

HOW TO DO BUSINESS IN THE EU?

OPPORTUNITIES AND CHALLENGES

May 2019, Curacao – National Export Awareness Week



Introduction: Elske Muijs



Marketing Consultant
Globally Cool

Dutch
29 years
3 siblings

Hobby's: Too many to mention

BSc from Wageningen University
MSc from Nyenrode Business University

Market and Trade analyses.
Training and coaching
Strategy Formulating

FrieslandCampina
DSM-Pharmaceuticals
Vattenfall

Introduction: Alfons van Duijvenbode



Managing Consultant
Globally Cool

Dutch
Born 35 B.G.
2 kids | 1 wife
1 dog

Sports lover: tennis,
cycling, surfing, skiing


Export marketing strategist
consultant, trainer and
coach

25+ years
50+ countries
5,000+ trained

UN, governments,
technical assistance
bodies, chambers,
associations, trade
promotion bodies

About us ...

MARKET INTELLIGENCE



We analyse markets and strengthen market information services.

[READ MORE →](#)

STRATEGY DEVELOPMENT



We co-create winning strategies for market expansion.

[READ MORE →](#)

BRANDING & PROMOTION



We develop campaigns. For products, sectors and destinations.

[READ MORE →](#)

MATCHMAKING



We find the right match and connect buyers and suppliers.

TRADE FAIRS & MISSIONS



We optimize market entry activities for market expansion.

ONLINE MARKETING



We boost online performance through solutions, training and coaching.

GloballyCool

Some clients

INTERNATIONAL BUSINESS MADE EASY



Objectives

- **Enlightening** you and
- Introducing you to **opportunities and challenges** in terms of:
 - **Market Trends,**
 - **Market Access Requirements** and
 - How to **find** your **buyers**
- So you can increase your chances of **success** when doing business in the **EU**.

Kahoot!

Interactive game



Go to:
www.kahoot.it



Enter pin code
nickname

Question

- Who already exports to the EU?
- What is your main export product?
- What is your main EU export destination?
- How did you prepare yourself?



Leading trends in the European food market

1. Concern about **health and well-being**
2. **Diversification** of products and flavours
3. Consumers & **convenience**
4. **Food safety**
5. **Sustainability** as a mainstream business principle
6. **The Story** behind the product



Trend 1: Concern about health and well-being

a. Demand for (exotic) superfoods

Nutrient dense, antioxidant-rich

traditionals

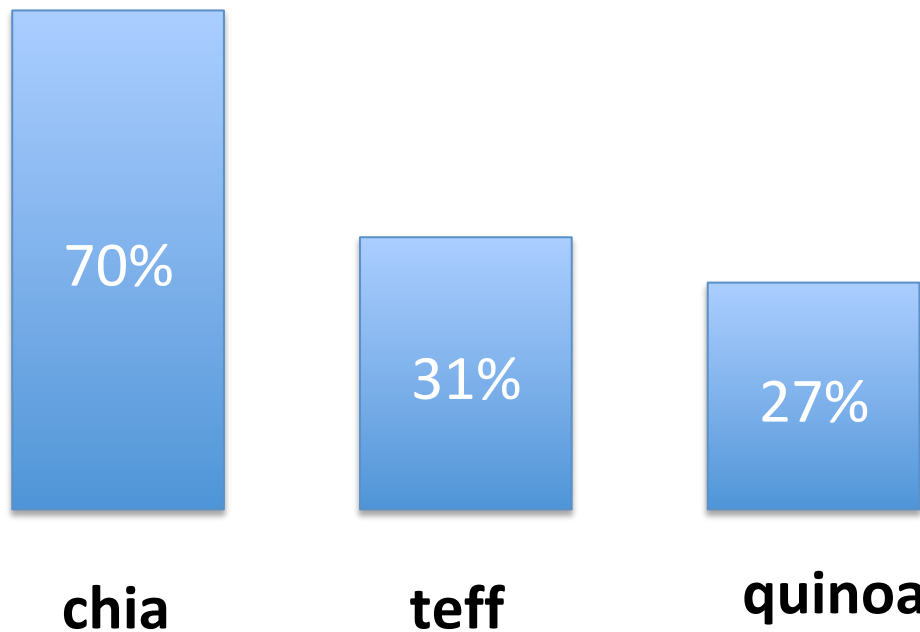
blueberry, kale, avocado,
sesame, beans, seeds, nuts,
turmeric, cumin,
pomegranate etc.

exotics

quinoa, maca, lucuma,
chia, acai, camu camu,
purple corn, aloe vera,
moringa, mangosteen,
coconut water etc

Trend 1: Concern about health and well-being

a. Demand for (exotic) superfoods

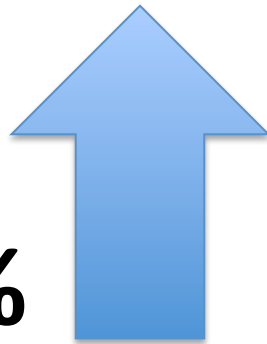


increase in the percentage of food and drink products launched between 2014 and 2015 containing

