

## TENDER – BRIEF (DECEMBER 2016) SUPPORT FOR PROMOTION OF PROCESSED FRENCH FOOD PRODUCTS IN CHINA

### 1/ CONTEXT

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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 38 associations: 18 sectoral federations and 20 regional federations.

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*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.*

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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 executive agency is necessary to plan and execute the actions covered in this program.

ANIA expects a sustainable partnership with the executive agency, based on high mutual confidence, considering the budgets involved, 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 **€ 600 000** available for execution of the actions by the executive agency.

## 2/ ELEMENTS EXPECTED IN THE BID

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The detailed proposition (PowerPoint format preferred) should be sent imperatively in English to Ms. Olivia Poitau ([opoitau@ania.net](mailto:opoitau@ania.net)) and should include:

1. Presentation of the agency including information on its financial viability, on its competences for accompanying ANIA with these 4 missions in China and on its knowledge on rules concerning EU-funded promotion programs.
2. Proposal based on the logo created for the program (see here below), including tastings, buyers' visits and trade fairs (c.f. suggested list of fairs). The geographic coverage should not be limited to Beijing and Shanghai.

An alternative logo and alternative fairs may be proposed if pertinent.



3. For the actions detailed here below, the agency should describe the objectives, the target audience, as well as the expected deliverables and should include a precise budgetary proposition. The proposal should take into account the compulsory EU signature and other graphic elements as stipulated in Regulation EC/1144/2014 and related legislation. The selected executive 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/ SUPPORT ACTIONS

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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.
- ✎ **Indicative budget: € 15 000**

#### 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.
- ✎ **Indicative budget: €270 000**

#### 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.
- ✎ **Indicative budget: €20 000**

#### 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.
- ✎ **Indicative budget: € 125 000**

#### 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.
- ✎ **Indicative budget: €170 000**

The selected executive agency will also be expected to participate in putting in place and in taking part in a validation committee. This committee will verify if the candidate companies interested in participating in the activities meet the criteria set by the EU program, in terms of quality and sustainability to the objectives of raising awareness and added value of European food products in the targeted markets.

An evaluation agency will also be selected by ANIA to audit the program. The selected executive agency will be expected to facilitate the work of the evaluation agency as required throughout the project, e.g. provide information requested by the evaluation agency, participate in occasional meetings with the evaluation agency and take on board its recommendations.

#### 4/ PROPOSED PLANNING

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- ✎ 10 January by 11h00 : reception of the detailed propositions by e-mail
- ✎ 12 January by 23h00 : notification of preselection results
- ✎ 16-20 January : auditions of the pre-selected agencies
- ✎ 25 January by 18h00 : notification of the chosen agency and detailed notification to the other agencies of non-selection
- ✎ 1 February : signature of collaboration agreement and start of collaboration

#### 5/ PRESELECTION CRITERIA AND SELECTION CRITERIA

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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. Experience with the food industry (20 points)
3. Experience in China (presence in China will be considered as a plus) (20 points)
4. Financial viability of the agency (20 points)
5. Respect of the budgetary envelope (*overrun of total budget is eliminatory*) (10 points)

**Selection criteria:**

1. Quality and coherence of the strategy, argumentation of proposed actions (30 points)
2. Value for money (20 points)
3. Comprehension and strict respect of UE promotion rules (20 points)
4. Experience in trade fairs, B2B events, buyers' trips and communication actions (20 points)
5. Qualifications of the project management team (10 points)

## 6/ CONTACTS

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

