



Food2025 Export Strategy

Action Plan 2021

Fevia, the federation of the Belgian food industry, launched “Food2025. An export strategy for the Belgian food industry” in 2017. Through this long-term strategy, the food industry joins forces with the Belgian public authorities responsible for international trade, to enhance the internationalisation of the Belgian food industry and to boost exports of Belgian food & beverages. This is vital for the food industry to remain sustainably embedded in Belgium as the country’s largest industrial employer. In light of the economic crisis caused by the covid-19 pandemic, it is now more than ever key to enhance international trade as a driving force for national and global recovery. Food2025 sets out five strategic goals, which are realised through annual action plans. In this fourth annual Action Plan we set out our actions for 2021.

To consult the Food2025 Export Strategy, visit www.fevia.be/doc-foodbe2025exportstrategy. This Action Plan is subject to changes. To keep up to date with Fevia’s activities on international trade, register at www.fevia.be and follow the topic ‘Competitiveness’.

GOAL 1: Increase government support for the export of Belgian food & beverages

Fevia calls upon Belgium’s federal and regional governments to

- **Strengthen the European internal market** as a key priority in the European post-covid 19 recovery plans. As three quarters of our export is destined for EU member states, uninhibited free movement of goods on the internal market is crucial for our economic recovery.
- **Reinforce international trade**
 - Keep striving for an **EU-UK trade agreement** with no tariffs and no quota and with maximal reglementary alignment. Trade under WTO rules will cost Belgian food companies 321 million euro’s and will render our export to the UK 15% more expensive.
 - Restore the **transatlantic economic ties**. The USA is the largest overseas export destination with a 12% growth in 2019. Plead for a negotiated solution for the Airbus-Boeing conflict, as set out in the “A new EU-US agenda for global change” of the European Commission and avoid further tariffs on imported and exported food & beverages.
- **Resist protectionism at home and abroad:** Belgian food companies are champions for domestic production and consumption. However, as an export-oriented sector, **the world is our market place** and we have to be able to trade on a global scale with limited international trade barriers. . National initiatives by EU Member States favouring their own products should be avoided.
- Provide **support measures** for to recover from the impact of covid-19 and Brexit. Belgian food companies need practical assistance and financial support to make the necessary organisational and logistical changes and to diversify their export.

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

Fevia continues its close collaboration with

- **Taskforce Export Agri-food:** The agri-food sector and the federal and regional public authorities for international trade continue to jointly address international trade barriers and to stimulate the use of international trade agreements to the benefit of the agri-food sector. They concert on incoming and outgoing official visits (including trade missions and state visits) as opportunities to defend the interests of the agri-food sector. In 2021 particular focus will go to lifting embargos on Belgian pork meat, now Belgium has regained its “free from African Swine Fever” status.
- **FPS Economy:** Fevia, Belgian agricultural associations and the FPS Economy will collaborate to closely monitor the impact of Brexit on the agri-food sector.
- **FAFSC-Customs-FPS Economy:** Fevia organises a sectoral Brexit dialogue with these public authorities to help Belgian food companies adapt to new rules and procedures as a consequence of Brexit.
- **FAFSC:** Fevia will follow-up on the matters relating to import controls and certification obligations and make sure these are communicated in a clear manner.
- **Regional trade promotion agencies:**
 - **Fevia Vlaanderen - Flanders Investment & Trade** will realise the joint actions set out in their 2021 action plan. They will evaluate the 2017-2021 structural partnership and consider a new partnership for 2022-2026 in the framework of “Vlaanderen Versnelt!”, with food as one of the five focus value chains.
 - **Fevia Wallonie – Agence Wallonne à l’Exportation et aux Investissements Etrangers** will start a structural collaboration with the sectoral binome and will start a partnership on a project on e-commerce and digital business in the food industry.
 - **Fevia Brussels – hub.brussels** will collaborate on company support and promotional events. For specific actions in 2021, see GOAL 5.

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

Fevia focusses on the following promotional tools

- **Communication & data**
 - Fevia will further implement the food.be content strategy as determined in 2019. We will
 - optimize the **food.be website** as a B2B platform, showcase the content formats “Best of Belgium”, “food.be voices” and “food.be snacks” and engage subfederations and members in the content creation
 - launch the **Food.be Newsletter** to engage our target audience (importers, distributors, retail, food service, ...) in key export countries
 - strategically strengthen the **food.be social media presence**
 - We will engage with **promotional agencies VLAM and APAQ-W** for the promotion of Belgian food and beverages abroad.
- **Missions, trade fairs & events**
 - Fevia will represent the Belgian food industry during the **princely missions to the United States and the United Kingdom.**

- Fevia consults with the regional trade promotion agencies on how to strengthen the presence of Belgian food companies **at trade fairs or alternative events**.
- We will create a strong visibility for Belgian food and beverages at the **Belgian Pavilion at Expo Dubai**, through food.be branding and events.

GOAL 4: Maximise international access for Belgian food & beverages

Fevia and its subfederations focus on

- including the interests of the Belgian food industry in trade agreements, in particular in
 - EU-UK trade agreement: no tariffs, no quota, level-playing field, maximum regulatory alignment, in order to avoid diverging norms and standards
 - EU-Mercosur trade agreement: stimulate the export of food & beverages while protecting agriculture and preventing gross market disruption
- excluding food & beverages in trade disputes, such as in the Airbus-Boeing and the Digital Services Tax cases
- lifting embargo's, specifically as a consequence of the African Swine Fever, and purported anti-dumping and anti-safeguarding measures, particularly those against Belgian fries
- lifting non-tariff barriers, such as strict closed lists, as maintained for example by Indonesia and Brazil

GOAL 5: Accelerate the internationalisation of the Belgian food industry

- Fevia will launch an **online export guide** that efficiently and quickly leads food companies to relevant information and contacts.
- Fevia will promote the new **Access2Markets** tool of the European Commission as a key source of information on conditions for export.
- Fevia will strengthen food companies' competence **e-commerce and digital business operations** in the food industry.
- Fevia will (co-)organize **events and info sessions on key export destinations**, such as
 - **Gulf region**
 - Fevia Vlaanderen webinar during FIT Exportbeurs (9/02)
 - Fevia Wallonie webinar
 - Fevia Vlaanderen event on a sustainable food industry during the Flemish week at Expo Dubai (October 2021)
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 - Fevia Vlaanderen Retail study trip Dubai (22-24/11)
 - **China**
 - 2nd Cross Border E-Commerce Forum
 - **US**
 - B2B during PLMA Chicago (16-17/11)
 - **UK**
 - Post-Brexit trading