

January 30, 2019

CALL FOR AGENCIES

EU promotion of agricultural products ('Multi Programme') in accordance with Regulation (EU) N°1144/2014

INTERPORC (Spanish Inter-professional Agri-Food Organization for White Pork) represents the entire Spanish white pork sector, including its production, industrial processing and marketing and **FILPORC** (Inter-professional Organization of Swine in Portugal) represents the entire Portuguese pork sector, including its production, industrial processing and compound feed.

INTERPORC website: www.interporc.com / www.interporcspain.org

FILPORC website: <http://www.suicultura.com/>

One of the objectives of both organizations is to develop actions to promote and disseminate the pork, its meats and its products, in the domestic and foreign markets, with a view to opening new markets.

Both organizations are working on an application for a program that the European Union has in progress for the promotion of agri-food products in third markets. INTERPORC will assume the role of project coordinator.

For the definition and execution of these programs, both organizations are seeking the collaboration of promotion agencies that will work in the development of the activities that are incorporated into the projects. Consequently, a selection process is now underway, firstly calling for bids from agencies with experience in the promotion of agri-food products and in the execution of European projects that wish to participate and that, due to their merits and experience, could contribute more to the promotional policy of the two organizations.

In order to finance this campaign, the organizations mentioned will send a request to the EU *multi* funding program for information and promotion of agricultural products, for the years 2020, 2021 and 2022.

The budget for this campaign will be € 4,000,000 to distribute for 3 years. The allocation will be € 3,000,000 for INTERPORC and € 1,000,000 for FILPORC.

The objective is to launch an innovative program that effectively promotes the European pork in China, including the brands SPANISH PORK (Spanish pork) and PORCO.PT (Portuguese pork). It is intended to launch these high quality brands in China.

In this way, we want to convey a strong message addressed to the Chinese consumer.

European pork will be promoted through the 'Enjoy it's from Europe' programme according to Regulation (EU) No 1144/2014.

For more information visit the CHAFEA website:

<https://ec.europa.eu/chafea/agri/news/2019-calls-proposals-published>



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In this first phase, we request that the Agencies wishing to participate, send an email to internacional@interporc.com **BEFORE FEBRUARY 12, 2019, at 12 am**, including their experience and the description of the executed works, merits, equipment and staff that can be made available for the activities, following the format of the attached sheets, so that the two organizations proceed to its evaluation and to the selection of those that contribute the most to the promotional policy of the organizations.

The working language will be English.

This document is also available on the INTERPORC website: www.interporc.com

We hope that our proposal is of interest to your agency and that you decide to participate in the first phase of this selection competition.

We remain at your disposal to provide further information at the same email address.

Your sincerely,





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**AGENCIES PRE-SELECTION PROCESS FOR PROMOTION PROJECTS IN THIRD MARKETS (P.R. CHINA)
LAUNCHED BY INTERPORC & FILPORC (2020-2023)**

The promotion agencies with experience in the market of China and agri-food products are asked to provide the following information regarding their experience and capacity, in order to participate in the selection process of agencies that INTERPORC and FILPORC will design for the execution of promotional activities in third countries in the period 2020-2023. The information received will be treated confidentially and will serve as the basis for the pre-selection of the Executing Agencies of the programmed activity by INTERPORC and FILPORC.

INTERPORC and FILPORC will evaluate the information received in this questionnaire, in order to select those Agencies that decide to submit the projects referred to this activity.



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DESCRIPTION OF MATERIAL AND HUMAN RESOURCES

Describe the Material and Human Resources of the Agency, with special importance in the Offices and Relations in P.R. China:

MATERIAL RESOURCES	
HUMAN RESOURCES	
WORLDWIDE HEADQUARTERS / PARTNERS	
HEADQUARTERS / PARTNERS IN P.R. CHINA	
CONTACT INFORMATION	



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OTHER MATERIAL THAT THE AGENCY WANTS TO PRESENT	
REMARKS	