labelling of organic food.
- Organic foods are subject to same regulation as conventional foods.
- **Organic labels from third countries are allowed without need of specific registration.**
- The **Hong Kong Organic Resource Centre Certification (HKORC)**, a non-profit and non-government organization launched its independent organic certification service for local organic farmers and food processors, accredited by IFOAM (International Federation of Organic Agriculture Movement).

香港有機資源中心
HONG KONG ORGANIC RESOURCE CENTRE



The organic marketnterest differs from the Mainland**. Consumers are more aware of healthy trends, and the distribution scenario provides many food stores, both specialized and generic**.

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- **Registration and barriers**
- Distribution situation
- Case study

Hong Kong SAR. Product and Import requirements

The current list of dutiable goods and corresponding rates and other detailed information is available at: www.customs.gov.hk/trade_faciliation .

(1) *"Every person who imports any article other than an exempted article shall lodge with the Commissioner an accurate and complete import declaration relating to such article using services provided by a specified body, in accordance with the requirements that the Commissioner may specify" (L.N. 322 of 1999)*

(2) *"Every declaration required to be lodged under paragraph (1) shall be lodged within 14 days after the importation of the article to which it relates.*

Application for registration should generally be based on status of the food business shown in the Business Registration Certificate and made in the name of a person, a partner authorized by a partnership or a body corporate and must be made in the specified form **FEHB 245**.

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Hong Kong SAR. Product and Import requirements

HK is a free port. There is no tariff on goods entering the country but excise duties are charged on four groups of commodities, whether they are imported or manufactured locally, for domestic consumption.

- These commodities are certain hydrocarbon oil (motor spirit, aircraft spirit and light diesel oil), liquor with alcoholic strength more than 30 per cent by volume, methyl alcohol and tobacco (other than smokeless tobacco).

F&B Import requirements	HK SAR	Mainland China
Importer / exporter registration	Importer only	Both
Importer lisence required	Only for alcohol	All products
Prior approval requirements	Only some products	Only some products
Country protocol required	Fast process	Slow process
Tariffs	Only on alcohol and tobacco	MFN*
Compliance Access complexity	Low	Moderate to High
Main control-approval source	Exporting country	Destination country

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Hong Kong SAR. Product and Import requirements

To ensure hygienic standards of food**, importers are encouraged to obtain health certificates issued by health authorities of countries of origin to accompany their imports** certifying that the food products concerned are fit for human consumption.

There are **specific legal requirements**, such as prior approval of the establishment, for the import of certain food items due to their perishable or high-risk nature:

- game, meat, poultry and eggs
- milk and milk beverages;
- frozen confections; and
- marine products.

Import of food and beverages are also subject to control of various **local food laws** and regulations pertaining to:

- contamination by harmful substances (such as hormone residues)
- microbiological standards
- preservatives
- food colors
- metal and mineral oil content



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Hong Kong SAR.

Channel analysis

RETAIL

FOOD SERVICE

E COMMERCE







Hong Kong SAR. Retail

There are more than 800 supermarkets, department stores, convenience stores and traditional markets

Traditional –wet- markets

- preferred by older consumers and local neighborhoods (residential areas)
- less branded portfolio
- Purchasing small and recurrent



IMPORTS

- Sourced through wholesalers, importers (small batches)

Not appropriate for imported branded goods

Supermarkets

- Main retail category; gaining space of convenience stores
- Retail segment is concentrated

惠康 wellcome

PARKnSHOP

IMPORTS

- Premium / upscale outlets expanded, as consumers seek imported and gourmet products

Appropriate for high-valued, imported branded goods

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Hong Kong SAR as a market. Retail

Main players

惠康 wellcome

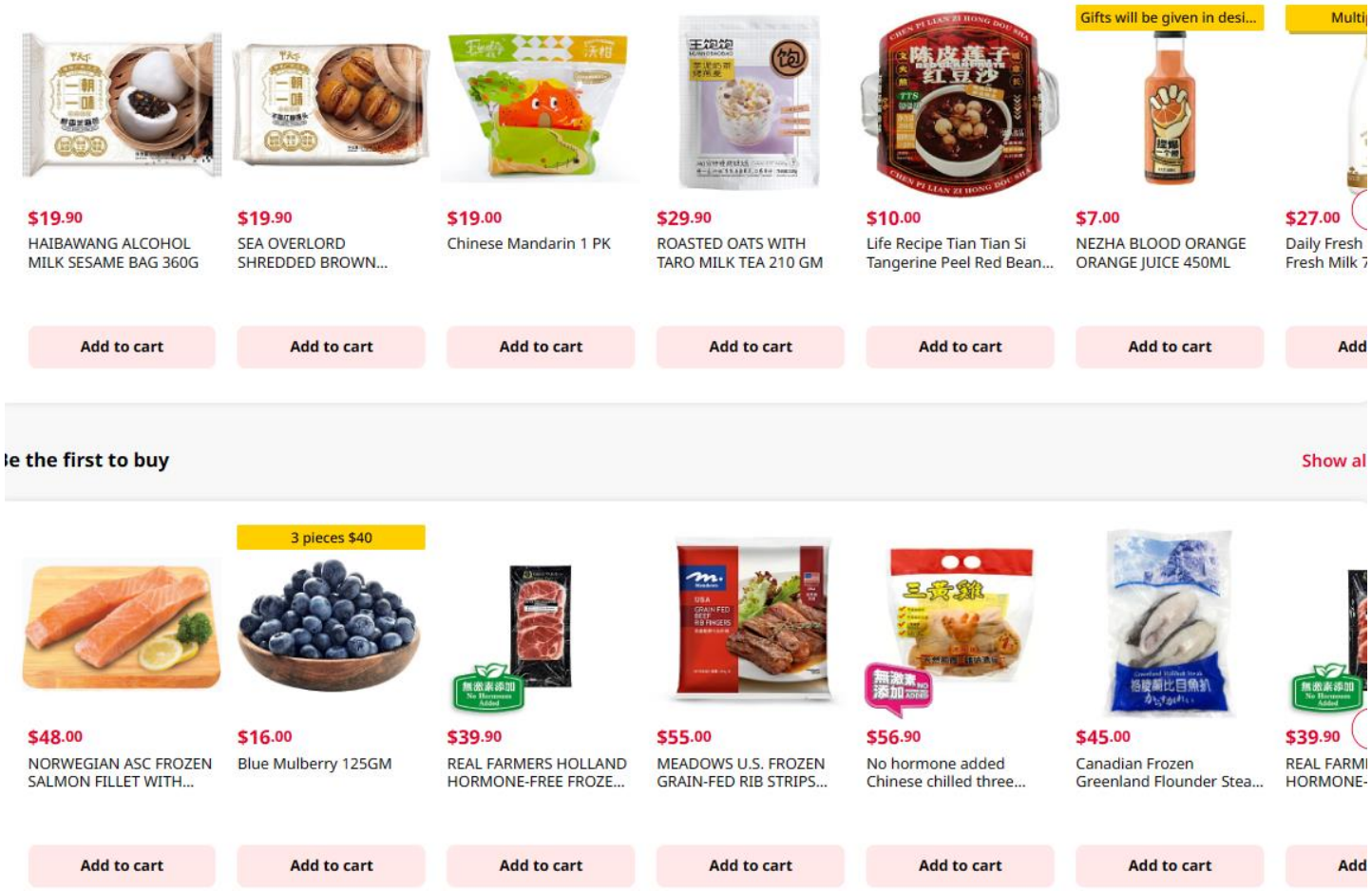
- DFI Retail group (HK, Singapore)
- **YUU APP** for delivery
- The presence of **high-end imported** products or **organic/healthy** products is concentrated on its **upscale branches**.
- Product origin advertisement is inconsistent in Wellcome/superstore.
- Exporters must focus on upscale branches, where origin and quality traits are more relevant.

Dairy Farm Group owned	No. of stores in HK	Information
Wellcome	Over 280	16 million customers per month
ThreeSixty	2	Organic, natural and wholesome food. An extensive range of take-home and ready-to-eat food options + earth-friendly, wellness related products
Olivers the Delicatessen	1	HK's leading fine food and wine store since 1981. A superior product range, high-quality goods from Europe, USA, Australia, etc.
MarketPlace byJasons	43	Lifestyle supermarket offering quality products and services. Premium range and international focus.

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Hong Kong SAR as a market. Retail

Main players



Wellcome online shopping





Marketplace by Jansons

Hong Kong SAR **as a market. Retail**

Main players

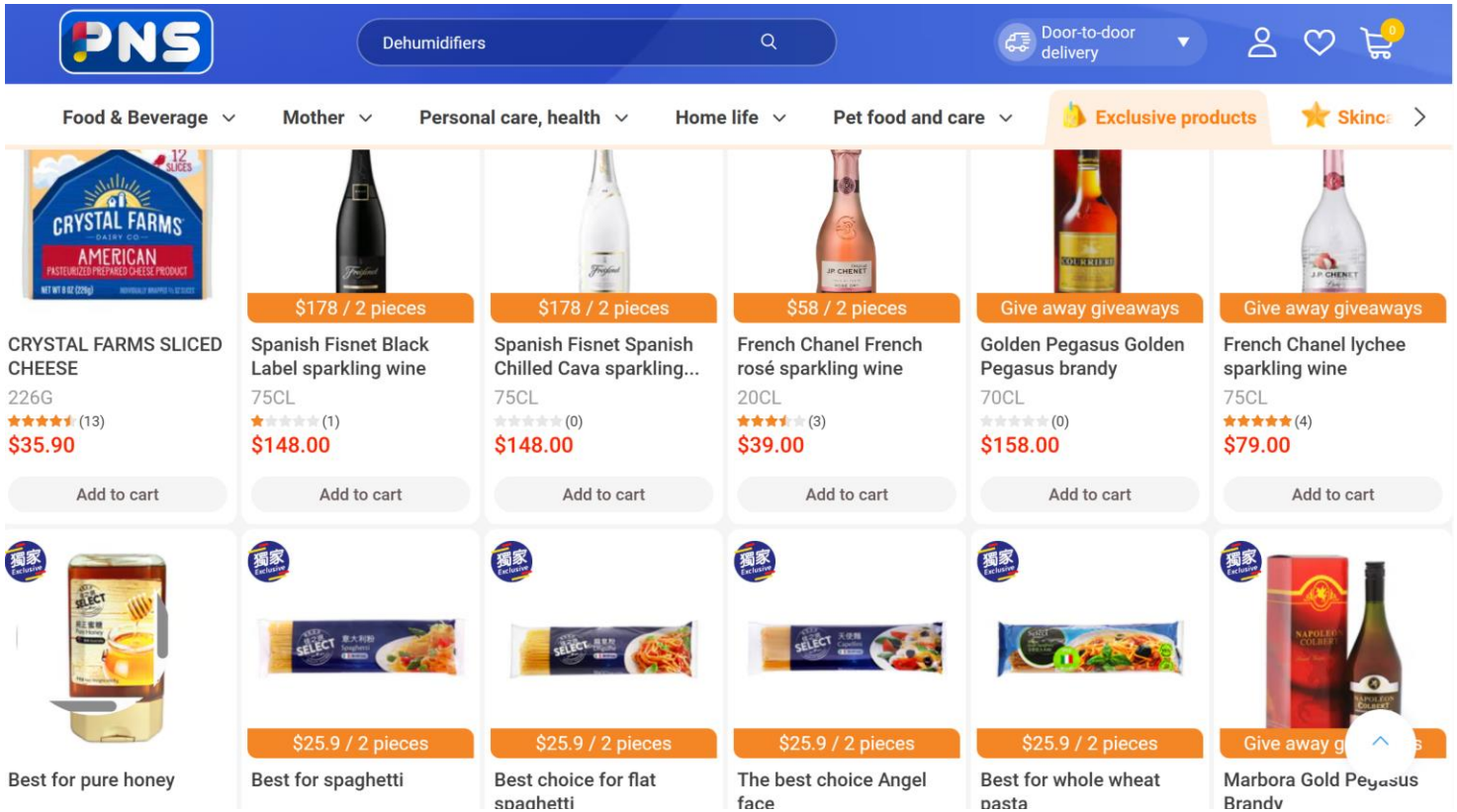
- Member of the AS Watson Group. Targeting **higher-income consumers**.
- Larger variety of upscale branches.
- Smaller sizes, no bulk option, **origin advertised consistently.**
- General Branch does not have specific healthy/organic category.
- PNS online shopping focus onPreferential prices, bonus poiints and free gift redemptions

Name	No. of stores HK	Information
ParknShop	250	Sells both Chinese and imported goods
Taste / Yonghui	14	More than food shopping experience, a range of fresh and ready-to-eat food, imported specialties, wine
Great Food Hall	1	46,000 finest food products to foodies and gourmands
FUSION	64	Wide selection of Asian and western delicacies, also focused in organic
Watson's wine	10	Large range of vintage imported wines; Fine wine rooms and a bar
Gourmet Food Hall	2	Upper-class buyers. It provides more varieties of western-style products than ParknShop and Taste

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Hong Kong SAR **as a market. Retail**

Main players



PARKNSHOP large western portfolio



TASTE - YONGHUI



Hong Kong SAR. Retail

Supply Chain

- Most imports of food and beverages are channelled **through import agents.**

- **Distribution costs** and **margins** in the supply and distribution chains are higher than in the Mainland. This difference makes final product price similar or higher than Mainland

- **Major supermarket chains** source products both by direct import and through local agents.

- For selected large-volume product lines, **large chains try to by-pass agents** wherever possible.

- **Second-tier supermarket** and **local convenience stores**, which do not have their own warehousing facilities, generally source **selected products** from overseas **via importers**.

- Some **high-end food retail stores** have appointed **consolidators** in specific countries for their own sourcing requirements to broaden the range and variety available to their customers.

