



TENDER – BRIEF (FEBRUARY 2024)

SUPPORT FOR PROMOTION OF FRENCH AGRICULTURAL & FOOD PRODUCTS IN THE UNITED KINGDOM

1. CONTEXT

The French Food and Drink Federation (ANIA, Association Nationale des Industries Alimentaires), is a non-profit association created in 1968 whose headquarters are located 9 boulevard Malesherbes, 75008 Paris ; and represented by its President Jean-Philippe André. ANIA represents the French food processing sector, which counts more than 19 000 companies of which 98% are SMEs. ANIA represents 30 sub-sectors of the Food industry : processed meat products, dairies, soft drinks, ready to eat meals, snacks, canned foods...Its mission is to promote the competitiveness of the food sector. Moreover, ANIA covers the entire French territory including outermost insular regions such as Corsica, Caribbean Islands. ANIA counts among its members 32 trade associations and 17 regional associations.

The French Cooperatives Association (LCA, La Coopération Agricole) is a non-profit association whose headquarters are located 43 rue Sedaine, 75011 Paris, France; and represented by her managing director Florence Pradier. LCA is the joint representative body for French agricultural, forestry, agri-food and agribusiness cooperatives. LCA's mission is to promote the cooperative model and create value through its business activities. With a whole range of expert services and its regional network, LCA assists cooperatives and supports them in their growth.

Key figures :

- 2100 cooperatives
- 3 farmers out of 4 are active members of at least 1 cooperative
- 1 food brand out of 3
- 40% of the french food market

ANIA has already and successfully led several European programmes on the American and Chinese markets (more than 200 companies were supported). Following the SIAL Paris 2022, ANIA and LCA have decided to build a roadmap together to strengthen the international development of companies in the agri-food sector. Thus, they decided to work together in a new programme aiming at helping food companies expand their exports and business relations in the United Kingdom, matching with the priorities highlighted in the European Commission Programme of Information provision and promotion measures concerning European agricultural products (basic act Regulation 1144/2014 available [here](#)).

The main objective of this programme is to increase the visibility, the competitiveness, consumption and the general awareness of European agricultural and food products in EU and third-countries. In our case, French agricultural and food products within the United Kingdom are targeted. These actions aim at increasing the number of connections between french agri-food cooperatives/industries and main/specialized stakeholders of the UK food market. The final objective is to widen the range of French products available within the UK food market.

The recruitment of a specialized executive agency is necessary to plan and execute the actions covered by this new programme.

Both ANIA and LCA expect a sustainable partnership with the executive agency ; based on high mutual confidence, considering the budgets involved, considering the need to sustain companies' confidence in both organizations via the proposed programme, and considering that sensitive, confidential information of a competitive nature may be shared with the chosen agency.

This BtoB-focused programme will include the following activities :

- ✓ Public relations and communication
- ✓ BtoB Roadshow
- ✓ BtoB meetings
- ✓ In-store & online promotions
- ✓ Trade fairs

The **three-years programme** aims at reaching over **200 companies** with a budget of **€1 100 000** available for execution of the promotion actions by the executive agency.

2. ELEMENTS EXPECTED IN THE BID

The detailed proposition (PowerPoint format asked) should be sent imperatively in English to Ms Valentine RICHARDOT (vrichardot@ania.net) and Mr Philippe DUBOIS DE LA SABLONIERE (pduboisdelasablioniere@lacoopagri.coop) and should include :

1. Presentation of the agency including information on its financial viability, on its skills for accompanying LCA and ANIA with these 5 kind of activities in the United Kingdom and on its knowledge on rules concerning EU-funded promotion programmes.
2. A programme proposal including a logo, participation to trade fairs, BtoB meetings, in-store/online promotions, BtoB Roadshows and communication/public relations. The geographic area should be extensive enough to guarantee a sustainable implantation of French products. Subcontracting, if any, must be itemized in the proposal.
3. For the actions detailed below, the agency should describe the objectives, the target audience, as well as the expected deliverables and should include a precise budgetary proposal. The overall 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

Actions carried out by the executive agency under this programme fall under five main kind of activities, BtoB and BtoC:

1. **BtoC actions: Public relations/communication and Points-of-Sale & Online Promotions**
2. **BtoB actions: Roadshows, BtoB Meetings, Trade fairs booths**

These actions are detailed below.

