

INTERACEITUNA

PROMOTIONAL CAMPAIGN

CHINA 2024 - 2026



SEVILLE, DECEMBER 2022

INDEX

- 1. INTRODUCTION**
- 2. CONTEXT OF THE CAMPAIGN IN CHINA (SUSTAINABILITY)**
- 3. TABLE OLIVE MARKET IN CHINA**
- 4. OBJECTIVE**
- 5. CREATIVE APPROACH**
- 6. BUDGET**
- 7. ACTIONS TO BE DEVELOPED**
- 8. SELECTION PROCESS: PHASES**
- 9. CALENDAR AND CONTRACTING CONDITIONS**
- 10. PRODUCT INFORMATION**

ANNEX 1: Activity description sheet

ANNEX 2: Terms and Conditions

ANNEX 3: Product Information

ANNEX 4: Justification Guide (FEGA)

ANNEX 5: Main findings of the 2020 Market Study

1. INTRODUCTION

INTERACEITUNA is the Table Olive Interprofessional Organisation, created in 2004 by all the organisations representing the sector and recognised by the Ministry of Agriculture, Fisheries and Food.

One of its functions is the national and international promotion of table olives. Since 2007 it has carried out promotional campaigns in more than ten countries: Canada, Mexico, the USA, Australia, France, the UK, Russia, India, China, etc. The contributions of the sector, together with the collaboration with different public bodies (MAPA, EU, ICEX, EXTENDA, AVANTE, etc.), have made it possible to invest more than 25 million euros to date, which proves INTERACEITUNA's long experience in the management of funds for this type of generic campaign.

In 2020, a market study was carried out in China to detect the problems facing Spanish table olives in the Chinese market. The main conclusion is that although Spain has a predominant market share in terms of table olive imports from China, this has remained stagnant, both in volume and value, in recent years, with exports of 1,300 tonnes worth around 2 million USD approximately, and without generating the perception in China of being the leading supplier. This shows limitations in the value proposition, product distribution, promotion and adaptation to new and changing market trends. The main conclusions of the study can be found in ANNEX 5.

Following the study, during the years 2021 and 2022, a promotion plan was activated based on making Spanish olives known to Chinese consumers. Activities included: activations in Mediterranean and fusion restaurants, collaborations with cooking schools, point-of-sale promotions (supermarkets and e-commerce platforms), product taste tests and advertising on the main social networks: WeChat, Weibo, Douyin, Zhihu. In addition to collaborations with at least 30 key opinion leaders.

By way of summary, the following are the main conclusions that have been obtained during these two years of promotion:

- The flavours on the market do not suit the Chinese consumer.
- Olives are mainly consumed as an ingredient, passively, since there is no reason to buy them or knowledge of their uses in order to buy them and consume them actively.
- There is no product story for the Chinese consumer. Therefore, it requires the development of specific attributes such as: healthy food, adds a lot of flavor to meals, etc.

The actions carried out in these campaigns (until 2021) can be seen in detail on the INTERACEITUNA website: www.interaceituna.com/promocion/

You are invited to visit the current campaign website in the country, where there is a lot of material created *ad hoc* for the campaign: <https://olivesfromspain.cn/>

Likewise, on the campaign website you can access the different social network profiles, one of the key promotional tools.

The purpose of this call for proposals is to draw up a promotion plan to be submitted to the call for European funds 2023. This will be submitted to the European Commission and will be within the framework of Regulation 1144/2014 of 22 October, on information provision and promotion measures for agricultural products on the internal market and in third countries, for the **period 2024-2026.**

2. CONTEXT OF THE CAMPAIGN IN CHINA (SUSTAINABILITY)

The European Commission has established a line of aid for the development of agri-food product promotion programmes that can be carried out both within and outside the European Union (third countries). The aim of these programmes has always been to promote consumption and raise awareness of European agri-food products, including table olives. Likewise, for several calls for proposals it has been an essential requirement for all projects associated with this type of fund to promote sectors involved in sustainability. Sustainability understood in the following areas:

- Economic sustainability: work it generates in the population. Circular economy, role of women, gender diversity, employment in rural areas, digitalization ...
- Consumption sustainability: educating the population to consume in a responsible and sustainable way.
- Environmental sustainability: olive production must favour the EU's green policy and stop climate change. Examples: extensive versus intensive, optimisation of water use or the use of phytosanitary products, among others.