Trend 1: Concern about health and well-being

b. More demand for Organic food

11.4%



Trend 1: Concern about health and well-being

b. More demand for additive-free products



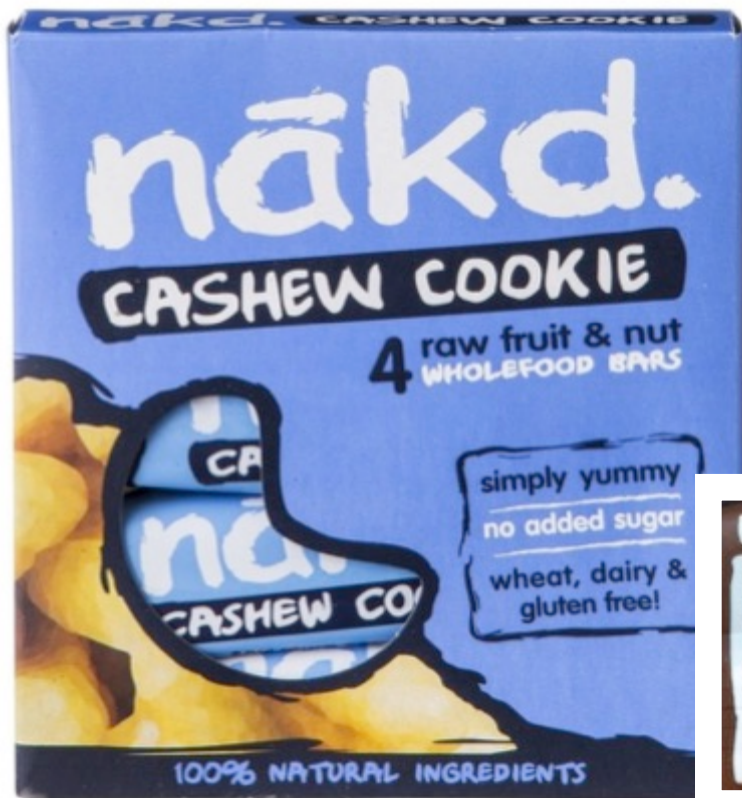
Trend 1: Concern about health and well-being

b. Example Additive-free products

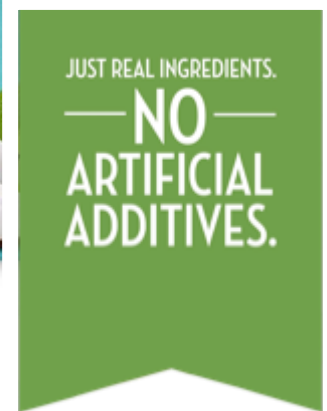


Trend 1: Concern about health and well-being

b. Example Clean labeling products



MY INGREDIENTS	
Dates	48%
Cashews	29%
Raisins	17%
Cocoa	6%
A hint of natural flavouring	
THAT'S IT!	



Trend 1: Concern about health and well-being

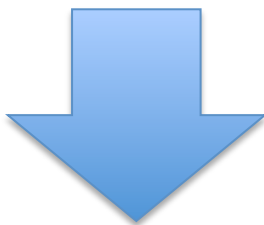
c. Light products

Less traditional sugar

Other sweeteners gain popularity (lucuma, inulin, stevia, tree syrups, coconut blossom sugar)

..... Conumption of fruit juice:

5%



From 'juice' to 'water with fruit'



Trend 1: Concern about health and well-being

c. More demand for healthy snacks

fruit bars,
dried fruit
edible nuts
vegetable
and fruit
chips



Trend 1: Concern about health and well-being

d. The flexitarian effect/ Green light for vegetables

- On the one hand consumers reduce regular meat (animal products) intake on health, sustainability or animal welfare grounds.
- On other hand vegetables increasingly hidden in non-typical food and beverage products.



THE
VEGETARIAN
BUTCHER™

Trend 1: Concern about health and well-being

e. Processing the natural way

■ Consumers want foods that have been processed in a manner that is:

- Artisanal
- Traditional
- Natural
- Authentic

■ This is better understood than modern processes

According to grandma's recipe



Primitive, traditional bread from the mill



Trend 2: Product Diversification

a. Demand for new exotic varieties



Nieuw van Verstegen: Surinaamse BBQ.
Laat de zomer maar komen!

The image shows three packets of Verstegen Surinamese BBQ Marinade. The first packet is labeled 'KERRIE MARINADE' and features a yellow and orange pattern. The second is 'BBQ MARINADE' with a blue and white pattern. The third is 'KETJAP MARINADE' with a purple and white pattern. Each packet has a circular 'BBO' logo at the top left and the Verstegen logo at the bottom. The text on the packets is in Dutch, describing the marinades as 'Surinaamse BBQ-marinaad' and 'Surinaamse BBQ-marinaad'.

Trend 2: Product Diversification

a. Demand for new exotic varieties



Trend 3: Consumers want healthy convenience

- a. Small portion-packs, also for on-the-go
- b. Healthy Instant breakfast / Smoothies
- c. Pre-cut fresh fruit and snack veggies
- d. Seedless grapes and other fruits
- e. Ripened fruits