1. BtoB Actions

Indicative budget: 800 000€

1.1. BtoB Roadshows

- ✓ The agency should propose at least one BtpB Roadshow per year. Roadshows should provide an overview of the market and enable participants to identify relevant entry points into the targeted market. The roadshows should also provide business and communication opportunities for participating companies.

1.2. BtoB Meetings

- ✓ The agency should propose BtoB meetings. Considering the current referencing and listing of French products in stores, the agency should identify and describe the most relevant major buyers to organize meetings with them and in line with the programme's objectives. Meetings can be organized in conjunction with in-store promotion programmes, but the agency may propose other solutions.

1.3. Trade Fair Booths

- ✓ The agency should propose a European and French pavilion at British food and beverage fairs. The selected trade fairs must be complementary to the already existing national French promotional programmes, with no overlap. We have identified IFE London, Food and Drink Expo, Plant-Based World Expo, Taste of London. *If a trade fair booth is judged by the responding agency not to be strategic enough regarding the objectives of the Programme and/or the sanitary situation, an alternative solution can be proposed.*

2. BtoC actions

Indicative Budget: 300 000€

2.1. Public relations and communication

- ✓ The agency should propose public affairs and media actions. The agency should describe how the proposed actions will contribute to the overall objectives of the programme. The public relations axis of this programme should focus on social media and include the creation of promotional material. The proposed actions should increase the visibility of ANIA's and LCA's food products' members within the United Kingdom as well as the network of french agri-food industries/cooperatives.

2.2. Points-of-sale / Online Promotions

- ✓ The agency should propose a programme with points-of-sale and/or online promotions. The agency should describe the way that the relevant stores and platforms will be selected in several cities and the various steps of negotiation and preparation. The training and management of the animation teams on site should also be described. Well-known franchises as local brands should be considered in order to maximize effects (ie Tesco, Sainsbury's, Asda, Waitrose, M&S for example considering UK case). The agency may nevertheless propose other solutions if relevant.

The selected agency will also be expected to participate in implementing and in taking part in a validation committee. This committee will check if the candidate companies interested in participating in the promotional activities meet the criteria set by the EU programmes, 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 at a later stage by ANIA and LCA to audit the programme. 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.

The selected agency will be expected to assist ANIA and LCA in writing a proposal to the European Commission for financing. A budget of 2 000 euros is for now allocated for this purpose.

4. PROPOSED PLANNING

- ✓ (Thursday) 8th February 2024 by 2pm : LCA and ANIA launch the call for tenders on all platforms in order to select an executive agency
- ✓ (Friday) 1st March 2024 by 6pm: submission deadline of proposal for candidates, only by email (three weeks period)
- ✓ 04th March to 06th March: preselection of candidates and examination/audition of candidates proposal
- ✓ (Friday) 8th March 2024 by 2pm : announcement of the selected executive agency as well as for non-selected candidates
- ✓ 11th March 2024 to 29th April 2024 : writing and structuring of 1144 proposal to meet EU Commission requirements (7 weeks period)
- ✓ (Tuesday) 30th April 2024 : delivery of 1144 ANIA/LCA proposal on EU Commission website (1st May is a public holiday in France)
- ✓ (Tuesday) 14th May 2024 : submission deadline of 1144 proposal for all candidates on EU Commission website

5. PRESELECTION CRITERIA AND CRITERIA

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

Preselection criteria:

1. Financial viability of the candidate (yes/no, eliminatory)
2. Respect of the overall budget (overrun of total budget eliminatory)

Selection criteria:

3. Understanding and strict respect of EU promotion rules (20 points)
4. Experience with the food industry and agricultural products (10 points)
5. High level of experience in the United Kingdom (10 points)
6. Quality and coherence of the strategy, argumentation of proposed actions (30 points)
7. Experience in trade fairs, BtoB meetings, in-store & online promotions, Roadshows and communication actions (20 points)
8. Qualifications of the project management team (10 points)

A minimum score of **70** will be required for selection.

6. CONTACTS

Philippe DUBOIS DE LA SABLONIERE, Chief Economist & International (pduboisdelasablioniere@lacoopagri.coop) and Valentine RICHARDOT, Export & International project manager (vrichardot@ania.net). We remain available to answer any questions agencies might have.