The project to be presented must be explained:

- Efforts made by the olive sector to make production and/or consumption practices more sustainable, using the Food and Agriculture Organization of the United Nations (FAO) definition of sustainable agriculture as a reference.

The winning agency will have at its disposal a study on the sustainability of the olive grove that can be used to fine-tune the campaign messages once the campaign is underway.

The promotional campaign to be carried out in China is part of this type of programme, which is why **the agencies participating in the competition must be familiar with and accept all the terms of the legislation** that regulates them, which is summarised below:

- Regulation 1144/2014 of 22 October on information provision and promotion measures for agricultural products on the internal market and in third countries.
- Delegated Regulation 2015/1829 of 23 April supplementing Regulation 1144/2014 of 22 October.
- Implementing Regulation 2015/1831 of 7 October laying down detailed rules for the implementation of Regulation 1144/2014 of 22 October.

- Justification Guide 2022 (APPENDIX 4)

Documentation available at: <https://ec.europa.eu/chafea/agri/funding-opportunities/legal-framework>

More info: http://ec.europa.eu/agriculture/promotion/policy/index_en.htm

Finally, it is important to note that the competition for which this briefing is provided aims to **select a 3-year promotion programme to be submitted to the European Commission within the framework of this line of aid**. This fact implies that, although our entity has a good chance that the selected programme will be approved, it may be discarded by the Commission and, consequently, not be executed.

3. TABLE OLIVE MARKET IN CHINA

According to data from the International Olive Council, Spain is the country that produces and exports the most table olives in the world. Spanish olives are present in more than 130 countries, including China. China is the world's most populous country and also the world's largest in terms of food demand. However, table olives are still an unpopular product with Chinese consumers. On the one hand, Chinese consumers perceive olives as an ingredient in the preparation of dishes rather than as a snack. This is related to the fact that in the south of the country a type of fruit with similar organoleptic characteristics is consumed. It comes from the *Burseraceae* family, and is popularly known as the "Chinese olive".

In the 1960s, Mediterranean olive trees were gradually introduced to the Chinese mainland, the fruit of which is still used to make olive oil. Thus, the table olive, as we know it in Spain, is in practice an imported product. Olives from our country have held a leading position since the beginning of its trade, with an approximate share of 70% of imported olives, although we are always talking about very modest figures. The growing consumption of Western food, especially by the young segment of the population, with the adoption of a more cosmopolitan lifestyle, augurs a greater potential for consumption, provided that it is accompanied by actions that contribute to a greater appreciation of the product.

Although there is a strong associative link in the appreciation of olive oil with Spain, the table olive does not yet enjoy an equivalent recognition, so we see it advisable to emphasize its gastronomic applications, both in preparations linked to modern lifestyles, such as salads to take away, and in more traditional preparations typical of the local culinary heritage.

This is followed by an analysis of supply and demand in China, which will shed light on the socio-economic context in which the olive finds itself.

China is the first food producing country, and also the first in canned food. According to 2017 data, the volume of local canned food production was 12.39 million tons, - about a quarter of world production. Of these, 4.35 million tons were destined for export, occupying the first place among exporters of asparagus and mandarins with a share, respectively, 70% and 80% of world trade. The aggregate turnover of the canned food sector exceeded 180 billion yuan (approx. 25 billion euros).

The cultivation of olive trees - *Olea europea* - began in China in the 1960s with experimental plantations whose varieties came from Albania and Russia. As early as the 1980s, the olive crop exceeded 200 tonnes, followed by a period of decline due to lack of management and financial support. Interest in olive growing increased again at the beginning of the 21st century thanks to growing consumer curiosity about olive oil and its healthy attributes. The export boom then led the Chinese administration to encourage olive growing as a substitute crop to improve the socio-economic conditions of farmers in some inland areas of China, and to reduce depopulation and the flow of migration to urban areas. According to data provided by the International Olive Council, olive tree cultivation in China exceeded 60 thousand hectares in 2018, with the main production areas located along the middle-upper reaches of the Yangtze River and its tributaries such as the Jinsha River, Jialing River and Hane River. *Longnan* County in Gansu Province accounts for 58% of the total plantation in China, approximately 40 thousand hectares.