a. Small portion packs and reclosable packs healthy snacks



GloballyCool

...also for dinner and other meals



b. Healthy Instant Breakfast



c. Pre-cut, ready-to-eat fruits and snack veggies



d. Seedless grapes and other fruits

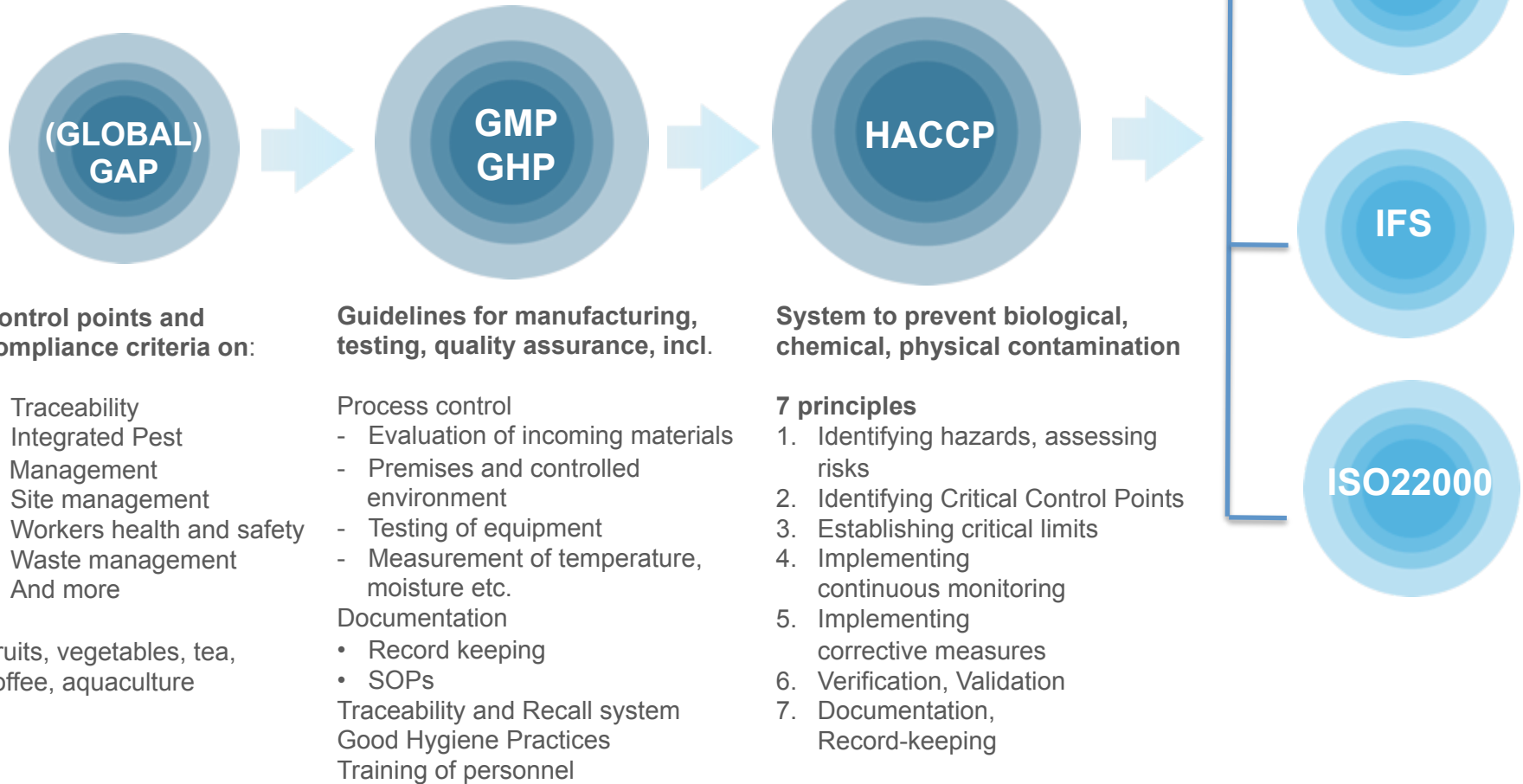


e. Ripened fruits



Trend 4: Food Safety

■ Flow of compliance ...



Trend 4: Food Safety, Buyer requirements

- Buyers may have stricter requirements than legal requirements!
 - Buyers often want GLOBALGAP, BRC, IFS, ISO22000.
 - Sustainability standards and codes of conduct can also be required

Social responsibility becomes mainstream

■ Different kind of schemes:

- For food: UTZ, Rainforest Alliance and the GLOBAL GAP add on risk assessment on social practice (GRASP)
- Generic certifiable: SA 8000, OHSAS 18001
- Generic codes/guidance documents: ETI (SMETA audit), BSCI, ISO 26000
- TIP: BSCI and SMETA (ETI based): One audit for multiple customers
- All in one place at <http://sustainabilitymap.org>



GLOBALG.A.P GRASP



Are you in or out? Retailer codes of conduct

Sainsbury's

Sourcing with integrity Raw materials

Commitment:
We'll source all of our key raw materials sustainably to an independent standard.

What we'll do	How we'll measure it
1. Each of our key raw materials is sourced sustainably to an independent standard.	Number and % of that material (of raw materials) covered by independent or Sainsbury's Sustainability Standards
2. Our own brand products will not contribute to global deforestation and we will source all commodities which can cause deforestation (timber, palm, soja, beef, leather, biofuels) from sustainable sources.	% conversion by key raw material - new trees planted, both at home and abroad
3. We'll work with suppliers, farmers and growers (SFG) on improving the sustainability of their businesses.	Number of S.F.G. engaged via sustainability standards Number of S.F.G. receiving / engaging in support / training, grants



A COMMITMENT RESPECTING INTERNATIONAL REFERENCES

Carrefour's approach relies on the respect and promotion of universally recognized international references, in particular: the Universal Declaration of Human Rights, the International Labour Organisation (ILO) Declaration on the fundamental labour standards, as well as the pertinent conventions of the ILO such as the eight fundamental ILO conventions and the OECD guidelines.

Carrefour is committed to respect and promote respect of such international legal standards in its field of activity by acting therefore with due diligence in the conduct of its activities, by taking into consideration the country and local contexts where it operates; by evaluating and addressing impacts generated by its activities and by avoiding, particularly, any complicity in human rights abuses via their relationships with business partners, entities in its value chain, States and non-State actors.

CARREFOUR ALSO
COMMITTS TO UPHOLD
THE 10 PRINCIPLES OF
THE UN GLOBAL
COMPACT:

HUMAN RIGHTS

- 1 Principle No. 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- 2 Principle No. 2: make sure that they are not complicit in human rights abuses. Labour

LABOUR

- 3 Principle No. 3: Businesses should uphold the freedom of association and the effective recognition of the right of collective bargaining;
- 4 Principle No. 4: the elimination of all forms of forced or compulsory labour;
- 5 Principle No. 5: the effective abolition of child labour; and
- 6 Principle No. 6: the elimination of discrimination in respect of employment and occupation.

ENVIRONMENT

- 7 Principle No. 7: Businesses are asked to support a precautionary approach to environmental challenges;
- 8 Principle No. 8: undertake initiatives to promote greater environmental responsibility; and
- 9 Principle No. 9: encourage the development and diffusion of environmentally friendly technologies.

ANTI-CORRUPTION

- 10 Principle No. 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Example social responsibility

CHOCO SHOP

100% slave free the norm in chocolate

TRACEABLE BEANS + **HIGHER PRICE**

STRONG FARMERS + **THE LONG TERM**

BETTER QUALITY AND PRODUCTIVITY

With incredibly tasty chocolate we show the world chocolate can be made with better packaging and the way we treat cocoa farmers.

Alone we make slave free chocolate. Together we make all chocolate 100% slave free. So we ask you to join in.