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Hong Kong SAR. Retail

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Hong Kong SAR. Food service



Eating out is a personality, a routine for many people in Hong Kong SAR; Reason why is busy lifestyle and compacted city life

CHINESE –LOCAL-REST

- ✓ Prevalent in Hong Kong SAR food service, **both for international brands and for local ones.**

FRANCHISES

- ✓ Main, predominant category
- ✓ Product **origin is not normally advertised**

CHAINS

- ✓ Local and International chains
- ✓ Café de Coral, Fairwood, Maxim's

Local Chains as the suitable path for imported FB goods

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Hong Kong SAR. Food service



Eating out is a personality, a routine for many people in Hong Kong SAR; Reason why is busy lifestyle and compacted city life

- **Café de Coral Group** is the undisputed market leader in the fast-food sector.
- It is also the leader in institutional catering segment
- It developed a multi-brand strategy with western-style chains, Japanese and Korean chains, and casual dining branches.
- **Product origin** is only advertised for specialty fish and meat products in the western-style branches
- Alsi in Guanzhou, Mainland

- Fairwood Group offers a wide variety of **local Chinese dishes** and Western dishes in fast food and specialty restaurants.
- Over 140 outlets in Hong Kong SAR and the Mainland.
- Large processing plant in Hong Kong SAR.
- **Do not advertise origin** or have special “green” campaign

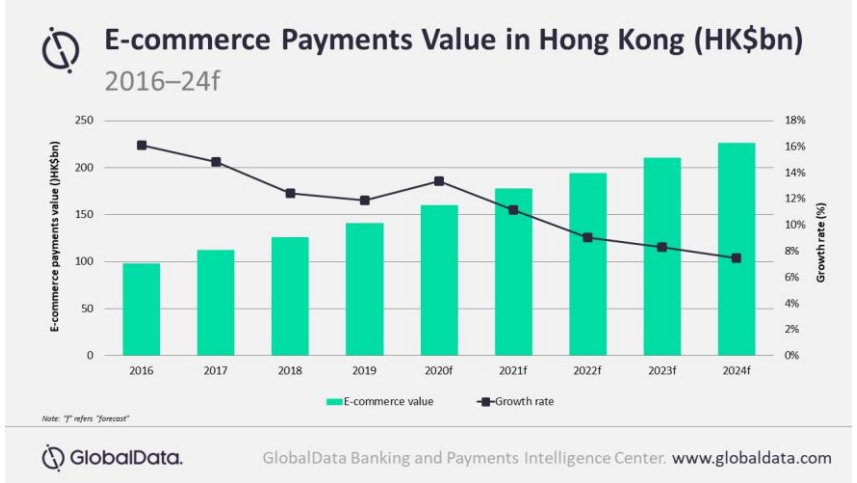
- Maxim’s group offers three different cuisine styles and a variety of brands for each style, but all focus on **Chinese cuisine.**
- **institutional catering service** through its brand Dutch Kitchen.
- Do **not advertise origin** or have special “green” campaign

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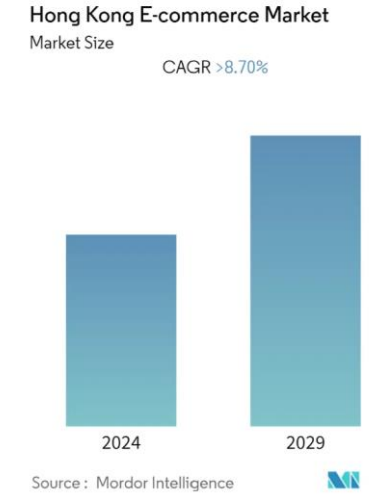
Hong Kong SAR. E-commerce

E-commerce is experiencing rapid growth as **traditional retailers are switching to online operations.**

- The region is characterized to have **more aversion to online shopping channels compared to Mainland**
- **Robust and efficient logistics** system, center of Asia. This provokes e-commerce adoption by retailers
- **Gross merchandise value (GMV)**
- **Online-to-offline model** (O20); 50% of e-commerce retailers have physical stores. This benefits a 24/7 model of selling products
- Almost 50% of F&B e-commerce users **are below 35 years old.**



Source: Globaldata



Source: MordorIntelligence

foodpanda deliveroo HKTV mall Price$

Hong Kong SAR. E-commerce

E-commerce is experiencing rapid growth as **traditional retailers are switching to online operations.**

HKTV mall

- **Largest Online Ecosystem in Hong Kong**
- GMV for F&B was HK$1,18 billion in 2020; **and grew to HK$ 3,51 in 2023**
- Works as a Marketplace, one-shop-stop services, as well as O2O stores, .
- Offers a "**Wet Market Express**", with fresh products that can be found in actual wet markets, in the city, at the same price

foodpanda

- The **user penetration rate in the Meal Delivery market in Hong Kong will be at 42.1% in 2024**.
- **"The Food Panda Mall"; Major player in the online food delivery segment.** Partnered with SA SA International to provide on demand delivery for food and beverages

deliveroo

- **Deliveroo includes grocery partnerships** with local supermarket chains like ParknShop, Ztore

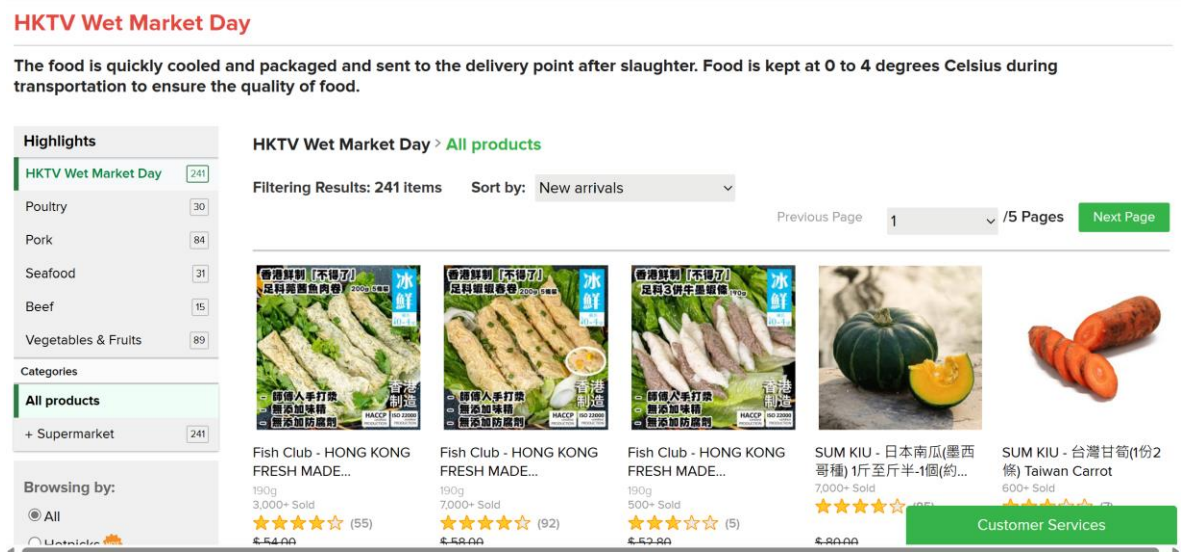
Price$

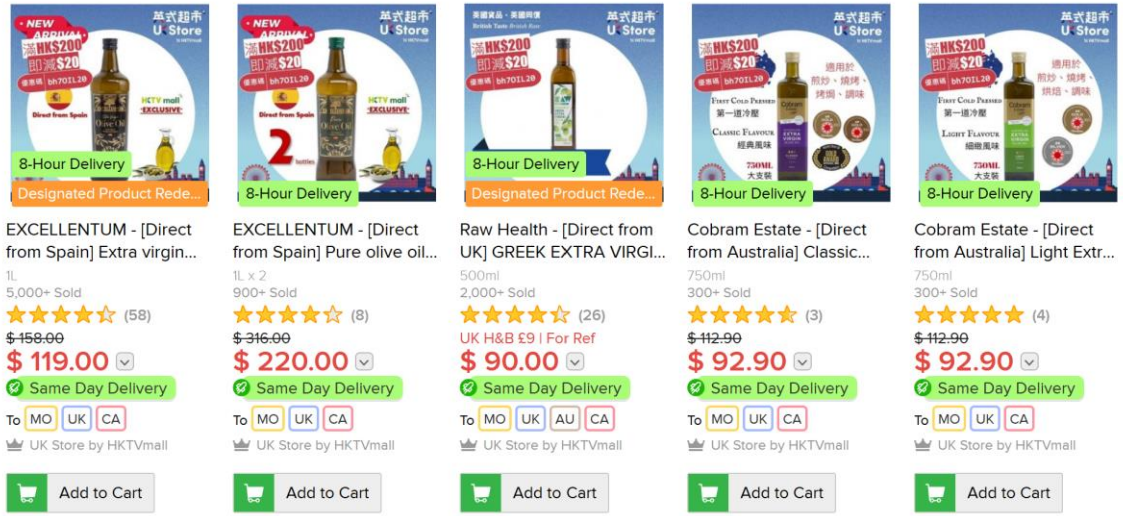
- **Not centered in F&B**
- **Only in the HK market and for HK residents**
- Local Market; Provides a user-centric experience with **a focus on price comparison services;** Relevant for consumers looking for deals

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Hong Kong SAR. E-commerce

E-commerce is experiencing rapid growth as **traditional retailers are switching to online operations.**





- **Wet market concept but in supermarket chain**
- Fresh and organic food
- Connected with HK consumption culture and habits

- **Spanish, Italian, Australian and Greek olive oil in HKTV mall;** HK is an open market with a strong demand of import food and beverages from western countries

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Hong Kong SAR. A Showroom

HK is well-positioned as a relevant center for trade fairs in the Food and Beverage SEA market

HOFEX Hong Kong
All kind of foods and drinks
14-16 May 2025
https://hofex.com/

Asia Fruit Logistica
Fruits and vegetables
4-6 Sept. 2024
www.asiafruitlogistica.com

HKTDC Food Expo
Global, Gourmet delicacies
15-19 Aug. 2024
www.hktdc.com

RBHK/Gourmet Asia
Gourmet Food, Organic, Restaurant
Date: 3-5 sept. 2024
https://www.rbhk-ga.com/







VULL EXPORTAR PRODUCTES ALIMENTARIS A LA XINA: PER ON COMENÇO?

Pablo Recio Gracia: Antena Prodeca Xina - Director Gerent d'EIBENSA
Andrés Herrera-Feligreras: Antena Prodeca Xina - Soci fundador d'Herrera Zhang

Prodeca
Promotora dels aliments catalans

Generalitat de Catalunya

sempre endavant

9 d'abril de 2024

CONTENT

1 Understanding the Chinese Food and Beverage Market: Opportunities and Challenges

2 Navigating Regulatory Landscape: Solutions for Food and Beverage Exports to China

3 Digital Strategies for Success: Going to Market in China with a Focus on Digitization and e-Commerce

CONTENT

1 Mainland China

- Post Covid overview
- Evolution of imports
- Registration and barriers
- Distribution situation
- Case study

Why China looks less interesting today?

- A combination of situations has reduced the interest in China
  - Disconnection during Covid
  - Regulatory barriers e.g. CIFER registration
  - Higher production costs in Europe and disrupted logistics
  - Lower demand, higher price sensitivity due to lower growth
  - News and some data coming from the market

But is it really less interesting?

- Many reasons to evaluate our potential in China
  - Need for food import remains strong
  - China keeps growing and the economy slowly recovers, improvement is underway
  - Consumers remain eager to try new products
  - Consumers are growing sophisticated
  - Each product category will see a different path for recovery
  - There is an opportunity in quick reacting as most player prefer to “wait and see”
  - Many products “missing” in the supply chain which need to be reinstated
  - Strong promotional support
  - We will see it in more detail today

CONTENT

1 Mainland China

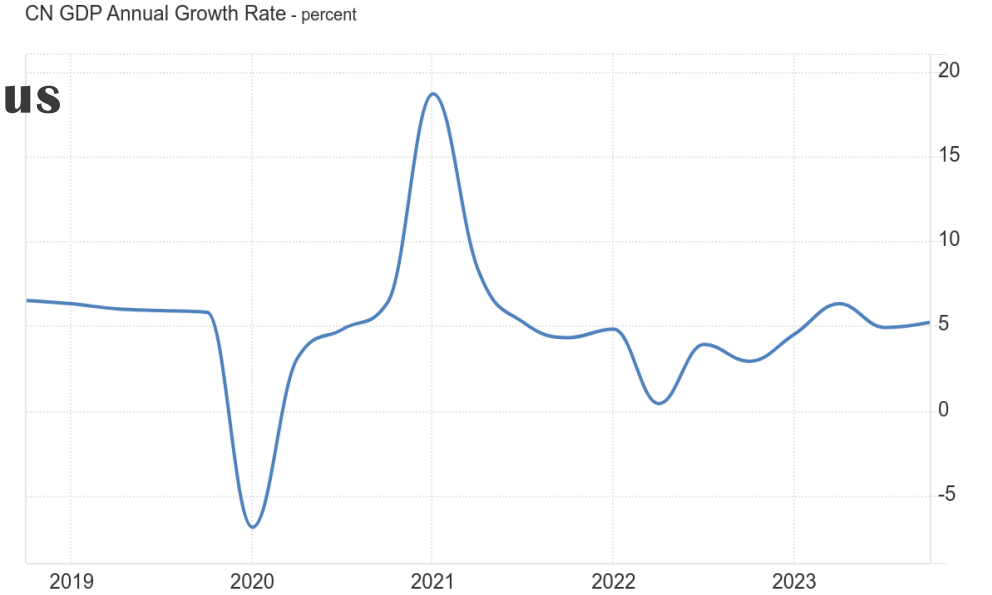
- Post Covid overview
- Evolution of imports
- Registration and barriers
- Distribution situation

Post-COVID overview. China's economic status

Slow economic recovery

2020-2022 was a difficult period for China, and since then, consumption is recovering but at a slower rate than expected.

- Real estate slowdown. Less confidence
- Some instability in its labour markets
- Debt absorption
- Higher price sensitivity



Source: tradingeconomics

Source: tradingeconomics.com | National Bureau of Statistics of China

White-Collar (new) Behavior indicates a progressive transformation of cultural F&B consumption after COVID and assimilation that economic growth is limited



CAUTIOUS



STAY-AT-HOME



HEALTHY LIFESTYLE



EXPERIENCE

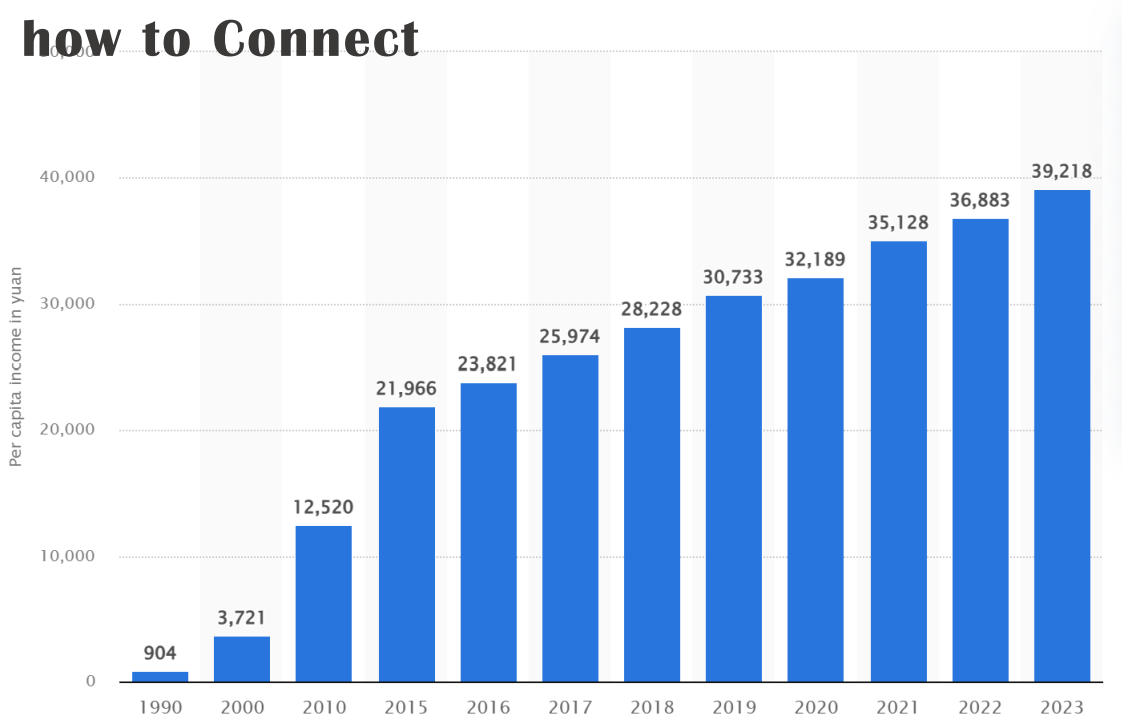
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Post covid China: What To Expect, how to Connect

Income still rising

After the COVID scenario, it is forecasted that consumption will keep increasing, **but with some relevant modifications in product demand**

Know-how and right-located strategies do bring opportunities to this new scenario



Source: statista 2024

1

Eager to explore new products, but budget has been reduced. Purchase is still frequent, but well-thought, and specific. That can imply the **demand for a high-quality consumption situation**

2

Products are sold, but a slower pace**. Buying will get more conscious, and accurate.** Portfolio and stock management may be affected by these new trends

3

E-connected, will keep relying upon online consumption. The catch of the eye is "**dopamine marketing"; What** is trendy, alive, aesthetic and cool**. The product shows added value**

4

Domestic production brings competition to another level, this time with the inside. **It's not only about consumer nationalism, but a better value-money equation**

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Post covid China: general and structural features

Zero Covid Policy Impact

- Fully enforced until the very end of 2022
- Major impact on logistics, supply chain and import procedures
- Image of imported products was downgraded due mixed messages send from the local authorities
- Consumers are more conservative

Regulatory Burdens

- CIFER – GACC and Decree 248/249; New requirements for food imports in China. The objective is to and reduce food safety concerns and follow, register trackability of supply chain
- NGO; Requirements to have an official local partner for the cooperation in campaigns
- Increase of burdens has led to the consideration of other easier-accessible markets

Geopolitical context

- China-USA trade "wars". Increased and imposed tariffs on both sides since 2019
- Bans on Australian product, such as wine
- Russia –Ukraine conflict
- Red Sea crisis with Israel-Gaza dispute. The attacks on the world's most important shipping route



Post covid China feels more fragile and builds from a perspective of protection, security. Thee outside world must understand barriers in order to overcome them

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Post covid China: general and structural features

Online Marketing and O2O

- Offline, for proximity or adding experiences
- Online marketing can produce a more personalized approach and a closer relationship between product and consumer
- O2O remains the best solution

F&B Distribution

- Major changes in traditional and hegemonic distributors due to the success of Ecommerce platforms (JD, Tmall, Taobao, Epermarket…)
- Also, some small niche distributors are gaining market dominance. Consumer demand slowed down, making it more difficult for stock management of the big players

Local Brands

- Local brands know how to better address needs
  - Value for money
  - Quality
  - Aftersales service
- It's not just Consumer Nationalism.