However, given the difference in climate, soil decomposition in these areas, and other adverse natural factors, the productivity of the fruit in China has not yet reached the level of Spain and other Mediterranean areas. Likewise, the lack of studies related to table olives in China, and the priority given by public administrations to improving olive oil production, has meant that the *European olea* crop produced in China has hardly been developed as a table olive, although there is one patent registered in China for the production of olives confit.

Imports of Spanish table olives exceeded \$100,000 in 2004, and grew gradually until 2014, since when they have remained stagnant. Despite having a leading market share in both volume and value, these are very modest figures considering the size of the country and the growing interest in imported foods.

Olive imports to China (Source: Source: Comtrade):

	2020 (ene-sep)		2019		2018		2017		2016	
	P (kg)	V (USD)	P (kg)	V (USD)	P (kg)	V (USD)	P (kg)	V (USD)	P (kg)	V (USD)
España	590.546	969.163	1.362.954	2.062.288	1.233.692	2.090.314	1.401.593	2.180.857	1.306.273	2.108.656
Italia	27.835	146.443	53.157	213.777	25.304	116.864	36.833	134.565	38.682	156.555
Reino Unido	17.136	53.766	59.108	194.091	60.918	213.317	59.985	186.159	50.809	150.012
Grecia	16.632	35.316	40.692	93.461	23.724	68.591	38.035	134.635	31.980	94.825
Francia	7.334	18.373	14.218	34.257	12.706	37.112	18.491	49.630	10.420	21.433
EE.UU.	0	0	4.668	23.813	6.782	67.443	1.716	16.066	426	1.724
Turquía	4.425	9.031	5.925	12.973	2.070	3.343	4.345	13.909	6.672	18.846
Jordania	1.170	1.793	1.755	2.627	1.061	1.653	1.422	2.560	3.791	7.743
Portugal	432	1.497	216	708	322	640	491	994	1.464	4.078
Australia	60	456	367	3.594	256	2.131	332	3.486	1.218	9.550
Marruecos	0	0	47	93	384	2.887	384	2.741	384	2.647
Siria	432	1.497	0	0	0	0	0	0	0	0
Alemania	808	1.467	1.290	3.409	0	0	0	0	0	0
Sudáfrica	731	5.184	0	0	0	0	0	0	0	0
HK SAR	465	14.726	524	15.237	0	0	0	0	0	0
TOTAL	669.364	1.260.987	1.545.111	2.661.078	1.368.853	2.606.431	1.563.671	2.726.011	1.455.307	2.591.901

The United Kingdom is not considered to be a competitor country, even though in many cases it is the second most important source of imports, since it is not an olive-producing country but has positioned itself as a purchasing consolidation centre for importers, *retail* chains, etc. **Spanish imports are characterised by a very low average price per kilo compared to its main competitors, Italy and Greece.** The price, clearly marked by the price of Spanish olives, has not changed significantly over the last 15 years, averaging 1.86 dollars/kg.

Año 2019			
Origen	Precio medio por kilo (USD/kg)	Cuota de mercado por volumen	Cuota de mercado por valor
España	1,51	88,21%	77,50%
Italia	4,02	3,44%	8,03%
Reino Unido	3,28	3,83%	7,29%
Grecia	2,30	2,63%	3,51%
Francia	2,41	0,92%	1,29%
Estados Unidos	5,10	0,30%	0,89%
Hong Kong SAR	29,08	0,03%	0,57%
Turquía	2,19	0,38%	0,49%
Australia	9,79	0,02%	0,14%
Alemania	2,64	0,08%	0,13%
Jordania	1,50	0,11%	0,10%
Portugal	3,28	0,01%	0,03%
Marruecos	1,98	0,00%	0,00%

Source: market study commissioned by INTERACEITUNA to Eibens Consulting in 2020.

Current demand for table olives is very limited and has not changed in recent years, which is why exports are not growing. The consumer profile for olives has not changed, since there has been no purchase motive and olives have not been associated with growing categories or channels. As a result, demand is focused on pizza and salad chains, Mediterranean restaurants and *retail outlets* catering mainly to foreign consumers.

Over 90% of respondents to the surveys carried out under the market study commissioned by INTERACEITUNA said that they do not actively buy olives, but consume them sporadically as an ingredient in other dishes, or as a snack in international, mainly Spanish, restaurants.

Potential demand could increase by between 5% and 11% if the product is correctly associated with the **snacks category**, which currently shows a growth of around 5.5% per year, and which is largely made up of savoury snacks (between 38% and 47% of total snacks, depending on the point of sale). This growth requires a medium to long term effort, as being associated with the snack category requires a series of adaptations to the product, format, size, packaging design and price.