The more people choose slave free and share our story, the sooner 100% slave free becomes the norm in chocolate. The choice is yours. Are you in?

Join our movement and like or follow us:

- Tony's Chocolonely
- tonyschocolonely_us
- TonyChocoUS

CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE

Beantracker & 't Child Labour Monitoring and Remediation System (CLMRS)

IN TONY'S OPEN CHAIN WE ARE ALL CONNECTED.



'Reduce, reuse and recycle! I try to educate children by asking them to collect used plastic water sachets. I use them as flowerboxes for the seedlings of cocoa. My daughter waters the seedlings.'

EMMANUEL OCMOO

Cocoa farmer, Aponoapono, Ghana



'I encourage women to involve themselves in farming too. It will help them to be more independent. It can be a profitable business.'

FAUSTINA TEI

Cocoa farmer and winner of the Best Farmer Award, Aponoapono, Ghana



'I used to be nobody, now I'm somebody. I inspire others by helping them to farm better'

DIDIER DIGBEU KAKOU

Cocoa farmer and winner of the Best Farmer Award, Bateguedea, Ivory Coast.

Trend 6: The story behind the product

Creating a real 'link'- Telling the Story

- (Millennial) Consumers want a real connection with their food.
- They are sensitive to cause related marketing
- Real means:
 - Telling the story of where it comes from
 - Going beyond certification





Ali Mohammed's tuna in brine (3-pack)

Ali's sustainable MSC certified skipjack tuna in brine packed in a handy 3-pack.

- Caught by pole and line, no by-catch
- Caught in the Maldives, Indian Ocean
- MSC certified

160 g | 112 g drained weight times three

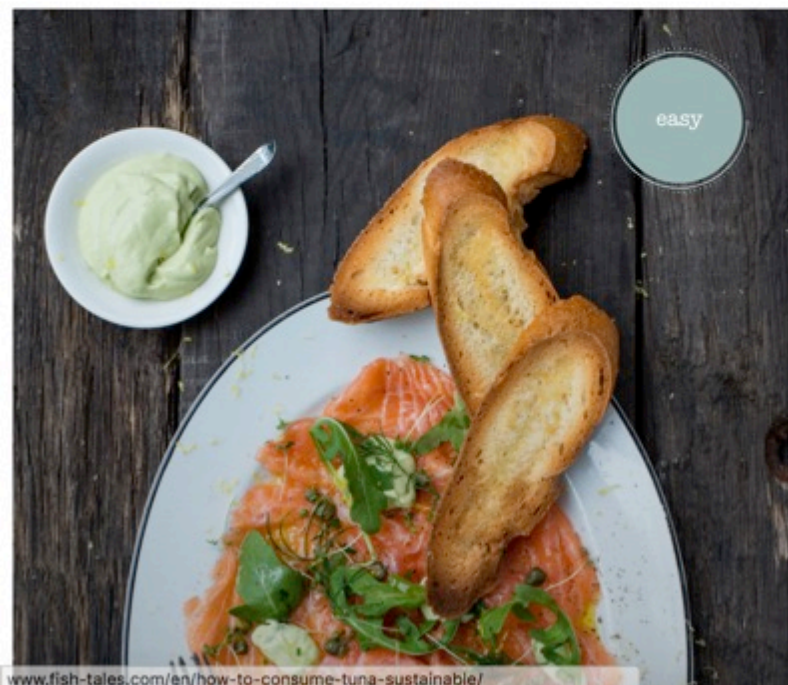
Questions? Ask us by mailing to info@fish-tales.com or take a look in our fish dictionary.

Order at Waitrose



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- Bart's Blog
- Fish bible
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Booklunch Bart's Fish Tales



Delicious crab and avocado salad





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ENG | NL | DE



San Diego - Albacore tuna - Jack

Jack has been a fisherman for 39 years and together with his crew he sails out for days to catch albacore tuna one by one. This is done with a pole and line, which eliminates by-catch. Together with his wife, Jack fights for honest fishing with the American Albacore Fishing Association and received the first MSC certificate for a tuna fishery in the world.

Jack loves the sea and his life as a fisherman. He caught his first fish when he was six and now he has been a fisherman for 39 years and a captain for 34 years. Jack fishes from the port in San Diego, in sunny California.

Life at sea is unpredictable, not a day is the same. Wind, weather and water determine the catch. On his boat 'F/V Millie G', the crew searches for clues and to spot a school of tuna. "The rush that I feel then, that is why I do this."

Catch of the albacore tuna: a fair battle

Leading trends in the European tourism market

1. From **Exclusive** and **authentic** travel to **Transformational** Travel
2. **Personalised** Travel
3. **Peer** to **peer** travel
4. **Specialized** holidays
5. Promising new **target groups**
6. **Sustainability** and **Social Responsibility**
7. Professional **online** presence and **Story telling**