Post Covid China market slowdown demands a more targeted and well-thought-out strategies.

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Post-COVID overview. Consumer behaviour

White-Collar (new) Behavior also indicates a progressive transformation of cultural F&B consumption after COVID and assimilation that economic growth is limited

Cautious



Makes Rational Decisions and is cautious on where he spends his money

- **Local:** Day-to-day consumption is changed to cheaper, convenient alternatives
- **Imported:** But also related to a more conscious behavior, consumer is eager to try new & sophisticated products that break with routine

Stay-at-Home



An **increase of home consumption** pattern is observed, due to

- Fast-paced lifestyle of white-collar workers (efficient management of time)
- Healthy concerns and pandemic effect
- Cost of life in major urban centers

Healthy Lifestyle



Healthy, but blurry; An ideal pursuit of a healthier lifestyle, but still without a proper understanding of what should imply

Sustainability; but unclear meaning Far Away from EU cultural awareness of environmental issues (plastic everywhere)

Experience



I'm not eating to eat. Traditional and simple vis-à-vis between product and consumer is too generic, not stimulant enough

- ✓ **Storytelling**; The decision to buy asks for a justification; A creative, engaging narrative that follows the purchase
- ✓ **Experience**: Eating allows the consumer to enjoy complementary activities (tastings, games, prizes, social media…)

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Post covid China: What To Expect, how to Connect

Europe and Exported as an ultimate value, high-quality and unique experience

- Increased costs just when China turned more price sensitive
- Europe has a strong and rich culinary cultural tradition. Chinese consumers **appreciate the safety, quality and authenticity of European agri-food**.
- Leverage culture to add the “experience” angle and do so with a good story telling
- European GIs knowledge remains not as strong and deep as in other countries, **requiring EU producers and exporters to adopt different and tailored approaches to communicate and promote the value of GI products in China.**
- **Each product a different situation**



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1 Mainland China

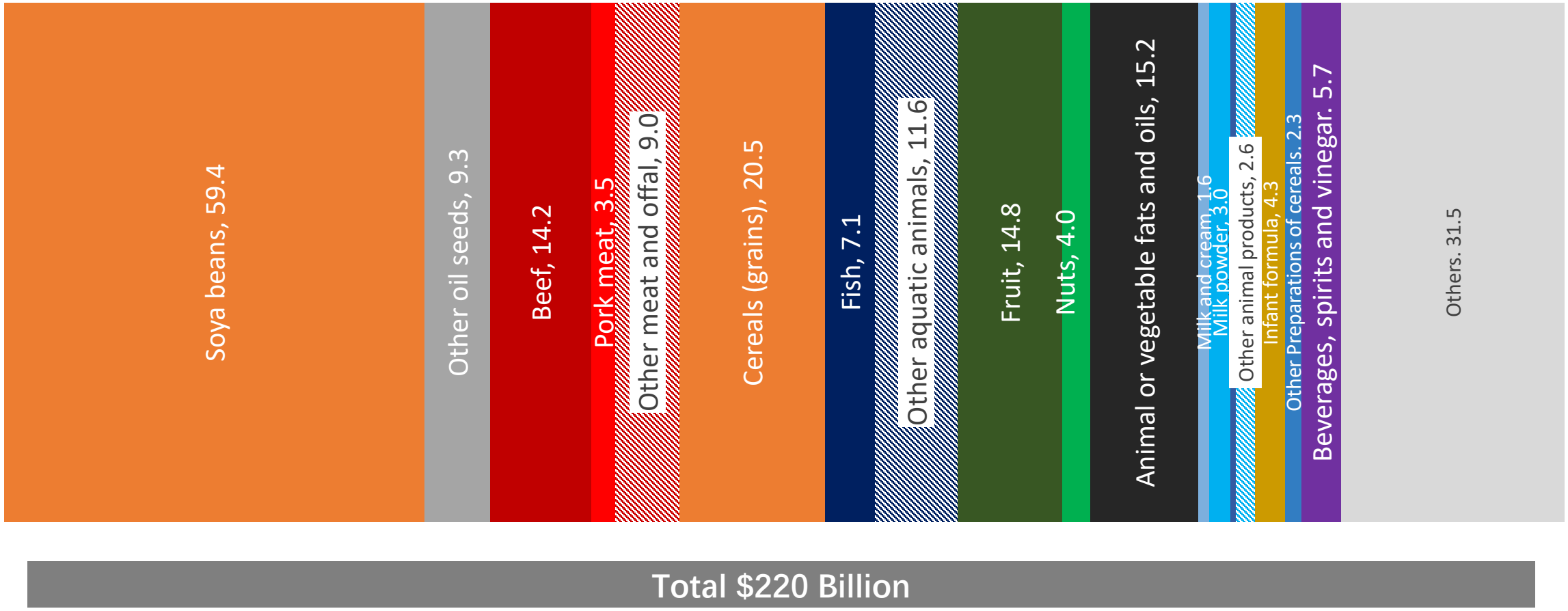
CONTENT

- Post Covid overview
- Evolution of imports
- Registration and barriers
- Distribution situation

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Imports Evolution. General Overview

2023: in Bn $



Source: GACC

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IMPORTS. EVOLUTION

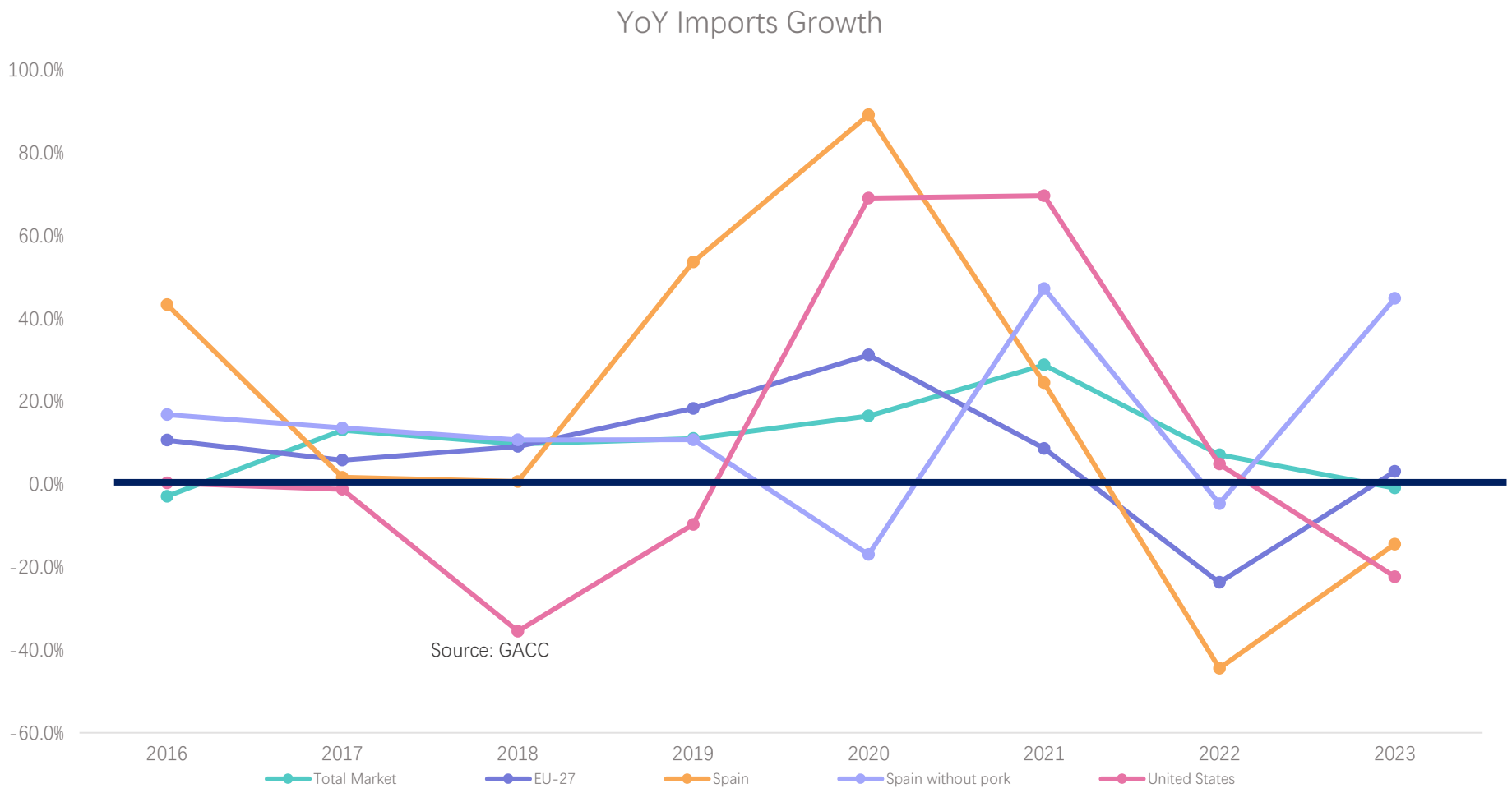
HS code	Description	CAGR 2018-2023
10	Cereals	29%
9	Coffee, tea and spices	23%
17	Sugar and sugar confectionery	22%
2	Meat and edible offal	19%
8	Fruits and nuts	17%
23	Residues from food industries	15%
21	Misc preparations	13%
5	Products of anumal origin	13%
15	Fats and oils	12%
11	Milling products	12%
7	Vegetables	11%
3	Seafood	10%
12	Oil seeds and grains	10%
20	Preparations of vegetables, fruits and nuts	10%
16	Preparations of meat and seafood	9%
4	Dairy, eggs, and honey	7%
13	Gums	6%
18	Cocoa and preparations	6%
1	Live animals	3%
14	Vegetable plaiting materials	1%
19	Preparations of cereals	0%
6	Live trees and plants	-1%
22	Beverages	-2%

Source: GACC

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China General Imports Overview

Despite the challenges, **sustained long-term imports are inevitable due to production limitations.**



Source: GACC

China General Imports Overview

Despite the challenges, **sustained long-term imports are inevitable due to production limitations.**



- ✓ **China is the largest export market for the US, and in 2022 agricultural exports rose to 36.4 billion dollars.** First-row agricultural commodities are chicken meat, soybeans, beef, and veal.
- ✓ **Wide range of products available in China**; supported mainly by Government promotion towards professionals, but also by strong brand that do the work towards consumers



- ✓ **China is Australia's largest trading partner**. It buys almost a third of all Australian exports. Trade wars are coming to an end and both countries are already establishing smooth relations again
- ✓ **Producers are largely China-oriented, selling massively in very key categories (dairy, beef)**



- ✓ Over the last 20 years, trade grew from 12 billion to 310 USD billion. **LATAM is a top gainer exporter after COVID-19 and trade is reaching new heights, with a hit record in 2021.**
- ✓ **Producers are largely China-oriented, selling massively in specific categories (dairy, beef)**

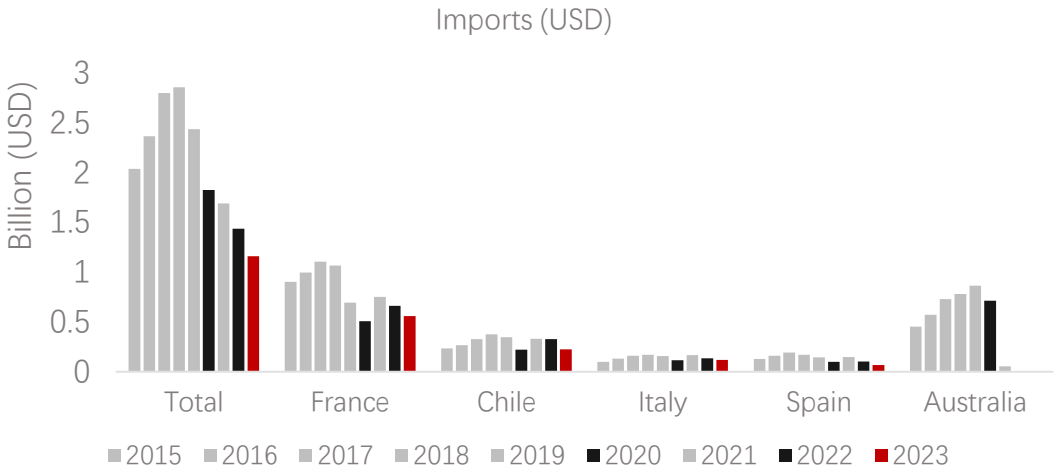


- ✓ EU agri-food exports to China in 2022 reached 15.8 billion EUR, accounting for nearly 7% of the EU's total exports to the country
- ✓ In March 2021, **EU Geographical Indications (GI) in China and 100 Chinese GI in the EU against imitations and usurpations, bringing trade benefits and demand for high-quality products on both sides**.

Wine HS2204

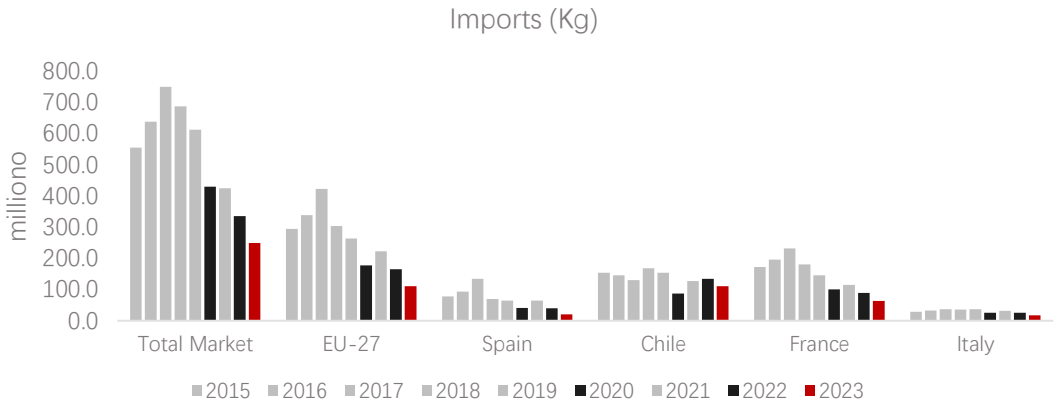
While the wine culture keeps growing and will continue doing so, the imports reduce the last couple of years affected by previous overstocking, slow recovery and supply chain cash tensions, while facing strong competition.

Spain Val	2015	2023
Rank	4th	4th
Share	6.4%	5.8%



Source: GACC

Spain Vol	2015	2023
Rank	3th	3th
Share	14%	8.3%



Source: GACC

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Wine HS2204

While the wine culture keeps growing and will continue doing so, the imports reduce the last couple of years affected by previous overstocking, slow recovery and supply chain cash tensions, while facing strong competition.

