

TENDER – BRIEF (DECEMBER 2016) EVALUATION OF A PROMOTION CAMPAIGN FOR PROCESSED FRENCH FOOD PRODUCTS IN CHINA

1/ CONTEXT

The French Food and Drink Federation (ANIA, Association Nationale des Industries Alimentaires), is a non-profit association created in 1968. ANIA's mission is to represent, inform and accompany French food processing companies from all over France (11 852 companies, of which 98% are SMEs). Its members include 47 associations: 18 sectoral federations and 20 regional federations.

The French food industry is the number one industrial employer in France (440 000 jobs) and the number one industrial sector in terms of turnover (€ 170 billion, of which 21% come from exports) It has a € 8.1 billion trade surplus.

Following discussions within ANIA's Export Committee and its Working Group on Asian exports, ANIA was assigned with the mission to build a pilot program aiming at helping food companies expand their exports and relations in Asia.

The main objective of the program will be to increase the visibility, the sales and the general awareness of European and French food products in China. The action will aim at widening the range of European and French products available via different Chinese distribution channels, especially via retail and food service markets.

The recruitment of a specialized evaluation agency is necessary to evaluate the actions covered in this program.

ANIA expects a sustainable partnership with the evaluation agency, based on high mutual confidence, considering the need to sustain companies' confidence in ANIA via the proposed program, and considering that sensitive, confidential information of a competitive nature may be shared with the chosen agency.

This B2B-focused program will include the following activities:

- Trade cocktails
- Trade fairs
- Buyers' trips
- In-store promotions.

The program aims at reaching over 100 companies, with a budget of **€ 25 000** available for the evaluation of the actions by the evaluation agency.

2/ ELEMENTS EXPECTED IN THE BID

The detailed proposition (PowerPoint format preferred) should be sent imperatively in English to Ms. Olivia Poitou (opoitou@ania.net) and should include:

1. Presentation of the agency including information on its financial viability, on its competences in evaluation, and its knowledge on rules concerning EU-funded promotion programs.
2. Proposal based on the actions detailed here below. The agency should describe how the evaluation will contribute to improving the campaign, including indicators to be used and a precise budgetary proposition. The proposal should take into account Regulation EC/1144/2014 and related legislation as appropriate. The selected evaluation agency will need to strictly adhere to these criteria for all actions planned and carried out, as non-compliance with these EU rules would lead to non-eligibility of the actions and loss of funding.

3/ DESCRIPTION OF THE PLANNED PROJECT TO EVALUATE

Actions carried out by the executive agency under this program fall under five main types of activities:

1. **Strategy Definition**
2. **Trade Fair Booths**
3. **Trade Show Cocktails**
4. **Buyers' Trips**
5. **Point-of-Sale Promotions**

These actions are detailed hereunder.

1. Strategy Definition

- ↘ The agency should propose a market study of the Chinese food market in which it identifies French products that are already present and should create a two-year long campaign for French food and drink products to support the presence of French/EU products on the market.

2. Trade Fair Booths

- ↘ The agency should propose a French pavilion at Chinese food and beverage fairs. The selected trade fairs must be complementary to the already existing French promotional programs, with no overlap. We have considered e.g. Anuga Beijing, IFE China international Foodstuff Exposition, Anufood China and CIPFE Beijing International Import Food, but the agency may propose other solutions.

3. Trade Show Cocktails

- ↘ The agency should propose a cocktail event. We have considered e.g. the Shanghai International Catering Innovation Trade Fair (CITF), but the agency may propose other solutions. The agency should elaborate on how they plan on recruiting local participants and press and on the timeframe.

4. Buyers' Trips

- ↘ The agency should propose buyers' trips. Considering the current referencing and listing of French products in stores, the agency should describe the most relevant major buyers to bring to France vs. program objectives. We have considered that trips could be organized in conjunction with in-store promotion programs but the agency may propose other solutions.

5. Point-of-Sale Promotions

- ↘ The agency should propose a program with point-of-sale promotions. The agency should describe the way that the relevant stores will be selected in several cities and the steps of negotiation and preparation. The training and management of the animation teams on site should be described. We have considered well-known franchises and local brands like City shop, Auchan, Sam's club, Yonghui and Carrefour. The agency may nevertheless propose other solutions if pertinent.

4/ PROPOSED PLANNING

- ↘ 17 January by 11h00 : reception of the detailed propositions by e-mail
- ↘ 20 January by 23h00 : notification of preselection results
- ↘ 31 January – 2 February : auditions of the pre-selected agencies
- ↘ 3 February by 18h00 : notification of the chosen agency and detailed notification to the other agencies of non-selection
- ↘ 10 February : signature of collaboration agreement and start of collaboration

5/ PRESELECTION CRITERIA AND SELECTION CRITERIA

The selection will be done by a jury composed of members of ANIA's staff involved in the implementation of the project. Other personalities may complete the jury (administrators, representatives of member federations).

Preselection criteria:

1. Experience with EU export promotion programs (30 points)
2. Financial viability of the agency (20 points)
3. Respect of the budgetary envelope (*overrun of total budget is eliminatory*) (10 points)

Selection criteria:

1. Quality and coherence of the evaluation criteria (30 points)
2. Qualifications of the evaluation team (20 points)

6/ CONTACTS

Ms. Laura MARLEY, Innovation and EU Public Affairs Manager (lmalley@ania.net) is available to answer any questions agencies might have (tel: + 33 (0) 1 53 83 86 00).