



## Tastes of Europe: Quality and Exclusivity

### *General press release for Tastes of Europe China*

**Beijing, April 18th, 2016** – European Commissioner for Agriculture and Rural Development, Mr. Phil Hogan will visit China this week, along with a delegation of 45 representatives from EU food and beverage companies. His visit coincides with the “Tastes of Europe” campaign, which promotes quality European food and sets up business opportunities between European food and beverage producers and Chinese companies. During their stay in China, they will also get a crash course in how to sell their high-quality products to Chinese consumers as well as how to comply with local market regulations.

Commissioner Hogan’s first stop will be to the booming city of Shanghai where the EU business delegation will get a hands-on introduction to this metropolitan market of 20 million consumers.

The food and beverage companies from a range of EU Member States will attend workshops and business meetings with Chinese buyers in Shanghai on April 17<sup>th</sup>, followed by a visit to nearby Chongming Island, which will offer a glimpse into the future of China’s sustainable agricultural production. A seminar on Green Agriculture and Sustainable Trade will take place at the China Europe International Business School (CEIBS) on the same day, allowing Chinese and EU experts to discuss the emerging hot topic of sustainable agriculture as set out in China’s 13<sup>th</sup> five-year plan. Sustainable agriculture production responds to the ever-increasing demand of Chinese consumers for quality and variety of food and beverage products.

The Beijing leg of the business mission will include a series of visits to retail outlets so EU producers can gain key insights into the Chinese capital's retail market. On April 18th, Chinese officials will join Commissioner Hogan and representatives from EU embassies to cut the ribbon at the launch of 'European Restaurant Week' at the famous French restaurant Brasserie FLO in Beijing. Chinese consumers will be able to enjoy a range of top-class recipes through the weeklong promotion in five of the most-renowned European restaurants in Beijing. All selections on the menus between April 19-26 at Fiume (Italian Restaurant), Niajo (Spanish Restaurant), Brasserie FLO (French Restaurant), Paulaner Bräuhaus (German Restaurant) and The Georg (Danish Restaurant) will include Spanish blue lobster, Bavarian crème with berries and handmade cappelletti reggiani pasta.

The finale of this business mission will be a major B2B event on April 19<sup>th</sup> where the EU producers will have up to five meetings each with Chinese importers, distributors and retailers. As a result Chinese consumers will soon find an even wider variety of delicious quality products ranging from Spanish Serrano Ham and German organic wine to French cooked ham on the shelves of their local shops.





Commission Hogan outlined his high hopes that the visit will deepen EU-China cooperation in agricultural products as China is becoming an important growth market for quality European food and beverage exports. The visit will also help Chinese consumers learn more about European culture, tradition and cuisine through the “Tastes of Europe” campaign. Through this campaign, and European Restaurant Week, Chinese consumers are cordially invited to enjoy Europe at its best!

**For more details about the “Tastes of Europe” campaign, please visit the “Tastes of Europe” website ([TastesofEurope.eu](http://TastesofEurope.eu)) and follow the official Tastes of Europe Weibo (@源味欧洲).**

**About the European Union (EU):**

The EU, which consists of 28 countries, has the world's largest economy and the third largest population (500 million), after China and India. Though richly diverse, the countries that make up the EU (its 'Member States') are all committed to the same basic values: peace, democracy, the rule of law and respect for human rights. They have set up common institutions so that decisions on matters of joint interest can be made democratically at European level. By creating a frontier-free single market and a single currency (the euro), which has been adopted by 18 Member States, the EU has given a significant boost to trade and employment. It is also at the forefront of policies on sustainability.

**You can find more information at:** <http://eeas.europa.eu/delegations/china>