- **Prices positioning is very different** depending on the country of origin (Chile, Australia, Spain, France)
- **Overstocking of wine** impacted imports growth figures
- **It's a dynamic market**, with many recent changes in F&B distribution
- **Domestic brands** are improving, but do not seem like a real threat
- **Australian ban** didn't change the figures as it may had been predicted

- **Red is "king"**, but White may have something to say
- **Wine knowledge is improving**, but still a long way to go



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Wine HS2204. Keys to Success

Home consumption: Promote as a gifting good, with strong aesthetics and storytelling surrounding its consumption context.

Target audience: younger generations (special focus on Tier-1 and Tier-2 city workers) avid of breaking old traditional patterns; (*baijiu* drinking) integrate it into new-fancy drinking habits

Country image: as a key element for promotion; It's a driving force in the Chinese market, decisive when purchasing

Mid-high level: Create a more defined space positioning in the mid-high level price range; cheap is South American and Australian, expensive is French or Italian





Cava; Sparkling wine

Capability to success, especially for young and socially active Tier-1 women. White wines and sparkling deliver a better perception in terms of self-image

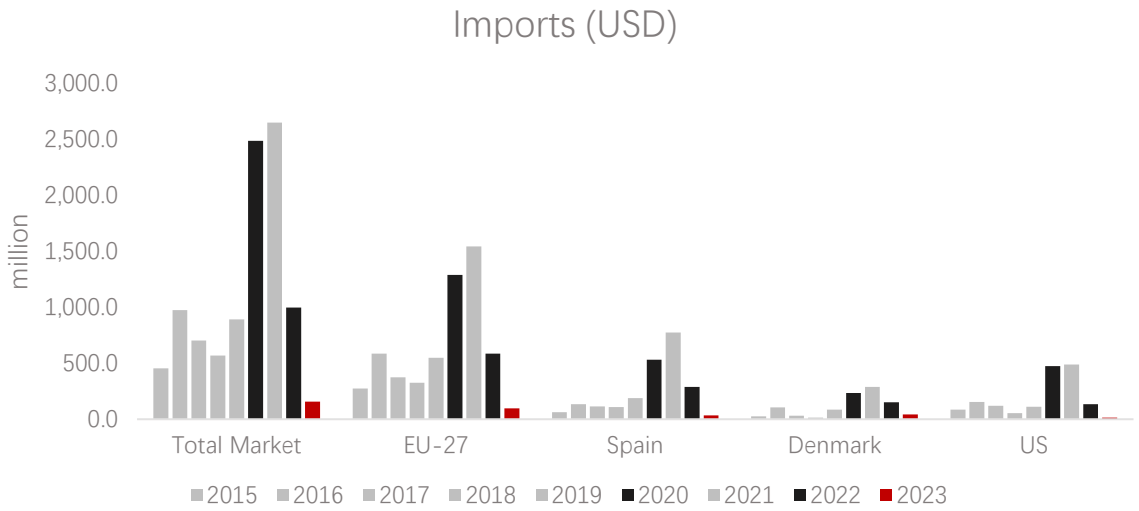


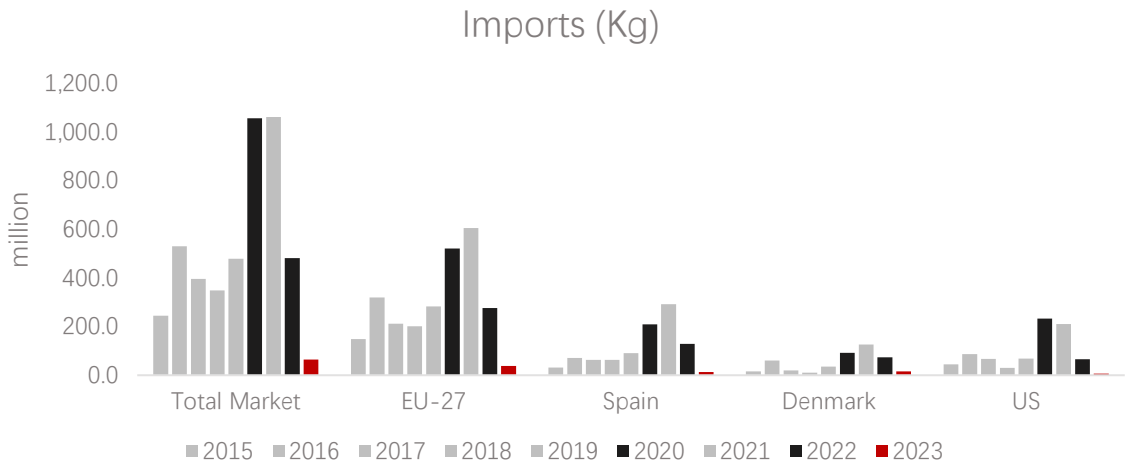
Ham 021011/021019

(Spanish) Ham is a well-known and Premium good in China; **Between 2015 and 2022 it achieved a fast growth in total exports from EU. Only imported ham available at the moment. China trying to catch up.**

Spain Val	2015	2023
Rank	3th	2th
Share	13.3%	21.1%

Spain Vol	2015	2023
Rank	3th	2th
Share	12.4%	19.4%





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Ham 021011/021019

(Spanish) Ham is a well-known and Premium good in China; **Between 2015 and 2022 it achieved a fast growth in total exports from EU**

- **Connects well consumer preferences**
- **Fast growth; Italian Ban due to ASF disease** has facilitated Spanish ham to position as a category benchmark and market leadership for ham
- **Super image in Horeca channels**, especially tier-1 cities
- Slow shift into **home consumption** for ham or other cold cuts
- **Local ham is produced in some regions** but usually for different usages, quality and purpose. **Trying to catch up**







Ham 021011/021019. Keys to Success



Differentiate from local ham: Exported ham needs to maintain its different story from local ham, with a remaining location the in high-end retail. Premium as key strategy



The art of craving: its unique preservation methods. Spanish ham is authentic, unique. Product maintains a rigorous protocol and high pricing barrier



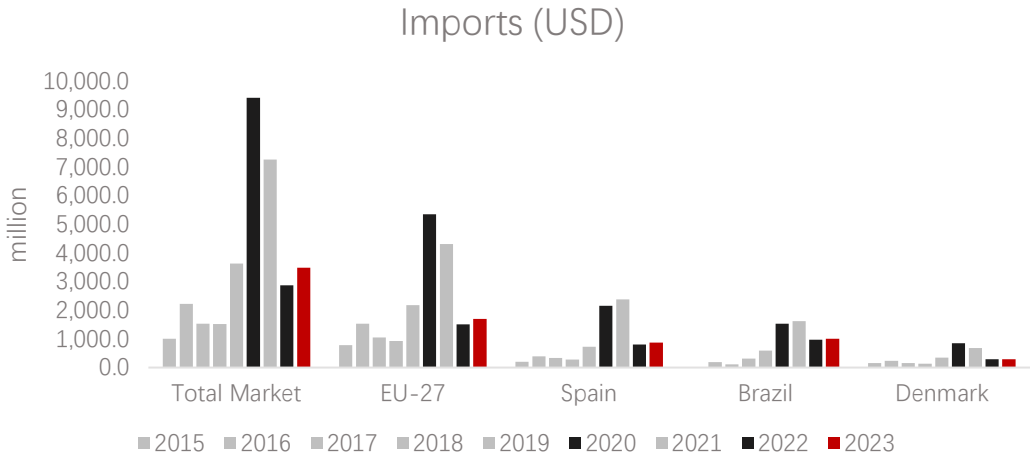
Engagement with swine products: swine family also needs to be a part of promotion and storytelling; Chinese consumer cultural attachment to pork will obtain easier market acceptance

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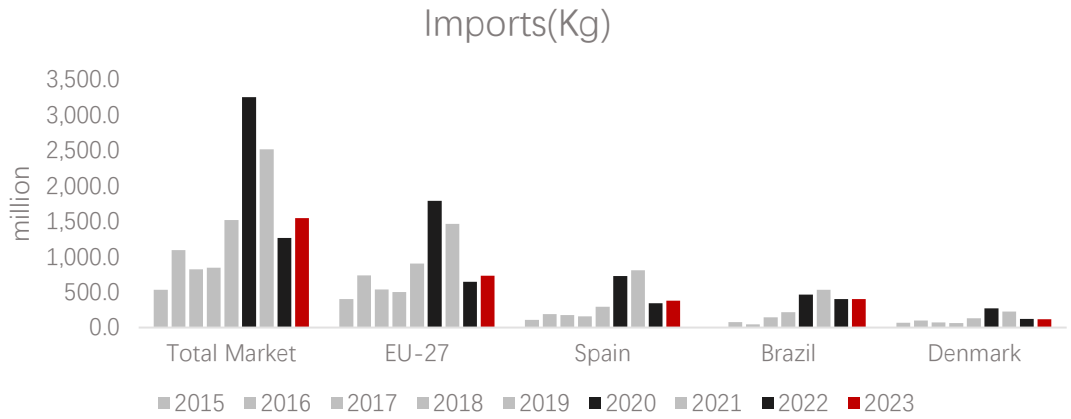
Pork meat HS 0203 excl 020322

For 2015-2022 China had a strong increase in swine meat imports, due to the outbreak of ASF, happening in China and other parts of Asia.

Spain Val	2015	2023
Rank	2th	2th
Share	19.7%	24.8%



Spain Vol	2015	2023
Rank	2th	2th
Share	19.9%	24.5%



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Pork meat HS 0203 excl 020322

Chinese Government regulations and a political strategy to try to stabilize pork prices, combined with industry changes, has made it easier for large players (both foreign and domestic)

→ Chinese market divided into 3 markets depending on pricing gap between local and international production

SPAIN is still a top exporter

White pork meat

- China's price-control policies impact exported cuts, volumes and margins
- Lower cuts find more buyers, and medium (belly, ribs) are harder to make profit with
- **Chilled vs frozen**; consumers are more comfortable with chilled (frozen finds channel in Horeca)

Iberico

- Good image in Tier-1 markets; specially Horeca segment
- Other cold cuts (not ham) are starting to gain interest in culinary experiences
- **Rise of home consumption is a positive trend for iberico (ham and cold cuts**)

Confusion about qualities regarding types of pork; Categorization isn't clear

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Pork meat HS 0203 excl 020322. Keys to success

B2C activities; Education and (frequent) promotion about the superior quality of the imported product

New category of cuts to be introduced (belly, ribs, loins); far-away from low end like feet or fat

Storytelling; **Spanish culture of eating pork;** or in the case of Australia, the build-up of a territory “True Aussies”





Cold Cuts

- **A growing trend is observed and should be followed**
- **Well appreciated Spanish image** may help the introduction of cold cuts 30, 60, 90 days curation
- **Listeria concerns?**
- **Promotion**

FRANCE It is noticeable that France has ramped up their promotional and commercial efforts for cold cuts in China in the last few years with evident success

ITALY Italy opted to cooperate with the Chinese industry to produce in China under the Italian brands and flag (Casa Modena and Beretta cold cuts are widely, look Italian but are Chinese)







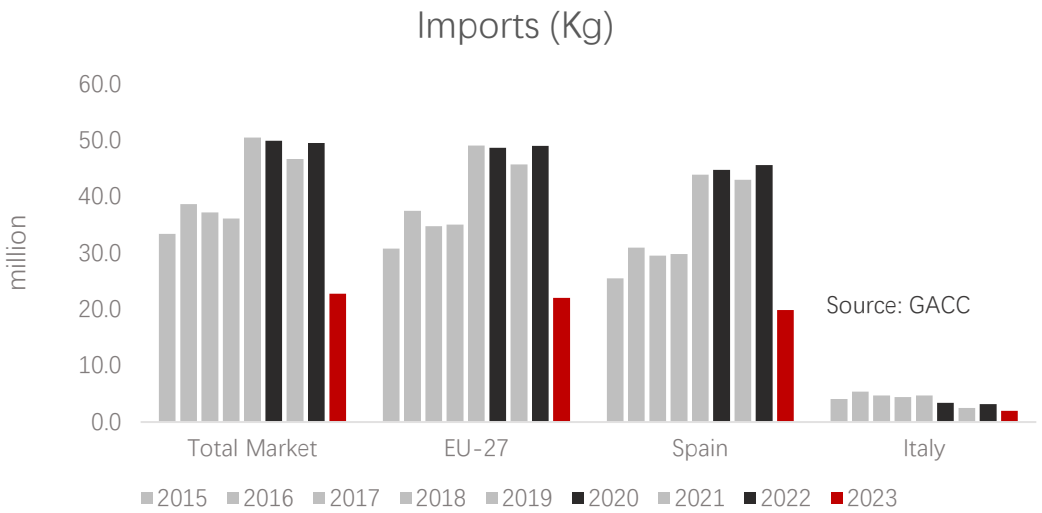


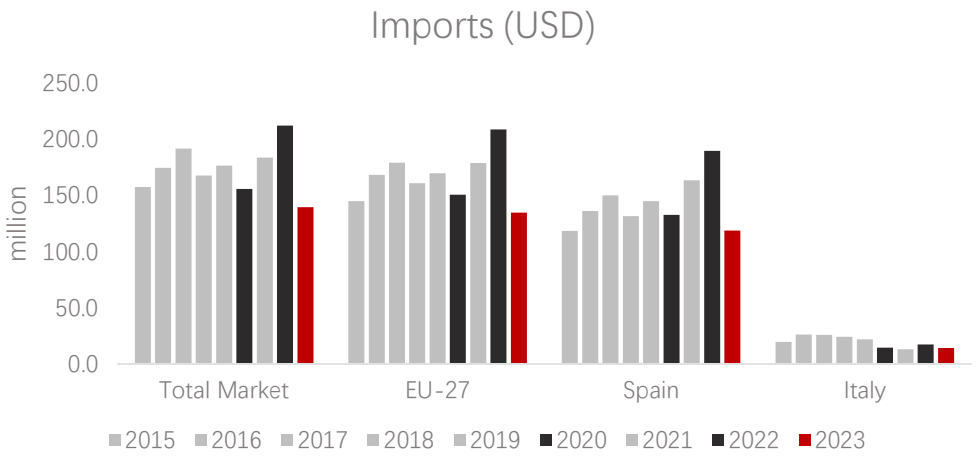
Olive Oil HS 1509

Imports of olive oil appear somewhat stagnant in the period of 2015-2024, **but still growing**.

