



## TENDER – BRIEF (JANUARY 2024)

### SUPPORT FOR PROMOTION OF PROCESSED FRENCH FOOD PRODUCTS IN SOUTH KOREA

#### 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 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.

ANIA have already led several European programs on the American and Chinese markets (more than 200 companies were accompanied over the last 3 years). Regarding the success and the positive feedback from the companies, ANIA has decided to build a new program aiming at helping food companies expand their exports and business relations in South Korea, in accord with the priorities highlighted in the European Commission Work Programme.

The main objective of this program is to increase the visibility, the sales and the general awareness of European and French food products in South Korea. The action aims at widening the range of European and French products available via different South Korean distribution channels.

The recruitment of a specialized executive agency is necessary to plan and execute the actions covered in this new 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:

- ✓ Public relations and communication
- ✓ B2B Roadshow
- ✓ B2B meetings
- ✓ In-store & online promotions
- ✓ Trade fairs

The **three-years program** aims at reaching over **150 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 demanded) should be sent imperatively in English to Ms. Valentine RICHARDOT and should include :

1. Presentation of the agency including information on its financial viability, on its competences for accompanying ANIA with these 5 types of activities in South Korea and on its knowledge on rules concerning EU-funded promotion programs.
2. A program proposal including a logo, participation to trade fairs, B2B meetings, in-store promotions, B2B Roadshows and communication/public relations. The geographic coverage 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 proposition. The proposal should take into account the compulsory EU signature and other graphic elements as stipulated in Regulation EC/AA44/2014 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, BtoB and BtoC:

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

These actions are detailed hereunder.

### 1. BtoC Actions

**Indicative budget : 150 000€**

#### 1.1. 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 program. The public relations axis of this program should focus on social media and include the creation of promotional material. The proposed actions should increase the visibility of ANIA's actions in South Korea.

#### 1.2. Point-of-sale / Online Promotions

- ✓ The agency should propose a program with point-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 be described. Well-known franchises as local brands should be considered.

## 2. BtoB actions

**Indicative Budget : 450 000€**

### 2.1. B2B Roadshows

- ✓ The agency should propose at least one B2B 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.

### 2.2. B2B Meetings

- ✓ The agency should propose B2B 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 meeting with vs. program objectives. Meetings can be organized in conjunction with in-store promotion programs, but the agency may propose other solutions.

### 2.3. Trade Fair Booth

- ✓ The agency should propose a European and French pavilion at South Korean food and beverage fairs. The selected trade fairs must be complementary to the already existing national French promotional programs, with no overlap. *If a trade fair booth is judged by the responding agency to not be strategic regarding the objectives of the Programme and/or the sanitary situation, an alternative solution can be proposed.*

The selected 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 at a later stage 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.

The selected agency will be expected to assist ANIA in writing a proposal to the European Commission for financing. An envelope of 2 000 euros is reserved to this effect.

## 4. PROPOSED PLANNING

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- ✓ 09 February 2024 by 6pm : ANIA diffuses 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 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. Financial viability (yes/no, eliminatory)
2. Respect of the overall budgetary envelope (overrun of total budget eliminatory)

### **Selection criteria:**

3. Comprehension and strict respect of EU promotion rules (20 points)
4. Experience with the food industry (10 points)
5. Experience in South Korea (presence in South Korea will be considered as a plus) (10 points)
6. Quality and coherence of the strategy, argumentation of proposed actions (30 points)
7. Experience in trade fairs, B2B 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

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Valentine RICHARDOT, Export and International projects manager ([vrichardot@ania.net](mailto:vrichardot@ania.net)) remains available to answer any questions agencies might have.