



Food2025

Action plan 2018

GOAL 1: Increase political and public support for the export of Belgian food & beverages

- Fevia consistently asks **political decision makers** to:
 - allow the food industry to restore its competitiveness by diminishing the wage cost handicap with our neighbouring countries, lowering the taxes and surcharges on energy and abstaining from extra duties and taxes on food and beverages
 - conduct a trade facilitating policy
 - resist protectionist measures and initiatives that undermine the European Internal Market
 - keep food top of mind at international trade negotiations
- These messages will get specific attention in our **memoranda** which we are preparing for the **regional and federal elections in 2019**.
- In our **media messages** Fevia wil highlight the impact of exports on
 - turnover
 - added value
 - domestic employment

GOAL 2: Optimise collaboration with public authorities responsible for international trade

In the context of **the Taskforce Export Agri-food**

- we will enhance
 - the flow of information with and between our sector and the public authorities in charge of international trade, i.a. on trade agreements and market access
 - the working process on export facilitation, on a case-by-case basis
- we will compile an overview of all market access dossiers relevant to the Belgian food industry, which may serve as a tool for political interventions as part of incoming and outgoing visits

With the **FASFC**, we will

- optimise the collaboration on inspection and fact-finding visits
- further promote the BECERT export certification application
- collaborate on the Chinese pilot project on the registration of “overseas manufacturing enterprises of imported foods”
- stimulate the harmonisation of the services between the local control units
- clarify the scope of the self-checking system (pre-certification vs. pre-declaration)

Fevia joins hands with the **trade promotion agencies** to organise i.a. info sessions, business missions, contacts with foreign buyers and actions at trade fairs for F&B producers.

GOAL 3: Strengthen the image of Belgian food & beverages abroad with food.be

- The **food.be website** is restyled by March 2018. The relaunch of the site will be seized upon as an occasion to reach out to our target audience:
 - the site will better connect the companies on the site with potential customers and serve as an image builder for Belgian food & beverages abroad
 - we will raise awareness of the foreign network of the regional trade promotion agencies and the Belgian embassies on the added value of the food.be website for their business contacts
 - we will reach out to our target audience in key export destinations, i.a. through targeted social media messaging
- Together with the regional export agencies, Fevia will optimise its promotional actions and business support at **trade fairs**, i.a. at SIAL 2018.
- Fevia will participate in the **state visit to Canada** (11-17/03) to contribute to the positive image of Belgium and its regions through Belgian food & beverages.
- Fevia will evaluate the desirability and feasibility of an engagement in **Expo 2020 Dubai** and the **Tokyo 2020 Olympic Games**, as opportunities to strengthen the image of Belgian food & beverages and business connections in two key export markets.
- Fevia will reach out to Belgian embassies and foreign trade offices in key export destinations to co-organise **events which promote Belgian food & beverages**.

GOAL 4: Maximise international access for Belgian food & beverages

- We will optimise communications on the **offensive and defensive interests** of the Belgian food industry to be defended in trade negotiations.
- Fevia will organise a **working session on trade agreements** for the food sector, together with the FPS Economy on the running negotiations and on the role of the various competent public authorities.
- Fevia will support **market access dossiers**, upon request by its sub-federations or the public authorities, in China, Japan, South Korea, Indonesia, Vietnam, Taiwan, Brazil, Mexico and elsewhere.
- Fevia will develop a strategic approach for the Belgian food industry in relation to **Brexit**.
- We will seek for ways to support subsectors that face purported **anti-dumping measures**.

GOAL 5: Accelerate the internationalisation of the Belgian food industry

Fevia will (co-)organise or stimulate the participation of its members in the following actions:

- FIT seminar on private label market in **France** (25/01)
- AWEX seminar on **Morocco** (29/01)
- FIT business mission to **Vietnam** (12/05-19/05)
- AWEX seminar on **export regulations, China and Russia** (4-5/06)
- FIT Belgian beer mission to **China** (September/October)
- AWEX agri-food mission to **China**, with a visit to ANUFOOD China Beijing (4-8/11)
- BIE invitation for foreign buyers to **Eat! Brussels** 2018 (September)
- Infosessions on regulation in the **Gulf region and Canada**
- Info session on **international business communications** and **public financial support**
- **Study trip** to a key export market

This Action Plan is subject to changes and updates. To keep up to date with Fevia's export-related activities, register at www.fevia.be and follow the 'COMPETITIVITY' topic