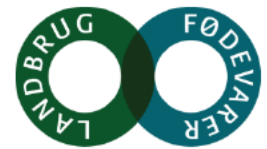


EU-China Pork Promotion Programme

Monitor meeting – Final report

12 May 2016

Measure 1 – Retail



Tesco, Walmart, Metro, Park & Shop, City Super, Auchan, Emart, Yata, Ole, Organic an Beyound, City Kitchen, Bailian, Rtmart, Wuhan Zhongbai, Shanghai Sushi Meat, Aeon, Welcome, CCK, Xiao Qu Wu You, Genuine Foods, Yiji Food, Shangshu Yonghui, DIG, You Mart, Datong, Ito Yokado



In total: 26 retailers

More than 1.500 outlets

And more than 100.000 storedays

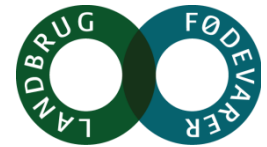


Auchan 欧尚



city'super

Measure 2 – Food Service



Cantonese Family, Sodexo, Zeny, Metro, Emart, Cafe de Coral, Ruby Tuesday, Menya Musashi, Minhui, Factory 99, Mingji, Shanghai Ocean, Ajisen, South Memory, JiMai Sui, How way, Ole, City Kitchen

18 foodservice operators

More than 600 outlets

More than 200.000 storedays



Measure 3 – Exhibitions



Cimie – 1 exhibition
FHC – 3 exhibitions
Hofex – 2 exhibitions
Sial – 3 exhibitions
R&B – 3 exhibitions

In total 12 exhibitions



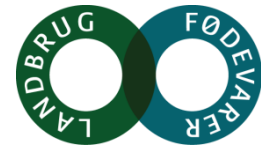
Measure 4 - Workshops



In total 12 workshops



Measure 5 – Study Tours



In total 26 study tours



Budget and spending year 3

Measure	Budget	1 st quarter	2 nd quarter	3 rd quarter	4 th quarter	Total Euros
1. Promotion retailers						
1. Promotion foodservice						
1. Exhibitions						
1. Workshops						
1. Study tours						
Total actions						
Cost of performance guarantee						
Implementation 13% of (1+2+3)						
Measurement of impact						
Total direct cost						
Overheads 4% (of 1+2+3)						
Total for the programme						