

Promoting Europe's agricultural products: Commission to present EU funding opportunities at SIAL trade fair

The world's largest food innovation exhibition, [SIAL](#), will take place from 21 to 25 October in Paris. SIAL attracts over 150,000 visitors every year and hosts over 7,020 exhibitors from 109 countries. The fair is attended by representatives of organisations of agri-food producers eligible for applying for EU co-funding for their generic marketing and communication campaigns. The Commission is therefore organising an event to present the EU funding opportunities available under its promotion policy.

The budget dedicated to the promotion policy stands at 200 million per year. The next calls for proposals for campaigns to promote European Union agricultural products within the EU and throughout the world are expected to open in January 2019. The Annual Work Programme (defining the strategic priorities and budgets of the calls) will be announced in November 2018. Eligible organisations can apply for funding through the call dedicated to so called 'simple' programmes, submitted by one or more organisations from the same EU Member State, or the 'multi' programmes submitted by at least two organisations from at least two Member States, or by one or more European organisations.

[CHAFEA](#) - the Consumers, Health, Agriculture and Food Executive Agency, provides a number of support tools helping applicants to successfully prepare and submit their proposals, most of which are available on the dedicated [EU agri-food promotion portal](#).

The morning session of the event will feature presentations of the EU agri-food promotion policy and information on the support tools available for future applicants. Participants will also be able to see examples of campaigns currently running and hear more about the experiences of some of the beneficiaries of multi programmes. The presentations will be followed by an afternoon matchmaking event, aiming to help organisations find project partners and to submit joint proposals.

The presentation will take place on Tuesday 23 October from 07:45 in Room 502 and the matchmaking event from 12:00 in Room 502 and 503 of the *Villepinte Exposition Park*.

For More Information

More on [the event and how to register](#)

More on [funding opportunities under the promotion of agricultural products](#)