As regards **alcoholic beverages**, whether wine, beer or cocktails for consumption as snacks in bars, it should be borne in mind that the consumption of craft beer and wine has expanded enormously in recent years as a product of social consumption and image, from which olives could benefit as a hitherto unknown imported product.

With regard to **salads and pizzas**, if greater use is made of our olives compared to other origins and if it is linked to the image of a healthy product, potential demand could grow considerably, by between 10% and 30% in the short to medium term, given that their presence is currently low and is often centred on olives from other origins (especially Greek olives in salads).

4. OBJECTIVES

The main objective of the campaign is to increase the consumption of table olives in China in the short and medium term through actions that are in line with what is explained in section 3 of this briefing.

Communication objectives:

- Generate a buying motive that does not exist today.
- To make known the different benefits and attributes of the product, which can range from its gastronomic virtues, its healthy virtues, its history and millenary cultivation or the world leadership of Spain, among others.
- Establish close collaboration with the supply chain in a way that works with them to develop a realistic, phased strategy.
- In order to achieve all these objectives, it will be essential to create quality visual content, adapted to the Chinese market and in accordance with the requirements of the European Union explained in point 5 of this document.

5. CREATIVE APPROACH

As can be seen from the regulations mentioned in point 2 of this document, the promotional actions to be carried out must comply a series of specific requirements which, on occasions, may not be in line with the objectives set out above.

For this reason, **the challenge for the agency is to come up with an original and novel creative concept aimed at promoting the consumption of olives in China and which also complies with the European regulations governing this programme** (Article 4(2)(b) of Regulation 1144/2014).

2. Information provision and promotion measures shall not be origin-oriented. They shall not encourage the consumption of a product solely on the basis of its origin. However, the origin of the product may be visible provided that the following rules are complied with:

(b) in third countries, the indication of origin may be placed at the same level as the Union's main message for the campaign.

NOTE: It is recommended to carefully study all the limitations that exist when mentioning the country of origin in the creative elements. Below is a creative example that **does NOT comply** with the requirements established in the program rules in relation to the mention of origin and another that does.



The logos that will have to appear in all the creative developments that will be elaborated within the framework of the campaign and always at the same level are:



Ejemplos de creatividades que respetan la reglamentación Europea:



6. BUDGET

The **annual** budget for the campaign will be **€915,000**. This amount must include the agency service, VAT excluded. TOTAL 3 YEARS: 2.745.000€.

7. ACTIONS TO BE DEVELOPED

The agency must propose a programme of action to achieve the objectives set out in point 4 above:

1. Target audience to which the campaign should be directed.

Consumers: Chinese men and women, over 20 years old with a medium-high income level, Internet users and buyers of imported products.

Chinese consumers of imported products tend to be urban consumers, with growing disposable incomes and increasingly adapting to Western lifestyles. They are very demanding consumers who are interested in new products and, above all, convenience, increasingly concerned about healthy food consumption and, to a lesser extent, sustainability and animal welfare. They tend to frequent Spanish restaurants, or Western food chains such as pizzas and salads. In general, consumers have a very

superficial knowledge of imported products, so it is important to convey clear, simple and direct messages that catch their attention.

Professional public: Wholesale and retail buyers, HORECA sector professionals and prescribers (opinion leaders, media, chefs, etc).

- 2. Scope of action.** Although the campaign should be national in nature, budgetary constraints mean that we must focus on priority areas.

Given the size of the market and the limited budget, efforts will focus on 12 cities divided into 4 target regions. These are: 4 T1 cities: Beijing, Shanghai, Guangzhou and Shenzhen, which are the main market for imported food, six large T2 cities: Tianjin (north), Qingdao (east), Nanjing (east), Chengdu (central), Chongqing (central) and Xi'an (central) where there is currently more growth and less competition.

In any case, if the agency argues for a different area of action, including a greater or lesser number of target cities, this may be considered, provided that it is duly justified.

All the actions proposed for the programme must be compatible with the provisions of the legislation that regulates it and, furthermore, must be sufficiently detailed to allow their correct evaluation, and **innovative and original actions will be highly valued**. For this reason, all the promotion actions proposed by the agency in its proposal must be proposed following the model included in **ANNEX 1**.