Spain Vol	2015	2023
Rank	1th	1th
Share	75.3%	87.2%

Spain Val	2015	2023
Rank	1th	1th
Share	75.2%	85.0%





Source: GACC

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Olive Oil HS 1509

***"Virgin Olive Oil"* is the highest quality standard for oil in China**. They are familiar with the product**, but it's still not consumed frequently,** in comparison with other oils

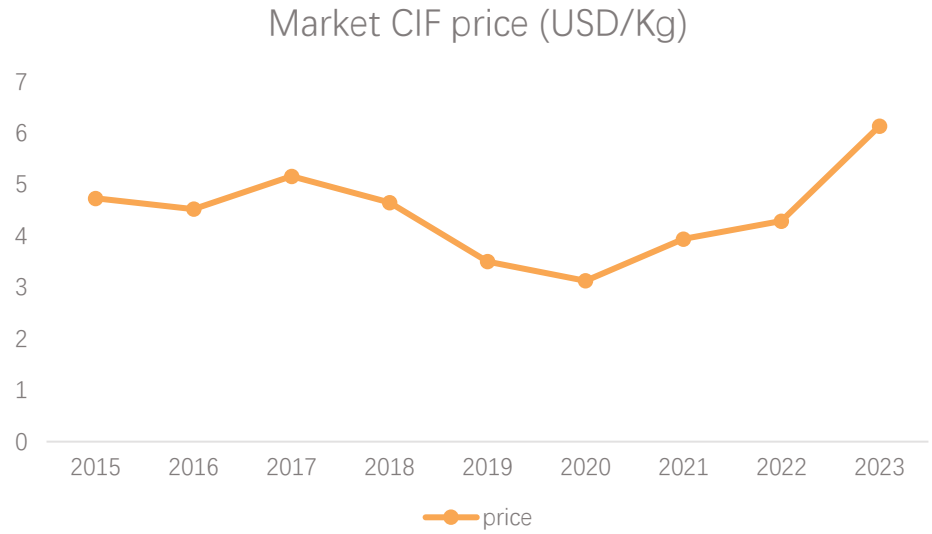
- **Volatile production disrupts import prices, reducing olive consumption (less promotion, smaller bottle size)**

- **Spanish olive oil is the benchmark for oil**; image of the country dominates retail market portfolio; market share always increasing)

- **Origin is Spanish, but market is Chinese;** weak brand exposure, Chinese brands taking share and labelling "Bottled in Spain"

- **Unconventional practices with oil;** Mixtures of olive oil with other types,

- **Olive oil is the healthiest oil,** but that is a vague, general assumption. Concrete benefits are unknown





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Olive Oil HS 1509; Keys to Success

Distinction from other products: Communication must distinct and lead the healthy trend, so to build up clear frontier with other domestic oils

Higher Origin visibility: creates a more sophisticated image, new (not replicable) territory of consumption and different practice in cuisine;

Clarify uses: Promotions should try to introduce, explain the use of olive oil as another valid option of consuming oil





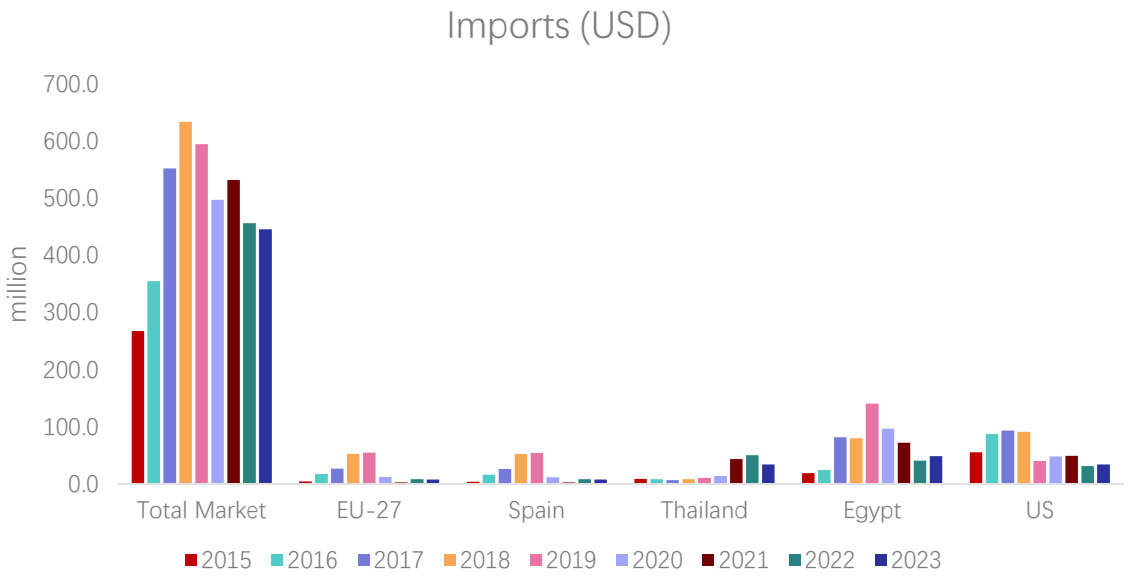
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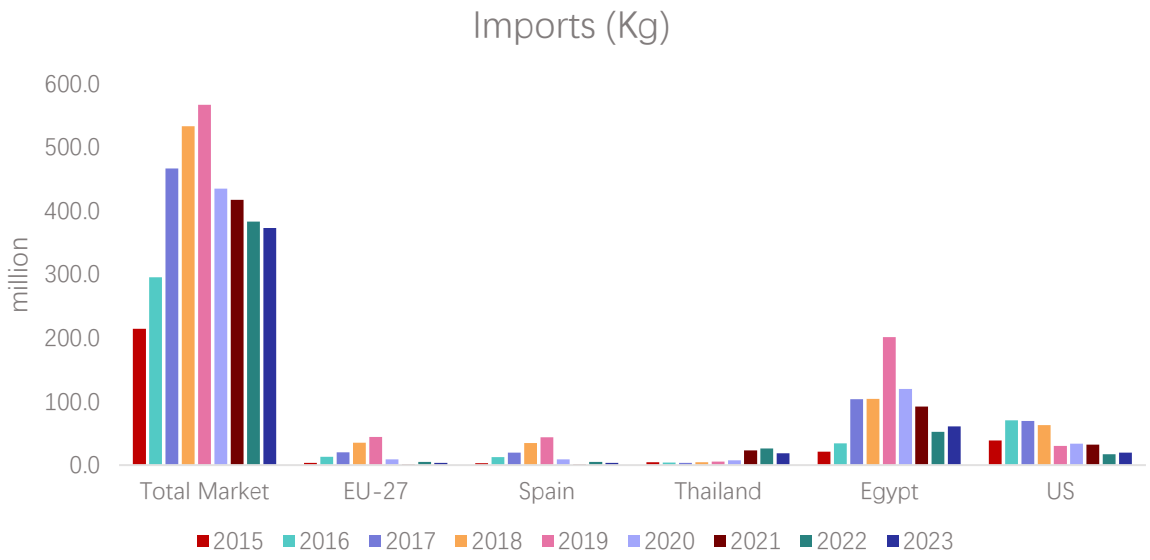
Fruits HS 0805 (citrus fruit, fresh, or dried)

China is a major importer of fruits.m Importation of fruits is subject to many specific regulations. Different markets for fruits merged in the statistics but must be separated

Spain Val	2015	2023
Rank	7th	8th
Share	1.5%	1.7%

Spain Vol	2015	2023
Rank	7th	8th
Share	1.5%	1.0%





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Fruits HS 0805 (citrus fruit, fresh, or dried)

Complex Scenario. Logistics and seasonality

China fruit market is divided into 3 origins

Northern hemisphere Limited Potential, as competing with China in terms of production periods.

Southern hemisphere. Countries from South America, like Chile

Neighbours Southeast Asia exports low-priced tropical fruits with short transit times



Opportunity

Fruit preferences, big spenders, gifting and marketing.

Imported fruit can be more easily defined as a top-quality product; exotic flavor, aesthetic attractiveness. Variety.

Country of origin is relevant, helps building the story of a special gift. Brand recognition is low

Packages have relevance (gifting and convenient, not necessarily sustainable for now)

Smooth operations

Promotion



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Fruits HS 0805 (citrus fruit, fresh, or dried)

Almond market growing fast in dry fruit industry

- Dry fruits also as a cultural gift in special occasions
- Consumption is already existing, making promotion easier (especially in Tier-1)
- Almonds as a complement in bakery

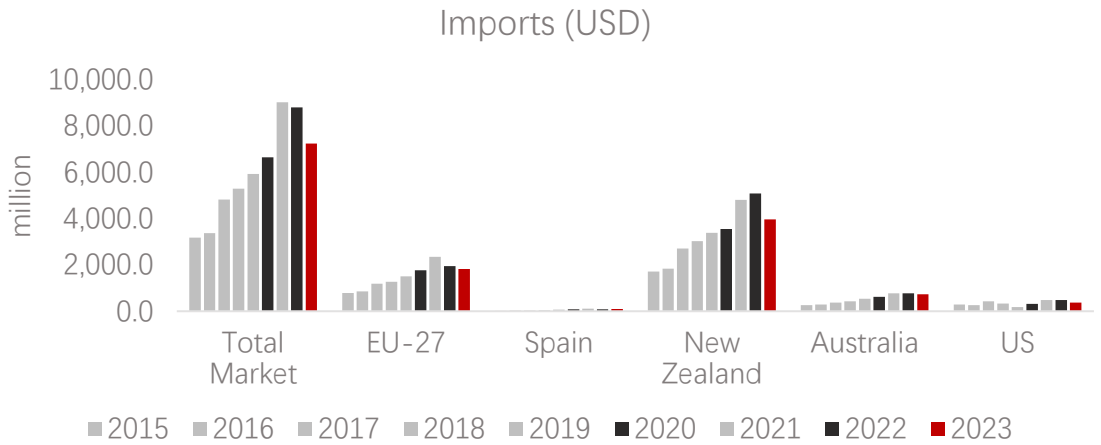
The newly accessed market of imported almonds is a promising market now dominated by Australia and US (obstacles) → *The price of imported is high, so there is an opportunity*

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Dairy HS 0401 – 0406

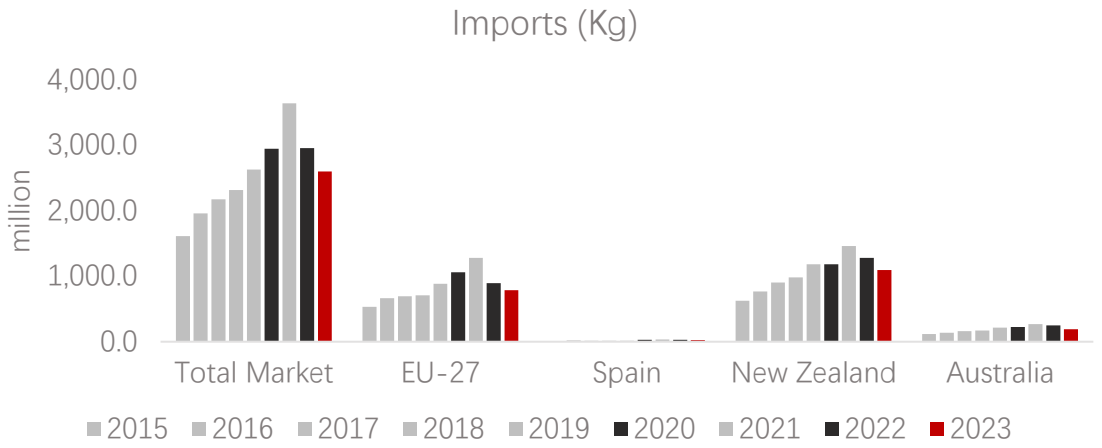
Milk, milk poder and whey constitute three quarters of China imports in the dairy category

Spain Val	2015	2023
Rank	17th	11th
Share	0.4%	1.4%



Source: GACC

Spain Vol	2015	2023
Rank	15th	12th
Share	0.6%	0.9%



Source: GACC

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Dairy HS 0401 – 0406

Milk, milk poder and whey constitute three quarters of China imports in the dairy category

- **2022 witnessed a decrease in demand and prices**, result of strict COVID policies and its effect in consumer confidence
- The Government **strategy has expanded domestic production and import products,** but 2022 imports went down due to strict COVID measure
- Although European dairy enjoys a strong reputation among consumers, **top two exporters are New Zealand and Australia**
- **Yogurt as a top dairy rising** consumption product; For imported, must be long-shelf life
- **Cheese EU market share is 18%** (2022).







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Cheese HS 0406. Keys to Success

Cheese constitutes a substantial portion of dairy imports (10%) with a compound annual growth in value of 12%. Cheese EU market share is 18% (2022), **led by Italy, with the highest number of products with geographical indication designation protected in China**

Retail Cheese: has a small segment size and abundant competition; **Processing Cheese** segment is dominated by major corporations **Horeca Cheese** segment is the easiest cheese segment to penetrate.



Adapt to Chinese taste: appreciation of cheese is for mild and soft; for children; consumed as a snack (*semi-curado)*



Health benefits: Address health benefits (children and mothers) and build up new scenarios where cheese can be consumed

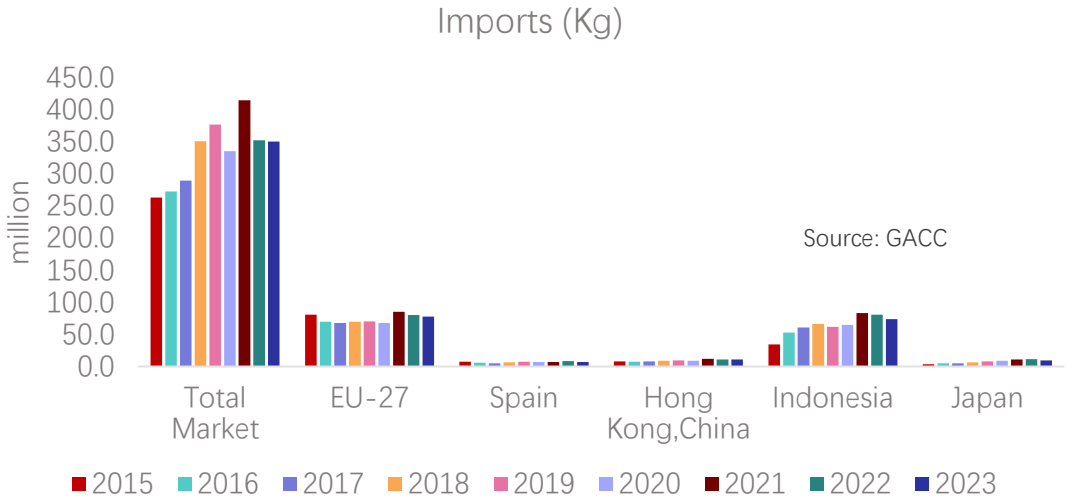
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Fine Food HS 1704 – 1806 – 1905 – 200520 – 2007

Prepacked foods in China include a a wide range of categories. Selected and analysed here are the most remarkable in terms of imports

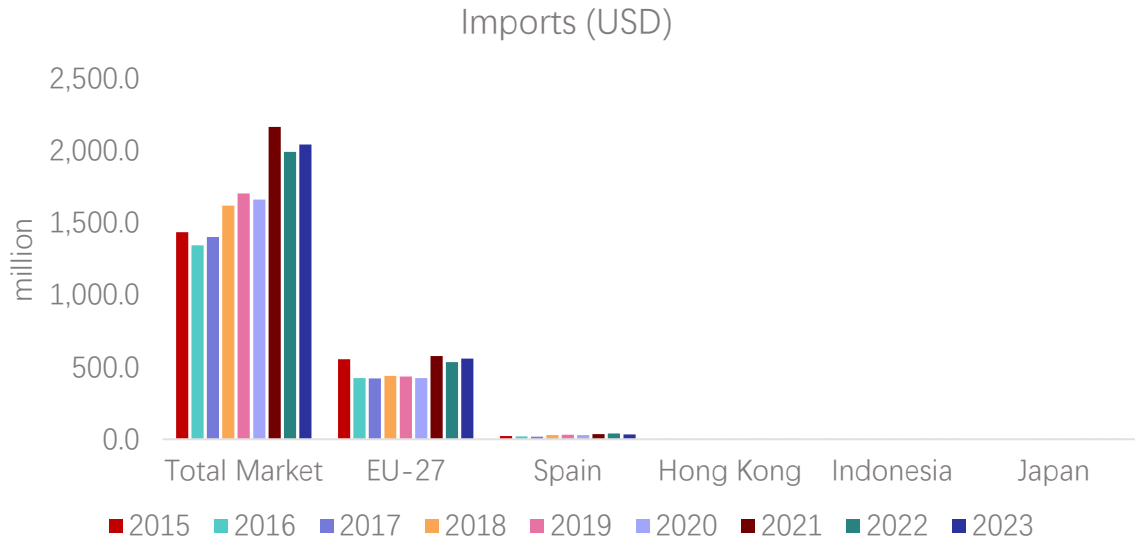
Sugar Confectionary; Chocolate; Bakery; Potato chips; and Jams

Spain Vol	2015	2023
Rank	12th	17th
Share	2.8%	2.0%



Source: GACC

Spain Vol	2015	2023
Rank	18th	19th
Share	1.5%	1.6%



Source: GACC

Fine Food HS 1704 – 1806 – 1905 – 200520 – 2007

Prepacked foods in China include a a wide range of categories. Selected and analysed here are the most remarkable in terms of imports
Sugar Confectionary; Chocolate; Bakery; Potato chips; and Jams