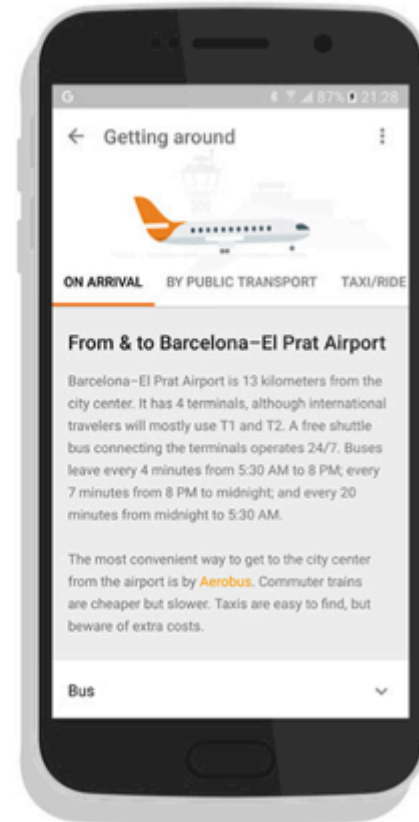
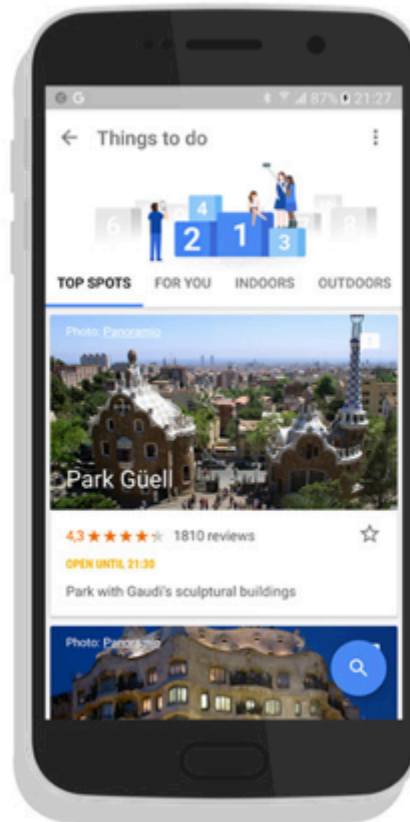
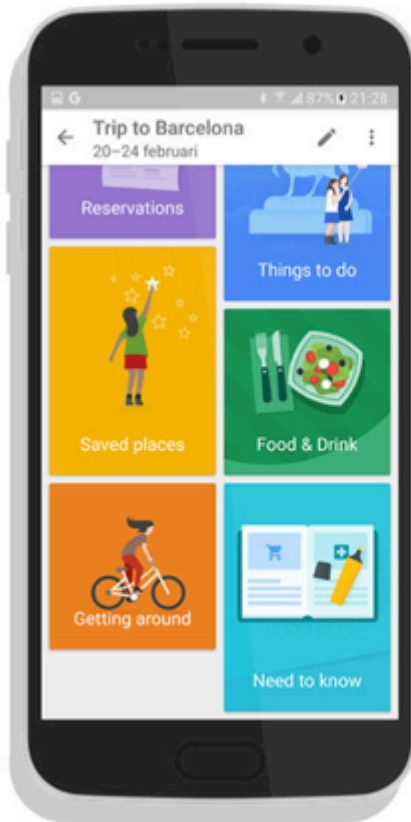
Transformational Travel

- People want:
 - To learn something new
 - Gain a new perspective
 - Have a reflective moment
 - Improve physical wealth and well-being
 - Interact with local people
 - Enrichment
 - A deeper connection with nature and culture