IMPORTANT:

1. Any activity that is submitted without the description and detail required in the form will **NOT** be evaluated. In addition, not all activities have to be implemented in all zones of influence, depending on the agency's strategy.
2. The campaign must **NOT** include olive brands, Interaceituna cannot develop activities of a commercial nature under any circumstances.
3. The **purchase of product** must be included in the proposal budget.
4. It is mandatory for agencies to request **certifications of the impressions** served in the proposed digital and audiovisual campaign.
5. The agencies must request **invoices from their suppliers, and present their proof of payment**, as indicated in the FEGA Justification Guide (ANNEX 4).
6. Agencies must be aware of NGO law in order to promote in that country.

8. SELECTION PROCESS: PHASES

FIRST STAGE - EXCLUSION: a study will be made of whether the companies submitted comply with Article 71 of Law 9/2017, of 8 November, on Public Sector

Contracts. To this end, the agencies will be asked to provide a signed statement attesting to their compliance with Article 71 of Law 9/2017, and those that do not comply with said article and do not submit the statement will be excluded from the selection process.

- Exclusion criteria. The executing agencies will be excluded from participating in the selection process if they are involved in any of the exclusion criteria of Article 71 of Law 9/2017, of 8 November, on Public Sector Contracts and/or are not up to date with payments to the Treasury and Social Security.

SECOND STAGE - SELECTION: the technical and financial capacity of the agencies will be evaluated exclusively, without assigning points in this regard. In this phase, the following will be taken into account:

- Agency structure and personnel assigned to the project.
- Financial capacity.
- Absence of conflict of interest.

NOTE: All agencies that meet these criteria move on to the third and final phase.

THIRD STAGE - AWARDING: the project is evaluated by means of a scoring system that is used by the European Commission to evaluate the proposals of the proposing entities. These criteria have been adjusted to evaluate a promotion plan:

A. European dimension, 20 points (threshold 14):

- Design of an appropriate action plan with respect to the objectives and strategy of the programme, synergies with other actions in the market, as well as sustainability (10 points).
- Creativity and European message of the campaign and compliance with the regulations governing the programme (10 points).

B. Technical quality of the project, 40 points (threshold 24):

- The agency's knowledge and analysis of the Chinese market and its legislation will be valued (15 points).
- Well justified geographical proposal with coherent actions (10 points).
- Detailed, measurable, time-bound, realistic and results-oriented actions that can be justified according to the new EU guidelines and Chinese regulations (15 points).

C. Quality of project management, 10 points (threshold 6):

- Project coordination and management structure (5 points).
- Quality control and risk management mechanisms (5 points).

D. Cost-effectiveness, 30 points (threshold 18):

- Budgetary detail of the actions to be developed. Detailed description of the estimated costs and the accuracy of the budget (10 points).
- Adequate budget allocation in relation to the objectives and scope of the activities, with a balance between the type of action to be developed and its economic amount. (10 points).
- Impacts to be achieved with each activity indicating their estimation method. Unit cost of the impact . (10 points)

9. TIMETABLE AND CONDITIONS OF CONTRACTING

The campaign will be implemented during the **three-year period from 01/06/2024 to 31/05/2027 (approximate dates)**. Although an initial three-year contract will be signed in which the actions will be fully defined and planned, at the end of each year, improvements and modifications to the initial contract may be included and will be formalised by means of the corresponding addendum.

Deadlines for the delivery of documentation:

Companies interested in participating must send the documentation related to phases 1 (exclusion) and 2 (selection), **until 18 January 2023, at 12h (Central European Time/ CET)**.

PHASE 1:

- Certificate or declaration of being up to date with the Treasury and Social Security.
- Signed declaration attesting to compliance with article 71 of Law 9/2017, of 8 November, on Public Sector Contracts.

PHASE 2:

- Agency structure and personnel assigned to the project.
- Financial capacity.
- Absence of conflict of interest.

Those who pass phases 1 and 2 will be notified and will have enough time (more than 15 days) to submit the documentation for phase 3 (award) which will be delivered to INTERACEITUNA on **13 February 2023, before 14h (Central European Time/ CET)**. These can be sent in digital format to the e-mail addresses info@interaceituna.es, promocion@interaceituna.es and marketing@interaceituna.es. For queries related to the competition, the contact persons will be Paula Sánchez and María Becerra (954.21.55.69 - marketing@interaceituna.es, promocion@interaceituna.es).

