

FoodDrinkEurope joins Commissioner Hogan in High-Level Mission to China

(16 May 2018) FoodDrinkEurope, represented by Mella Frewen, Director General, has joined EU Commissioner for Agriculture and Rural Development, Phil Hogan, in this week's High-Level Mission to China, along with a strong EU agri-food business delegation from more than 25 Member States and a wide range of sectors.

China is the EU food and drink industry's second largest export market, with exports exceeding €10 billion in 2017. EU exports are quite diversified and include, amongst others: meat products, dairy products, infant food, alcoholic and non-alcoholic drinks, olive oil, biscuits, chocolate, and confectionery.

The Mission, which coincides with today's launch of SIAL China 2018, Asia's largest food exhibition, is a unique opportunity for European companies to showcase the diversity and quality of their food and drink products and to establish important contacts in one of the world's key growth markets.

Mella Frewen, speaking at the official opening of SIAL China, said: "FoodDrinkEurope is honoured to accompany Commissioner Hogan to this High-Level Mission to China and the SIAL fair. China's growing appetite for European high quality, value-added innovative products has created significant opportunities for the EU food and drink industry in recent years. Success will of course depend on the ability of operators to overcome any entry barriers related to the regulatory environment, to adapt products to the market specificities, and to build lasting partnerships with importers, distributors, and local businesses."

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Note to the editors:

FoodDrinkEurope is the organisation of Europe's food and drink industry, the largest manufacturing sector and leading employer in the EU and a key contributor to its economy (289,000 companies, 99% SMEs, 4.2 million employees)