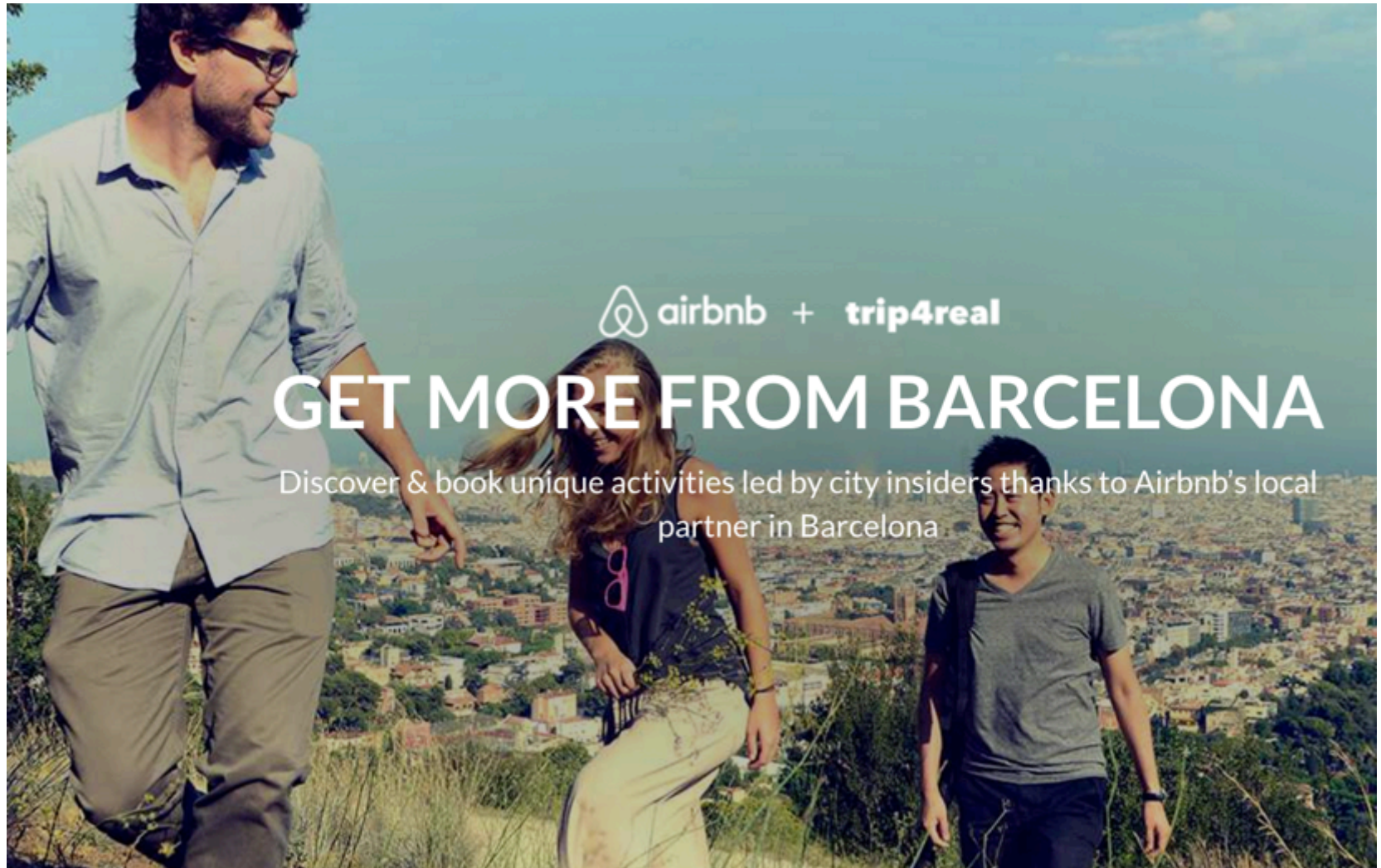


Personalised travel

- People want customized packages

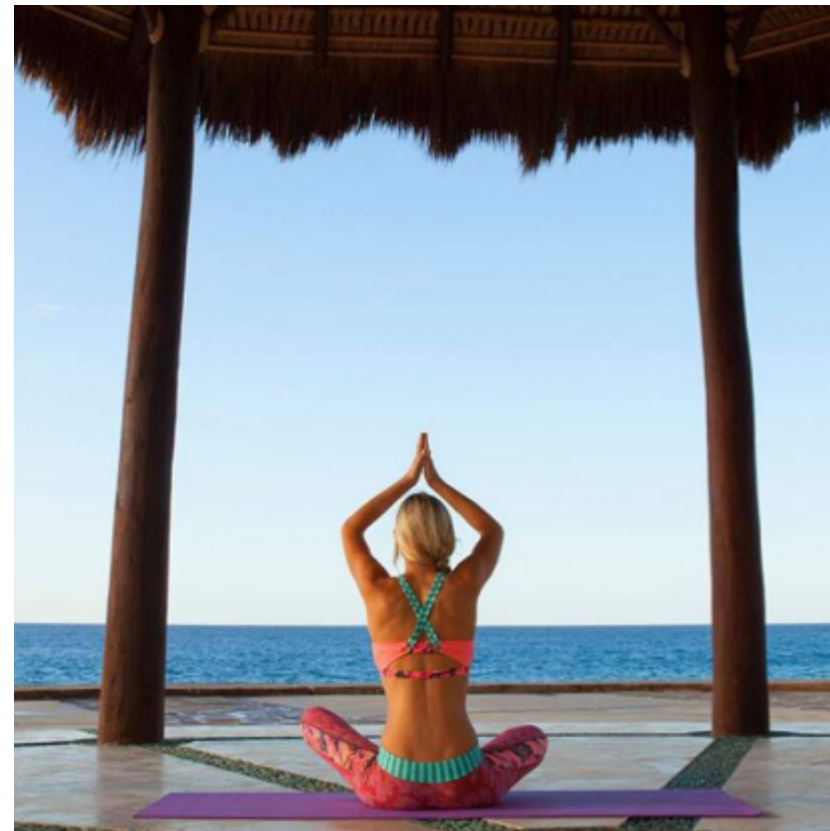


Peer-to-peer travel



Specialized holidays

- Adventure
- Community-based
- Culinary
- Cultural/religious
- Nature & Eco or wildlife
- Inner Physical wellness



Promising new target groups

- Seniors
- Disabled
- Solo travelers
- LGBT
- Families with older kids
- Single parents
- Millennials
- Groups



Sustainability and social responsibility

- Package Travel Directive (increased insurance expectations)
- General Data Protection Regulation
- Codes of conduct
 - Social
 - environmental
 - animal welfare
 - Protection of children

Sustainability and social responsibility

■ Niche Market Requirements

- Sustainability certifications (Green Globe, rainforest alliance, travellife)
- Sustainable destinations certification (Biosphere responsible tourism, Earthcheck)
- CO2 footprint carbon calculator (new)
- ISO standards

- See Global Sustainable Tourism Council and ITC sustainabilitymap.org for more.



EARTHCHECK



Professional online presence

- Social media / review sites
- Travel bloggers
- Mobile travel bookings



trivago[®]
Booking.com





Travel #NepalNOW

Official Updates & Real Time Stories



Share your story

Read more...



SECTOR TRENDS, REQUIREMENTS AND DEVELOPMENTS

WHERE ARE THE SOURCES?



More information – CBI for European markets

FREE

Market Intel and Tips

- Trends
- Market access requirements
- Distribution channels
- Buyers



CBI
Ministry of Foreign Affairs

www.CBI.eu

Business, Economy, Euro

EU economy, the euro, and practical information for EU businesses and entrepreneurs.

About the European Commission

Organisation, departments, roles and responsibilities, governing principles, and how to visit and get involved.

Energy, Climate change, Environment

Action by the EU on environmental protection, climate change and clean energy.

Aid, Development cooperation, Fundamental rights

EU promotion of fundamental rights, development and humanitarian aid, current and upcoming projects, partner organisations.

Food, Farming, Fisheries

Live, work, travel in the EU

Advice on living, working or travelling in the EU, on visas and immigration for non-EU citizens, European culture.

Funding, Tenders

EU funding, grants, tenders, and how to apply.

Strategy

EU strategy, its role in setting priorities, and its implementation through EU policy.

Jobs at the European Commission

Permanent and temporary jobs, traineeships, how to apply, EU careers office EPSO.

EU regional and urban development

Law

EU law and judgments, how EU law is applied, public consultations, data protection, infringements, fraud, serious crime.

Research and innovation

Research funding, partners, results and EU action to promote innovation.

Education

Education and training opportunities, EU actions on schools, youth, higher education, adult learning and vocational training.

Statistics

Official EU statistics, public opinion polls, trends and forecasts.



Food safety and quality

<https://ec.europa.eu>

How the European Commission ensures safety and quality of food and agricultural products.

Alerts and updates

Latest information on food safety, quality, and risks to public health.

Origin and traceability

Consumer information, database, tracing of consignments and certificates of agricultural products traded and exported in the EU.

Certification

[Quality labels](#)
[Organic certification](#)

Labelling and standards

[Ingredients](#)
[Additives, supplements, improvement agents](#)
[Nutrition and health claims](#)
[New food products](#)

Health and safety

[Use of pesticides and herbicides](#)
[Contaminants](#)
[Antibiotic resistance](#)
[Food-borne diseases](#)
[Genetically modified organisms \(GMO\)](#)

Packaging, handling and transport

Rules for food contact materials, list of authorised substances and consultations.