Once the proposals are received (January 24, 2023) INTERACEITUNA will analyze them and during the month of March will inform the agencies via email the result of the competition.

The rest of the contracting conditions and the requirements to be fulfilled by the agency are specified in **ANNEX 2**.

10. PRODUCT INFORMATION

Information on the product that may be relevant to the development of the proposal is included in **ANNEX 3**.

ANNEX 1: DESCRIPTION SHEET OF THE ACTIONS TO BE CARRIED OUT

- Name of the activity.
- Target.
- Scope.
- Annuity.
- Description of the activity and justification.
- Direct and indirect impacts.
- Indicator and/or source for calculating impacts.
- Overall budget for the action broken down by item.

EXAMPLE COMPLETED ACTION FACT SHEET

Name of the activity: Printed media plan.

Target: Consumers in general (general press) and professionals (specialized magazines).

Scope: National. Segmentation in x strategic areas. Each year, media present in x strategic areas will be reinforced.

Annuity: Years 1, 2 and 3.

Description of the activity and justification: During the 3 years of the program, advertisements and advertorials will be inserted in a series of newspapers and magazines whose readers belong to the target of the program. The insertion of advertisements and advertorials will allow us to have an impact on a large number of people to whom we will be able to send the messages of the campaign as we will be able to control the information that is published. The following table is an example that shows the planned insertions each year:

MEDIA PLAN YEAR 1				
SUPPORT	PERIOD.	THROW	FORMAT	INSERTS
New York Times	Weekly	xxxx	1 P. Vert. Color	5
Miami Times	Weekly	xxxx	1 P. Vert. Color	5
Chicago Times	Weekly	xxxx	1 P. Vert. Color	5
Houston Times	Weekly	xxxx	1 P. Vert. Color	
San Franc. Times	Weekly	xxxx	1 P. Vert. Color	
Los Angeles Times	Weekly	xxxx	1 P. Vert. Color	
Washington Times	Weekly	xxxx	1 P. Vert. Color	5
Philadelphia Times	Weekly	xxxx	1 P. Vert. Color	5
Seattle Times	Weekly	xxxx	1 P. Vert. Color	5
HORECA news	Monthly	xxxx	Publirrep. 3 P.	
Food Industry Mag.	Monthly	xxxx	Publirrep. 3 P.	
Restaurants news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				65

MEDIA PLAN YEAR 2				
SUPPORT	PERIOD.	THROW	FORMAT	INSERTS
New York Times	Weekly	xxxx	1 P. Vert. Color	
Miami Times	Weekly	xxxx	1 P. Vert. Color	
Chicago Times	Weekly	xxxx	1 P. Vert. Color	
Houston Times	Weekly	xxxx	1 P. Vert. Color	5
San Franc. Times	Weekly	xxxx	1 P. Vert. Color	5
Los Angeles Times	Weekly	xxxx	1 P. Vert. Color	5
Washington Times	Weekly	xxxx	1 P. Vert. Color	5
Philadelphia Times	Weekly	xxxx	1 P. Vert. Color	5
Seattle Times	Weekly	xxxx	1 P. Vert. Color	5
HORECA news	Monthly	xxxx	Publirrep. 3 P.	
Food Industry Mag.	Monthly	xxxx	Publirrep. 3 P.	
Restaurants news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				65

MEDIA PLAN YEAR 3				
SUPPORT	PERIOD.	THROW	FORMAT	INSERTS
New York Times	Weekly	xxxx	1 P. Vert. Color	5
Miami Times	Weekly	xxxx	1 P. Vert. Color	5
Chicago Times	Weekly	xxxx	1 P. Vert. Color	5
Houston Times	Weekly	xxxx	1 P. Vert. Color	5
San Franc. Times	Weekly	xxxx	1 P. Vert. Color	5
Los Angeles Times	Weekly	xxxx	1 P. Vert. Color	5
Washington Times	Weekly	xxxx	1 P. Vert. Color	
Philadelphia Times	Weekly	xxxx	1 P. Vert. Color	
Seattle Times	Weekly	xxxx	1 P. Vert. Color	
HORECA news	Monthly	xxxx	Publirrep. 3 P.	
Food Industry Mag.	Monthly	xxxx	Publirrep. 3 P.	
Restaurants news	Monthly	xxxx	Special 8 pages	1
TOTAL IMPACTS = XXXXXXXX				65

Total impacts 3 years: XXXXXXXX impacts.