- Various prepacked products usually play with on same importer, distributor, channel of access, and regulations
- ASEAN countries dominate bakery and confectionary, while **chocolate imports are led by Italy and Belgium**
- Decree 248/249 impact
- For Spain; **sherry Jerez vinegar, Piquillo and Piparra pepper, jams, Pimentón de la Vera, Honey, Chocolate, and ham-flavored chips**
- **Promotions** need to be very precise and well-executed (Good distributor and strong investment)



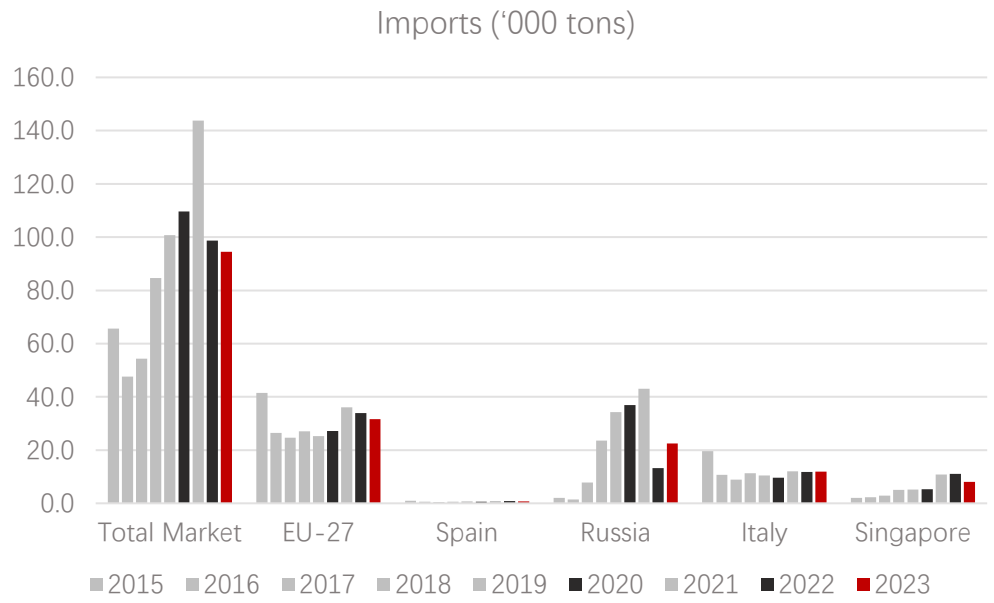


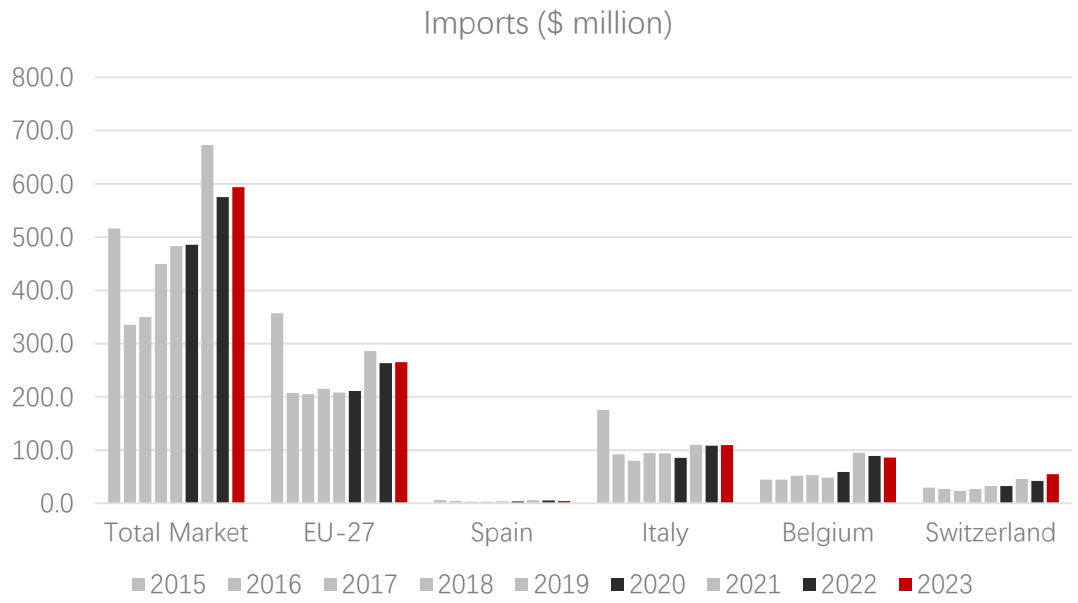


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Prepacked – Fine Food

Chocolate HS 1906

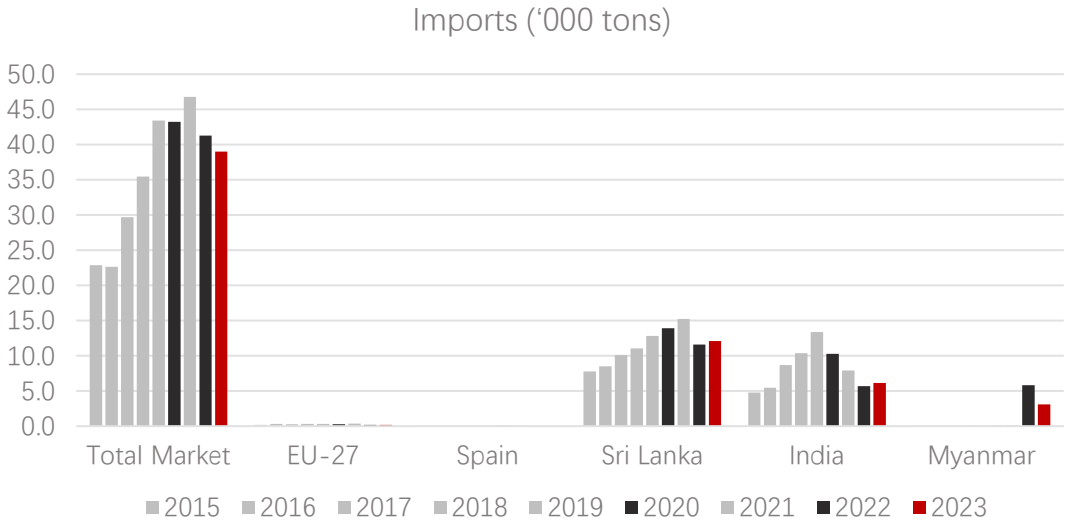


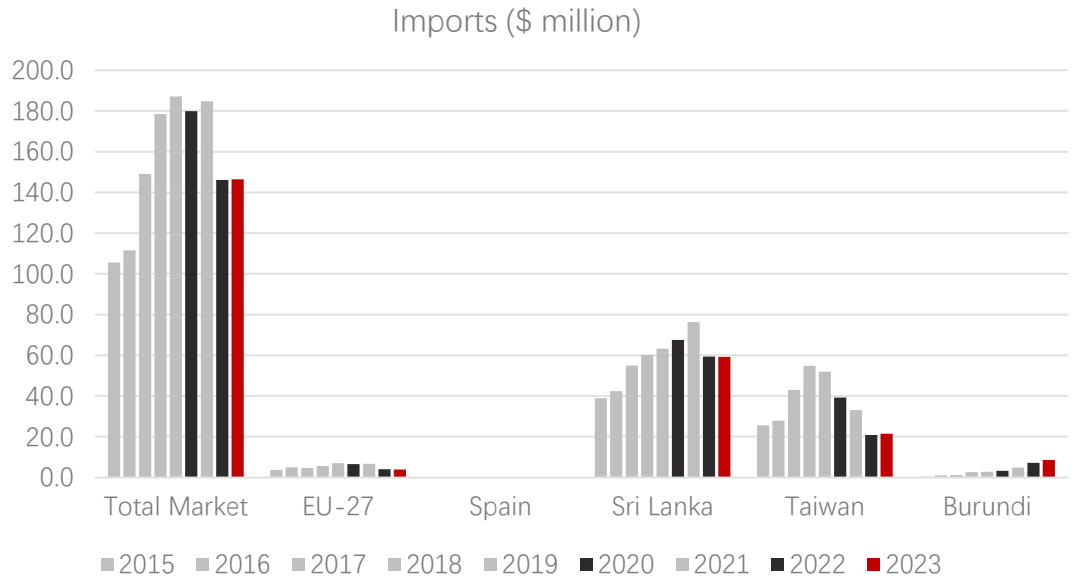


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Prepacked – Fine Food

Tea HS 0902

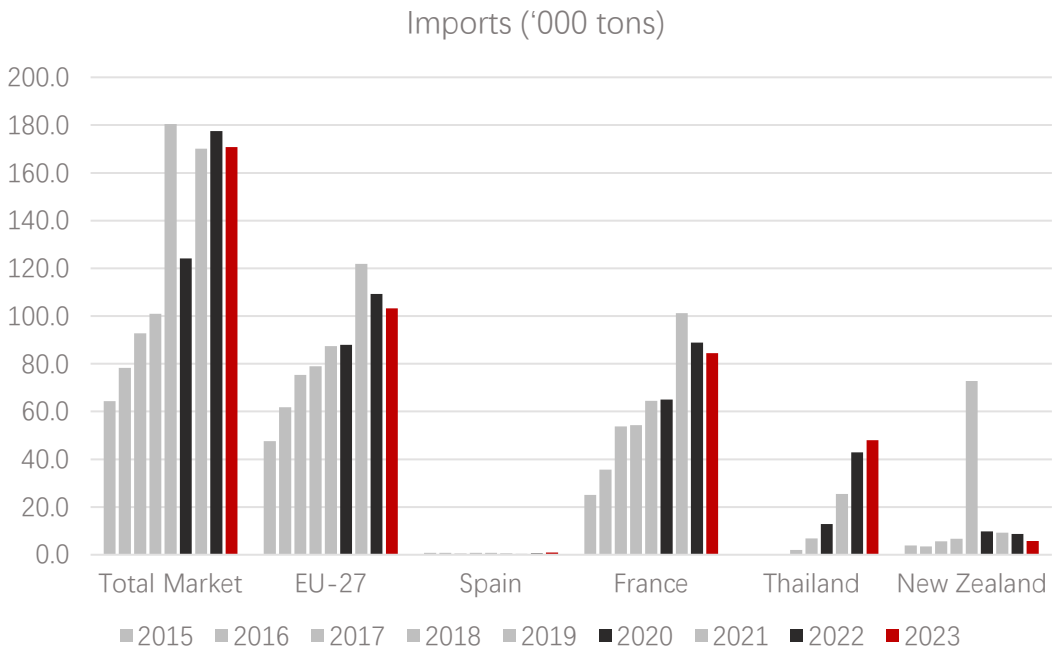


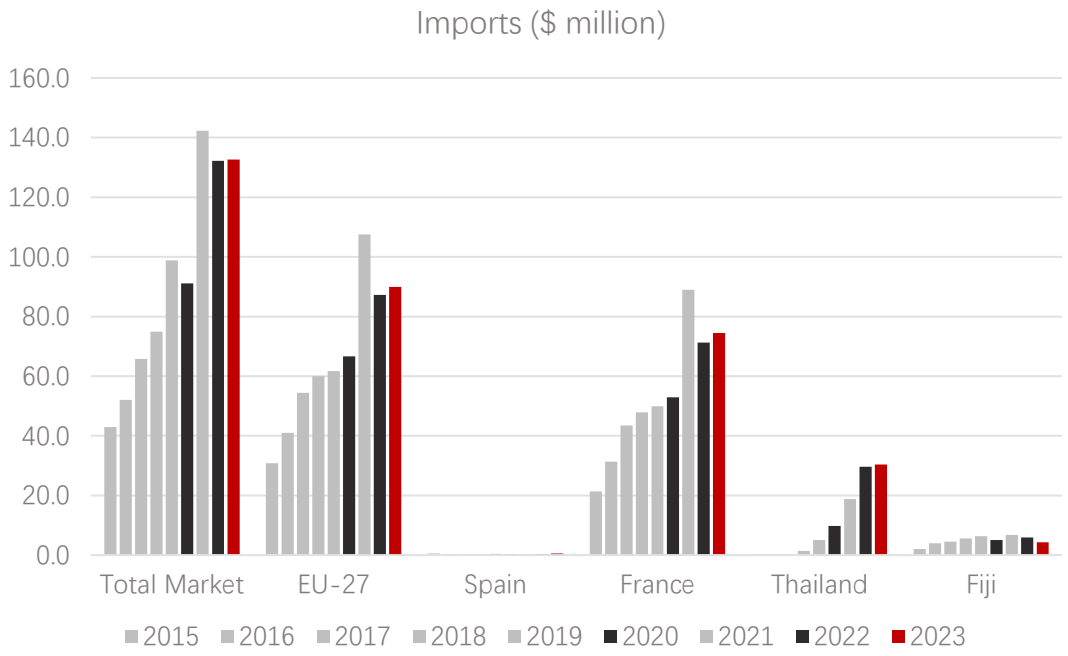


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Prepacked – Fine Food

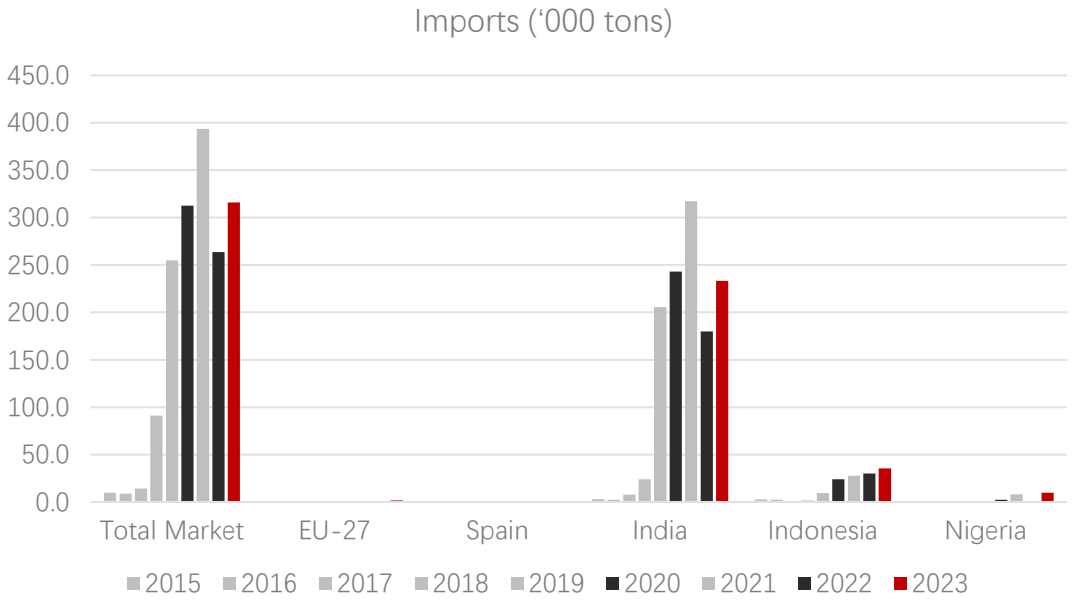
Mineral water HS 220110

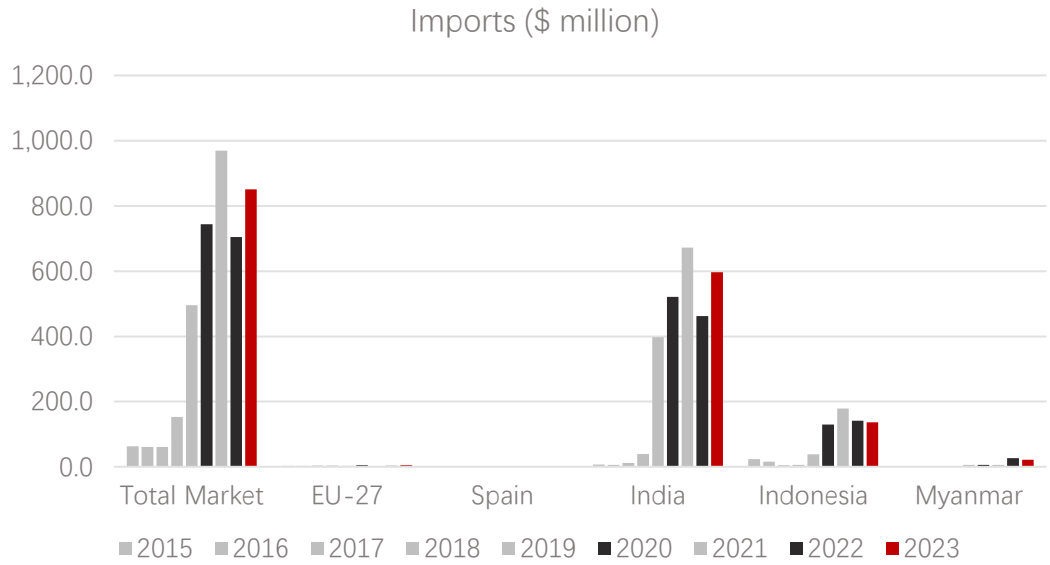




Prepacked – Fine Food

Spices and Condiments HS 0903 - 0910





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The Situation of Organic in China

Imported products regulations

No organization shall indicate the language or design containing “organic” (in Chinese or English) on the products, their smallest packages, or labels that may mislead the public to the concept of organic products if:

- Chinese organic certification has not been obtained
- Re-processing, repacking and division of the certified products happens outside the production and processing establishments indicated in the certificate

Foreign organic certificates are not recognized in China!