Fraud, monitoring and controls

[Food fraud](#)
[Audits and analysis](#)
[Official controls and enforcement](#)

Regional and international agreements

Cooperation on food safety and animal health with non-EU countries, through trade agreements, and in the WTO and international standard setting bodies.

Where to find buyers?

- **CBI as a source**
- **Trade fair directories**
- **Associations**
- **Business directories**
- **Support organisations**
- **Social media platforms**
- **Your supporting Ministry**

[Home](#) > [Market information](#)

Market information

Do you want to export your product to Europe? Doing market research is the first step. We have answered important questions about the European market for you. So, start your research here!

Stay up-to-date

Want to be the first to know about new publications? [Subscribe to our newsletter](#)

Choose your market sector and get valuable insights

Agricultural, Food and Forestry

- › [Fresh Fruit and Vegetables](#)
- › [Cut Flowers and Foliage](#)
- › [Tea](#)
- › [Natural Food Additives](#)
- › [Coffee](#)
- › [Cacao](#)
- › [Oilseeds](#)
- › [Grains and Pulses](#)
- › [Natural Ingredients for Cosmetics](#)
- › [Natural Ingredients for Health Products](#)
- › [Vegetable Oils](#)
- › [Spices and Herbs](#)
- › [Wine](#)
- › [Honey and Sweeteners](#)
- › [Processed Fruit and Vegetables and Edible Nuts](#)
- › [Fish and Seafood](#)
- › [Timber and Timber Products](#)

Consumer Products

- › [Apparel](#)
- › [Home Decoration and Home Textiles](#)
- › [Jewellery](#)
- › [Footwear](#)

Industrial Products

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- › [Medical and Laboratory Devices](#)
- › [Pipes and Process Equipment](#)
- › [Electronics and Electrical Engineering](#)
- › [Metal Parts and Components](#)
- › [Motion Drives, Control and Automation](#)

Services

- › [Tourism](#)
- › [Outsourcing \(ITO/BPO\)](#)

Attracting tourists from Europe

European tourists are interested in holiday destinations in developing countries. Here you can find market information that will help you attract tourists from Europe.

Sector information

- › What is the demand?
- › What competition do you face?
- › Which trends offer opportunities?
- › What requirements must your services comply with?
- › Through what channels can you attract European tourists?
- › How to work with the new 2018 European market?
- › How many European travellers arrive by air?

Tips

- › 10 tips to find buyers
- › 10 tips to do business
- › How to start a travel blog
- › How to manage risks in tourism
- › How to implement online payment
- › How to be a successful company online
- › How to determine the Unique Value Proposition
- › How do tourism service buyers list their requirements in contracts

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Promising segments

- › Adventure Tourism
- › Birdwatching Tourism
- › Luxury Tourism
- › MICE Tourism
- › Nature and Eco Tourism

10 tips to find buyers

Promising target groups

- › Accessible Tourism
- › Explorative Tourism by Families with Children
- › Light Medical Tourism
- › Promising Target Groups
- › Senior Travel
- › LGBT Travel
- › Solo Tourism

Other sources

[UNWTO Tourism Factbook](#)

Latest statistics on worldwide inbound and outbound tourism for all countries around the



[Home](#) > [Market Information](#) > [Tourism](#) > 10 tips to find buyers

10 tips for finding buyers in the European tourism sector

[View published](#)

[Generate PDF](#)

🕒 Takes about 11 minutes to read

As a tourism service supplier you are always looking for new buyers. Here are 10 tips to help you find such buyers in Europe.


1. Start by doing thorough market research

Start by identifying which European countries offer opportunities for you and through what channels you can attract tourists from these countries.


2. Check the websites of sector associations

European travel agencies, tour operators etc. are often member of a sector association. In many cases these sector associations publish lists of members on their website. These members could be your potential clients. Check the website of the sector association in the specific country, segment, etc. that offers opportunities for you. The most important tourism sector associations are:

Global

- [Adventure Travel Trade Association](#) , which is a community of suppliers and buyers focusing on adventure travel. Becoming a members can bring in good business. The association offers all sorts of tools, such as blogs, hubs, social media and webinars. They also organise connection events in many different places.




Austria

- [Österreichische ReiseVerband \(ÖRV\)](#) , which has over 500 members, including travel agencies, hotels, etc.

Belgium

- [Association of Belgian Tour Operators \(ABTO\)](#) , which has a [list of members on](#)  its website. 

France

- [LES ENTREPRISES DU VOYAGE \(EdV\)](#)  is the most important tourism union in France. A good source for information about the market trends, etc. They also have [a list of members](#) .
- [Syndicat des Entreprises de Tour Operating \(SETO\)](#)  is a group of major French tour operators. The association is somewhat more oriented towards classic travel. On their website you can also find French market statistics.

**Sector
Associations
by Country**



3. Visit trade fairs

Trade fairs are an excellent occasion to meet travel agents, travel counsellors, tour operators, etc.

Tips:

- ✓ If you want your visit to trade fairs and exhibitions to be successful, you'll need to do as much research as possible into your focus markets. You should have a good number of pre-fixed appointments covering a major part of your visit before you go.
- ✓ If you cannot visit trade fairs, at least have a look at lists of participants and exhibitors. These are your potential clients. Most trade fairs have an index on their website.

Below you can find a list of the main tourism trade fairs in Europe:

Global

- [Adventure World Travel Summit](#) is the main important international fair for companies in the adventure travel industry.

Belgium

- [Vakantiesalon Vlaanderen](#) in Antwerp
- [Salon des Vacances](#) in Brussels

The Netherlands

- [Vakantiebeurs](#) in Utrecht is the main tourism fair in the Netherlands.
- [Anders Reizen](#) in Amsterdam is a fair for niche tour operators and travel agents.

**Travel Fairs by
Country**



- > Find your exhibitions
- > Exhibit successfully
- > Export promotion by the government
- > Trade fair sector key figures
- > Trade fairs as central marketing instruments

Trade fairs – the route to success

03.05.2019
Global Exhibitions Day
on 5 June 2019

13.03.2019
More money for trade
fairs



Finding the right tradefair for you!