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The Situation of Organic in China

ORGANIC FOOD

- Rising awareness towards **health, nutrition and food safety**
- Significant market size: **90.4 billion RMB** in 2020 (€12 billion)
- **Promising growth**: 8.5% CAGR in last 5 years (18.6% in 2020)
- Opportunities to connect organic concept with **other claims**
- **Distribution chain** looking for differentiation options

- **Market access**: Country protocol and company listing for certain categories
- **Certification bodies approved by Chinese authorities**
- Market heavily concentrated in **few categories**
- **Average consumption below world average; and Lack of understanding** about the organic concept
- **Organic logo lack recognition** by customers
- **Price gap** with conventional food restrains a wider consumer base

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The Situation of Organic in China

2 recommendations on how to export as an organic product

Conventionally

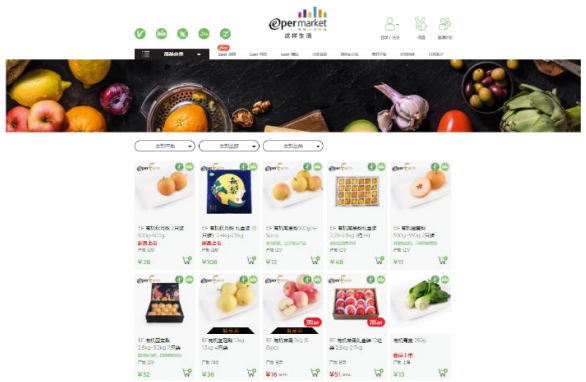
- Uniqueness, differentiation, and nutritional attributes
- **Focus on characteristics that apply to organic products** “no additives”, “no chemicals”, “natural”, etc., to help consumers connect the ideas.
- **Highlight the nutritional benefits** of your products: “no cholesterol”, “no trans fats”, etc. Watch out not to step into health claims!
- **Inform your importer that your product is organic** so that they can push it along the supply chain.

Many organic specialized shops didn’t survive because of low recognition and trust from customers

CBEC channel

- **Can sell your organic products without Chinese certificate**
- Requires investment to set up and operate store and to attract traffic and drive sales
- **Good starting test**





GI Agreement

- Entered into force on March 1st, 2021.
- Bilateral agreement to protect 96 European GI in China and 100 Chinese GI in the EU.
- More tan 50% of the European GIs covered in the agreement are wines.
- Another 175 each on its way

Manchego – Spain

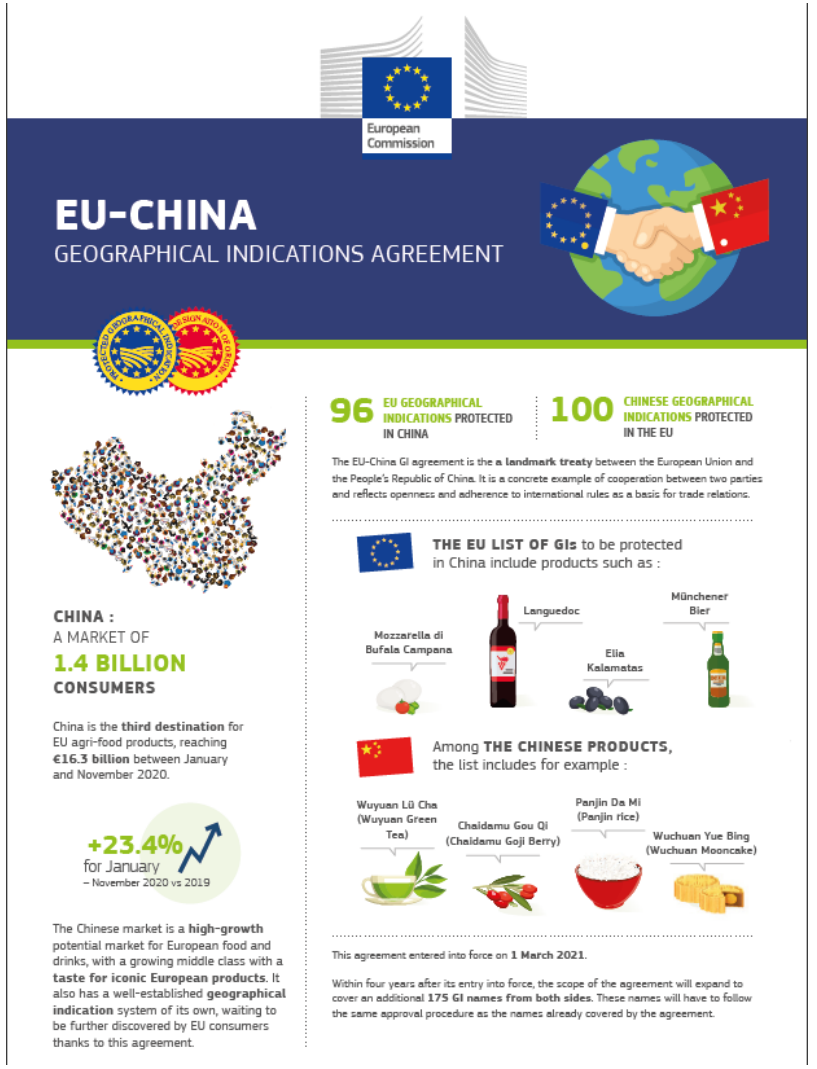


Brachetto d'Acqui - Italy



Danablu – Denmark





CONTENT

1 Mainland China

- Post Covid overview
- Evolution of imports
- Registration and barriers
- Distribution situation

Main regulatory aspects regarding China

- Protocols and company listings
- Company registration GACC, CIFER
- (Export process)
- Import process
- Trademark registration

Regulatory Aspects and Technical Barriers: GACC 248. Significance and Impact

GACC is the agency responsible for supervising and managing the registration of overseas establishments producing, processing, or storing F&B products exported to China

The fundamental purpose of GACC Decree 248 is to **enhance and ensure the safety of F&B products** imported to China, and thus the health of Chinese consumers

A clear shift in China's approach to source management of imported. Responsibility of overseas establishments is increased in terms of the authenticity of the information submitted during the registration process and production conditions

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Regulatory Aspects and Technical Barriers: GACC 248

GACC is the agency responsible for supervising and managing the registration of overseas establishments producing, processing, or storing F&B products exported to China

Depending on food category

1.the competent authority of the exporting country, which will first require assessment and approval (HIGH RISK)

1 Applicants shall contact authority in the exporting country first

2 Authority in the exporting country assign manufacturers the account for the registration platform

3 Applicants log in the registration platform and submit the application

4 Competent authority will review the application first and then recommend

2.self-registration with GACC directly or via an agent or importer (LOW RISK)

1 Applicants apply for the system account by themselves

2 Fill in and submit the application

Pre-Condition for Registration



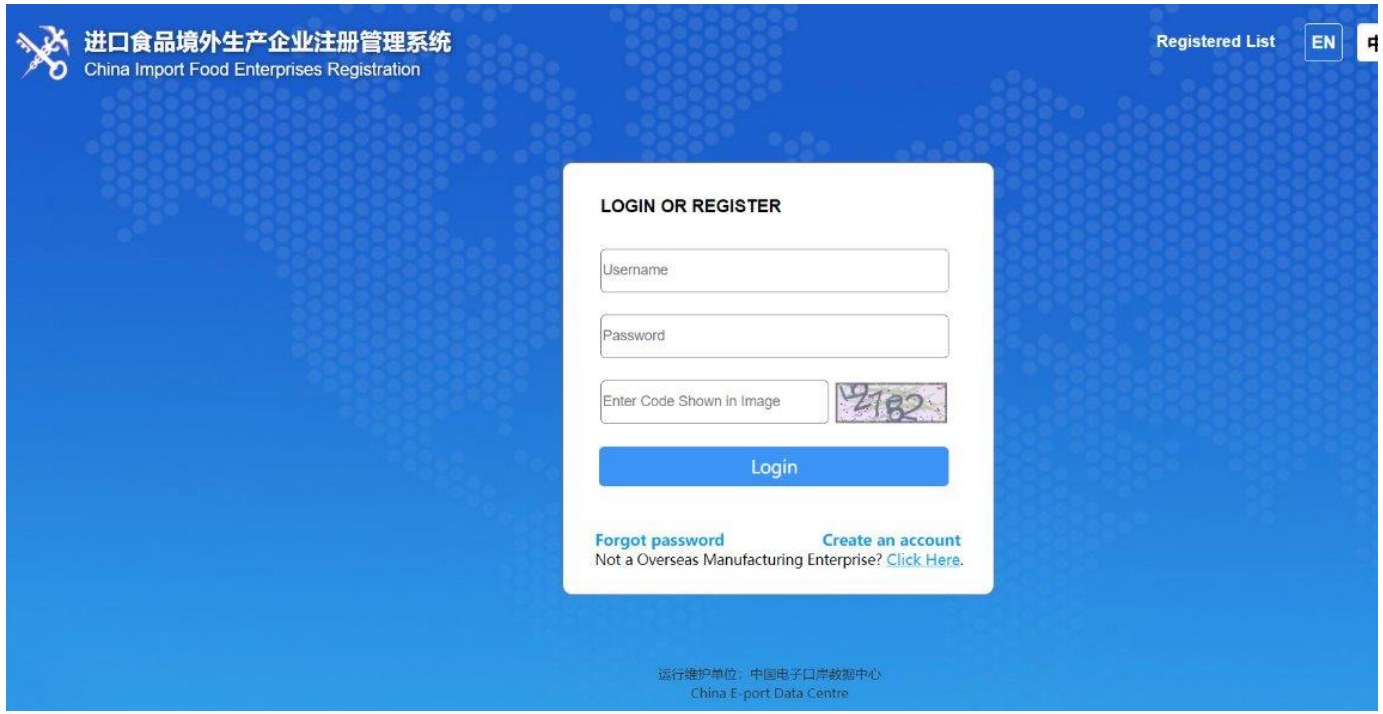
Regulatory Aspects and Technical Barriers: GACC Decree 248

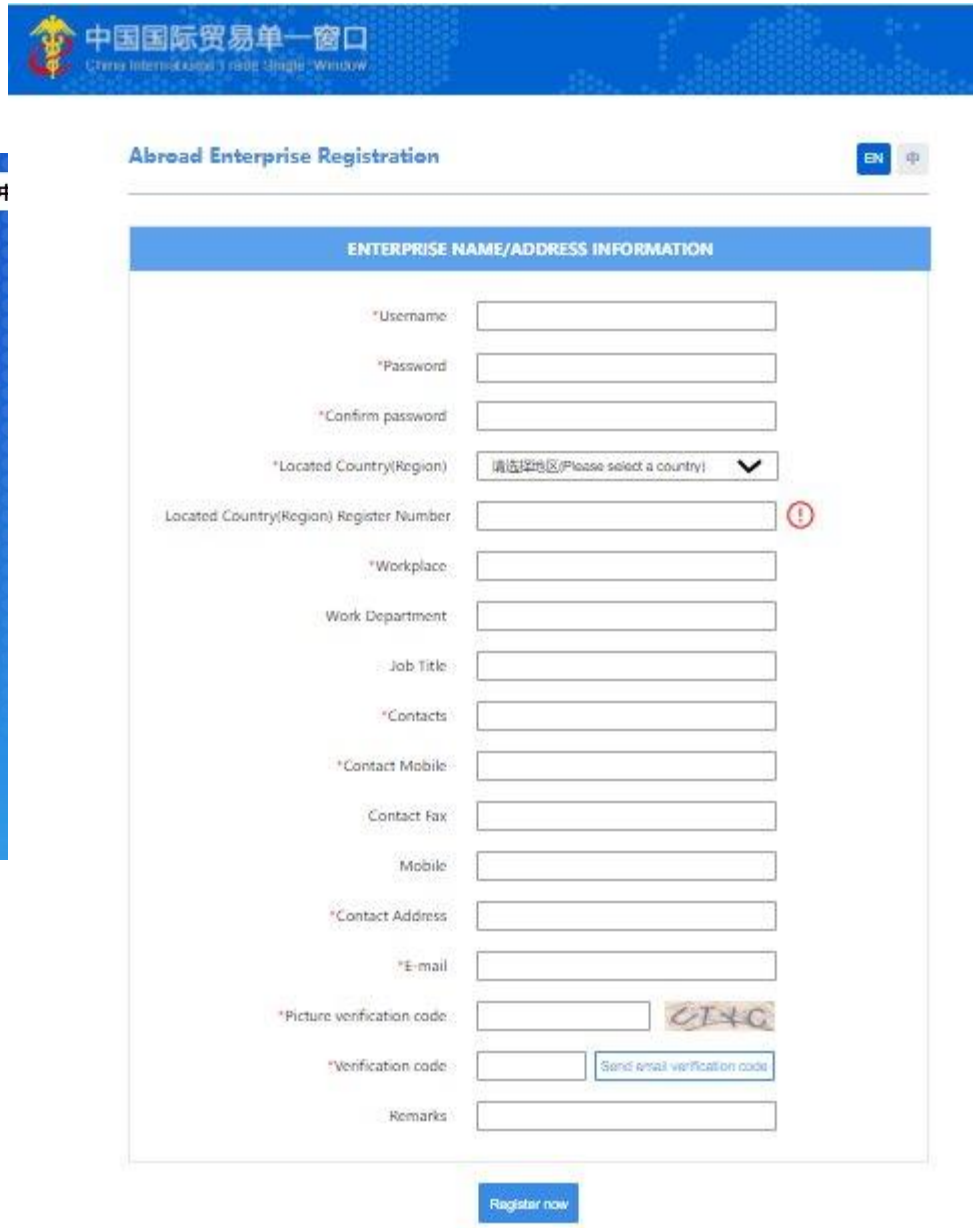
The 18 “Risky” Categories in Article 7

• meat and meat products	• eggs and egg products	• condiments
• casings	• edible oils, fats and oilseeds	• nuts and seeds
• aquatic products	• stuffed pastry products	• dried fruits
• dairy products	• edible grains	• unroasted coffee beans and cocoa beans
• bird’s nests and bird’s nest products	• milled grain industry products and malt	• foods for special dietary purposes
• bee products	• fresh and dehydrated vegetables and dried beans	• functional foods

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Regulatory Aspects and Technical Barriers: CIFER





We can provide a more specific and step-by-step guidance through CIFER application program

Regulatory Aspects and Technical Barriers: Export - Import

Before Products are Shipped



1. Prepare Export docs
2. Label translation and original flat design
3. Importers must be registered as “authorized food importers in China”
4. GACC filling of exporter and importer
5. **GACC Registration of Overseas Food Manufacturers**

NO SPECIAL PROCEDURE OR TIMELINE

Once Products are in China



Customs Clearance

1. Documents Review
2. Label verification
3. Sample inspection

1-3 weeks

If it’s a first import → label certification and thorough sample inspection

6-10 weeks

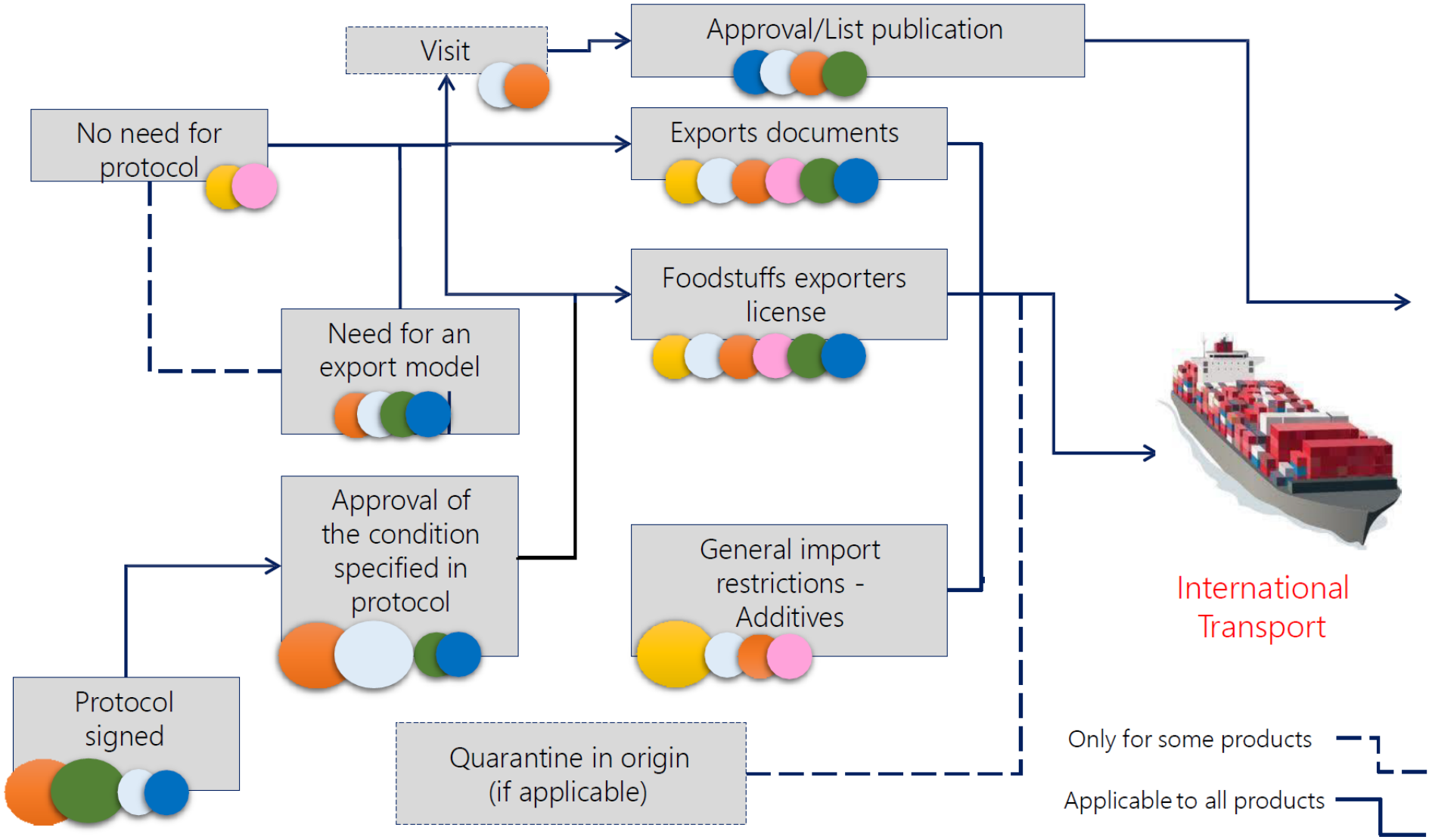
After Successfully clearing Customs, the following docs are obtained

1. Health Certificate for Distribution
2. CIQ Approved label
3. Customs Declaration Form

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Regulatory Aspects and Technical Barriers: Exports



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Regulatory Aspects and Technical Barriers: Imports



International Transport

Customs inspection

Import Duties

General foodstuffs importer license

Label inspection

Specific import license

Quality inspection

VAT

Specific permission for import operation

Consumption Tax (if applicable)

Quarantine in China (if applicable)

Only for some products

Applicable to all products

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Regulatory Aspects and Technical Barriers: Trademark registration

Protect your brand: Registering your trademark in China should be the first step before taking any commercial actions in the market.

- Specific for Mainland China / Hong Kong / Macau/ Taiwan.
- System first to file. Start before having any contact with China.
- Protects categories. E.g.: wine is classified under Class 33: “Alcoholic beverages (except beers); alcoholic wines; spirits and liqueurs; alcopops; alcoholic cocktails.”
- Process takes up to 15-18 months.

- Cost: only a few hundred euros
- Under your own name. Not recommended to leave it to your importer
- Adapt:
  - Chinese name
  - Include logo
- Be careful with new brands and products presented at trade exhibitions, website, brochures…

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CONTENT

1 Mainland China

- Post Covid overview
- Evolution of imports
- Registration and barriers
- Distribution situation
- Case study

How has distribution changed in the last years?

- Product-by-product case
- Main players have changed
- Direct imports remain low
- Margins/final prices remain high
- Cash tensions are having an impact
- Less players, fewer products but high interest
- Retail, Horeca, E-commerce
- How to differentiate. Adapt faster, O2O, experience, storytelling

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Distribution by Product

Depending on Product Category, **distribution channels and importers may have different channels of access** / contact, becoming more or less specialized

Prepacked food	Most common and generic type. Include packed cereals, pastry, confectionary, nonalcoholic beverages, snacks, honey, jams, candies, olive oil, vinegar, etc and now even packed cured pork or canned fish or low alcohol drinks
Dairy Products	Tend to act as prepacked food mostly but some got cold chain facilities
Alcohol	Hard alcohol, wine and low graduation drinks and maybe other nonalcoholic drinks
Fishery and seafood	Require a special license. Highly specialized
Fruits and vegetables	Require a special license. Highly specialized
Raw Meat	Require a special license. Highly specialized



HORECA











#SpainFoodNation FWS Foods and Wines from Spain alimentosdespaña

Spanish Summer
Gastronmy Without Limit

西班牙餐桌的夏日之选

西班牙独特的历史和文化、多样的地理环境造就了丰富、多样的美食；对质量、安全的高标准又让人多了一份保障和安心，可以尽情享用。





FWS Restaurants from Spain



casa cais
gourmet | caterings | consulting

DEGUSTA (FOSHAN) FOOD MFG. CO,. LTD.

Booth No.: E6G032

SIAL 中食展
INSPIRE FOOD BUSINESS 审食度势 点食成金
Shanghai
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NEW INTERNATIONAL EXPO CENTRE
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RETAIL

Jenny Wang

Jenny Lou

Corner's Deli

April Gourmet

Times Grocery

Carrefour

Sam's club

Costco

7/11

Hema

7 Fresh

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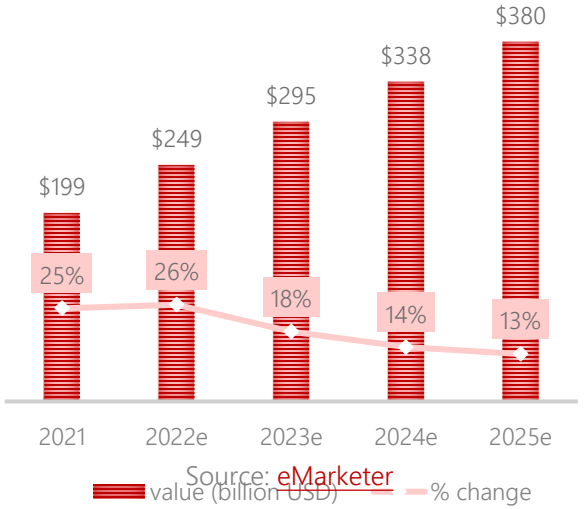
Imported Food Distribution and Players (Traditional & New)

E-commerce boosts his presence as a (most) relevant distribution player, confronting established and **traditional scenario**

China has become the largest, most advanced, e-commerce market in the world, representing **nearly half of the global e-commerce** transactions globally.

- **1,032 million internet users** even though 27% of the country remains without access.
- The number of mobile users is nearly 100% of the total internet users, and about **82% of them are online shoppers**.
- Covid has accelerated digital developments, driving rapid growth of a **"stay-at-home economy"**, and transforming consumer behaviour.

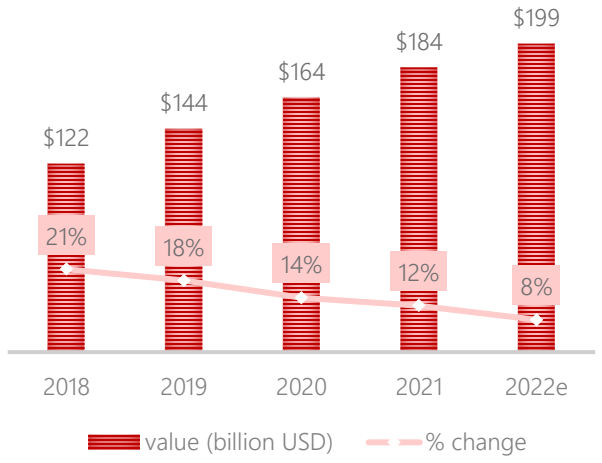
ONLINE GROCERY RETAIL SALES IN CHINA, 2021-2015



Source: eMarketer

Source: eMarketer

CBEC SALES IN CHINA, 2018-2022



Source: eMarketer

E-commerce and Reason-why

E-commerce boosts his presence as a (most) relevant distribution player, confronting established and **traditional scenario**

- **Convenience**; combining multiple factors such as payment or information comparison
- **It has transformed the landscape of the cities** with delivery people and distribution points on "every corner" for a frequently cheap and express service.
- Currently the marketplace in a stage of consolidation with the supply chain keeps bringing challenges to former players and **opportunities to newcomers**
- Ecommerce for **imported F&B operates in a range of alternatives** such as CBEC shop'n'shop, wechat shops, selling to platforms, etc
- In this imperative to **have a clear view of all** potential models, pros and cons, real implications and case studies that we can **relate to make realistic decisions**



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E-COMMERCE PLATFORMS WE HAVE WORKED WITH

In the past years, EIBENS has worked with 11 E-commerce platforms and retailors with e-platforms covering the cities in South and North of China with the consumers who would like to enjoy imported food and beverages.

E-commerce platforms

Epermarket

Hema

7 Fresh

Benlai

Chunbo

Western Food Paradise

Retailers with online presence

Jenny Wang

Jenny Lou

Corner's Deli

April Gourmet

Times Grocery

SELECTED E-COMMERCE PROMOTIONS

Epermarket has 2 e-shops, Epermarket North and Epermarket South (previously Nogogo), covering the market in China. They operate on 5 platforms (desktop, 2 APPS and 2 mini-programs), with 100K+ social media reach. Epermarket targets the Chinese consumers in high-income and young people.

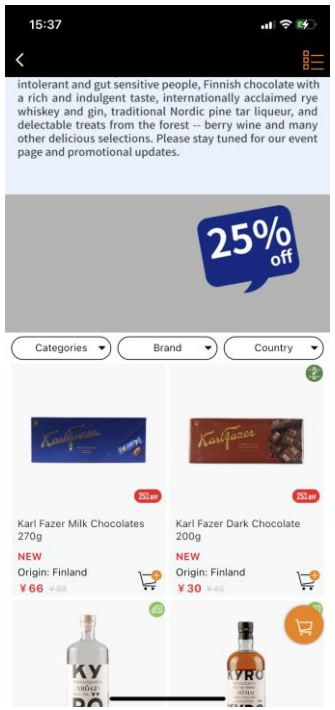
We've worked with Epermarket for 10 promotions for 3 of our promotional campaigns and one promotion for Finland.

Selected example: Finnish products promotion

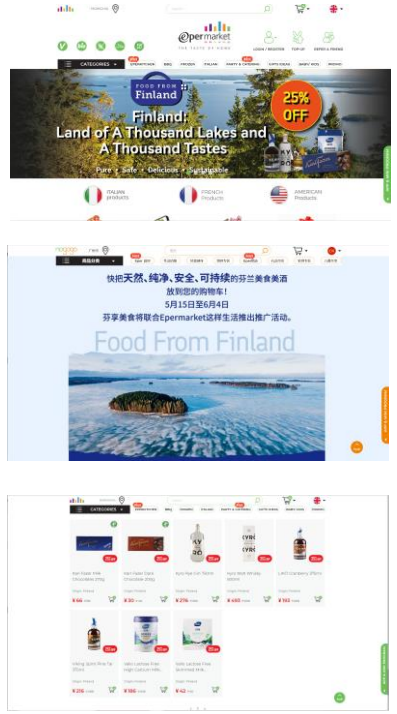
- 21 days of promotion on both Epermarket and Nogogo with the country's products pavilion featuring the banners and key messages on 6 platforms (APPs, Mini programs and Webs).
- Articles posted on the WeChat accounts and weibo of Epermarket and Nogogo.
- Messages, APP blasts and a newsletter about the promotion and discount were sent to more than 50 WeChat groups.
- Both e-chains purchased products for the promotion.
- A live-streaming with a KOL for kicking off the promotion.



Banner on APP



Pavilion on APP



Websites



Livestreaming

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SELECTED E-COMMERCE PROMOTIONS

Chunbo is a B2C E-tail platform specializing in healthy and quality products, focused on fresh foods. It has a multi-channel E-tail platform including Chunbo PC website, Mobile apps and WeChat shop. It's operating all over the country and especially focus on Beijing and Shanghai. The target users are the women and families with relative higher household incomes.

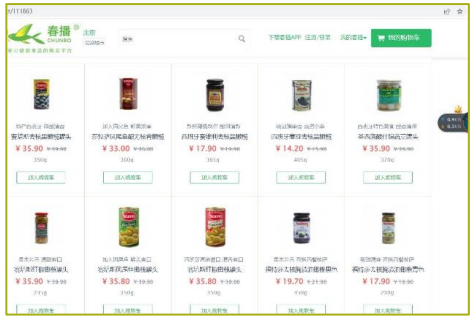
EIBENS has organized 7 promotions with Chunbo.

Selected example:

- "Olives from Spain" promotion was presented across **all channels** of the platform – website, APP and Wechat mini-program.
- Creation of an **olive product page** including key messages.
- Total 15 SKUs sold; **sales increased 11 times** comparing to the month prior to promotion.
- In-app and website banners reached more than **1.17 million** impressions. Articles also published on **multiple media platforms**, receiving approx. 60,000 views.
- **Special days/holidays** such as Chinese National Day and Spanish National Day were celebrated with additional discounts and **targeted WeChat group messages** reaching over 58,000 consumers directly.
- The platform is focused on promoting healthy and organic food in China and the promotion helped **raise awareness** of Spanish olives among the platform's large and stable customer base who are interested in healthy lifestyle.



App banners



Product display on web portal



Publication on media platforms

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Prodeca
Promotora dels aliments catalans

Generalitat de Catalunya

sempre endavant

www.prodeca.cat