AUMA – Association of the German Trade Fair Industry

Everything about trade fair under one roof. We represent and enhance the interests of exhibitors, organisers, service companies and visitors on the national and international market. We combine and enhance the strengths of the German trade fair industry and provide you with different trade fair information and services on our platform.

Business directories

- Europages
<http://www.europages.com>
- Kompass.com
<http://www.kompass.com>



Social Media – LinkedIn



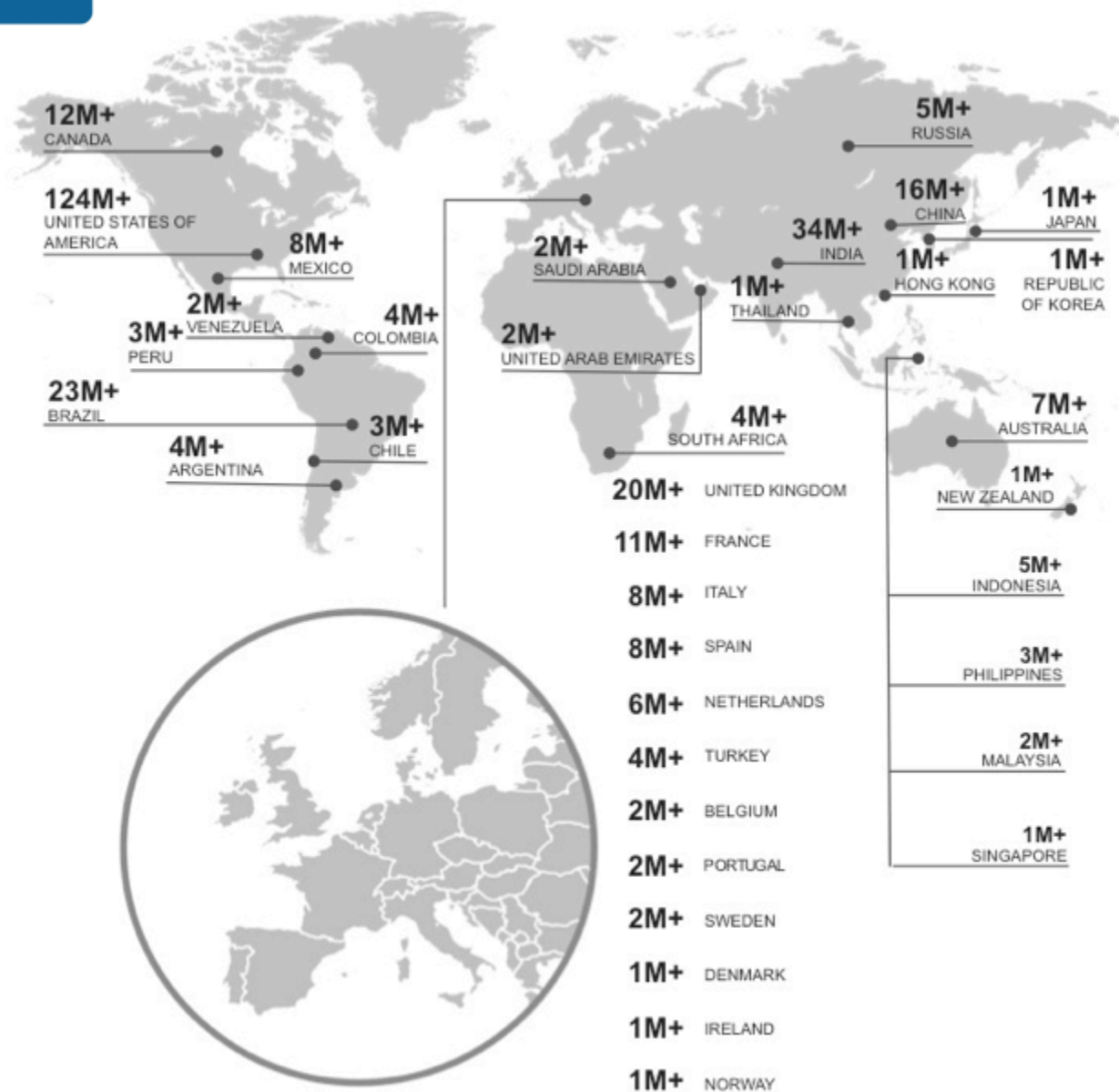
LinkedIn





545 million +

REGISTERED MEMBERS





tour operator



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Try Premium
Free for 1 Month

People

Jobs

Content

More

People filters

Connections

Locations

Current companies

All Filters

The UCL MBA — Now Online - Earn your MBA online from a top-10 global university. No GRE/GMAT required. Advertisement ...

Showing 2,486 results

Tour Operator

Deckel & Money Penny Exhibits
Louisville, Kentucky Area 1w



French Speaking Sales & Marketing Executive (Maternity Cover)

Cara Hotel Marketing Ltd.
Croydon, United Kingdom 4d



Business development manager - tour operator

Wander
London, United Kingdom new

People results for tour operator 1,545,581 results

See all



HAKTOURS TRAVE...

HAKTOURS TRAVEL & TOUR ...
Istanbul, Turkey

Connect



Bo Ellen de Rijk • 3rd

Tour operator, Event organiser, ...
Amsterdam Area, Netherlands

Message



Jaco C. • 3rd

Tour Operator | Sales Trainer | ...
Netherlands

Message

Tour Operator

Job Title
17,371 with this title on LinkedIn

Top skills



Tourism · Tour Operators · Hospitality In

Top companies hiring for Tour Operator



Similar job titles

Tour Executive

Tourism Specialist

Travel Consultant

Tour Leader

Missing
puzzle
pieces?



- **Join us** tomorrow! For **more!**
 - More on **Digital Marketing: Promoting** your business through effective **website marketing**
 - Where and when?
 - WTC, **Wayaka Room - 09:00-10:30**

THANK YOU
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