Indicator and/or source for the calculation of impacts: For the estimation of the impacts to be achieved, the information provided by the company Kantar Media has been taken as a reference.

ACTIVITY - PRINT MEDIA PLAN									
	YEAR 1			YEAR 2			YEAR 3		
Budget breakdown	You.	Cost you	Total	You.	Cost you	Total	You.	Cost you	Total
Design and creation of advertisements		500	5.000	5	500	2.500	5	500	2.500
New York Times	5	2.000	10.000		2.000	20.000	5	2.000	10.000
Miami Times	5	1.000	5.000		1.000	10.000	5	1.000	5.000
Chicago Times	5	2.000	10.000		2.000	20.000	5	2.000	10.000
Houston Times		1.000	10.000	5	1.000	5.000	5	1.000	5.000
San Franc. Times		2.000	20.000	5	2.000	10.000	5	2.000	10.000
Los Angeles Times		1.000	10.000	5	1.000	5.000	5	1.000	5.000
Washington Times	5	2.000	10.000	5	2.000	10.000		2.000	20.000
Philadelphia Times	5	1.000	5.000	5	1.000	5.000		1.000	10.000
Seattle Times	5	2.000	10.000	5	2.000	10.000		2.000	20.000
HORECA news		1.000	2.000		1.000	2.000		1.000	2.000
Food Industry Mag.		2.000	4.000		2.000	4.000		2.000	4.000
Restaurants news	1	1.000	1.000	1	1.000	1.000	1	1.000	1.000
SUBTOTAL		102.000			104.500			104.500	
AGENCY FEE (3%)		3.060			3.135			3.135	

TOTAL ACTIVITY	105.060	107.635	107.635
-----------------------	----------------	----------------	----------------

ANNEX 2. TERMS AND CONDITIONS OF EMPLOYMENT

The following are a series of contracting conditions that the agency that decides to enter the competition must be aware of, many of which are imposed by the regulations that govern the programme.

- Companies should be familiar with the Chinese NGO law and operate based on it, explaining the procedure to be followed to carry out promotional activities in this market.
- The agency that wins the competition will be subject to Spanish and European legislation. The regulations governing the programme will be binding and the agency must expressly accept them in the contract.
- The AGENCY will have to provide all the necessary vouchers and supporting documents proving the activities included in the invoices.
- The AGENCY will be in charge of and/or supervise all the administrative management of the program (preparation of reports, justifications, voucher submissions, deliveries to registries, etc.). All this documentation will be provided in Spanish.
- As far as the AGENCY is concerned, it will have to facilitate any type of technical or financial control carried out by the EU or by the auditors contracted by INTERACEITUNA in accordance with the program's regulations.

In addition, any proposal submitted must meet the following requirements:

- Specify the team assigned to the program, as well as the hours of dedication of each one of them.
- Define previous experience in promotion programmes for agri-food products and, if applicable, their experience in the implementation of European promotion programmes in China.
- The proposal submitted must be in Spanish or English.

ANNEX 3: PRODUCT INFORMATION

History and tradition: Olive trees have grown in Spain since the 1st century forming part of the landscape and gastronomic culture of our country. Its climatic conditions and its soil, rich in nutrients, give the fruit an unequalled quality. Olives are part of the culture of our country and are a food of social character when we relate to family and friends.

Leadership and quality: Spain is the world leader in the production and export of table olives, accounting for 22% and 40% respectively (average figures for the last 5 years). This leadership is due to the good work of our farmers and the fact that we have the most modern and advanced industries in the world, which gives us high levels of food safety and control.

Versatility: The table olive is a very versatile food that can be eaten as a snack and also as an ingredient in numerous preparations beyond its usual use in pizzas, salads and sandwiches. Since the olive is one of the few fruits that contains the four basic flavours, it can be easily integrated into other dishes such as sauces, pasta, meat, fish, rice and even desserts.

Accessible product: Table olives can be found in any type of establishment in different formats and presentations. Their price is affordable for any household and they can be easily preserved.

Nutrition and health: Olives are the natural source of olive oil, an essential ingredient of the Mediterranean Diet. The calorie content of olives compared to other industrial snacks is 3 to 4 times lower. Olives contain nutrients that are good for your health, such as vitamins, minerals, oleic acid, fibre, etc.

NOTE: European regulations clearly define the requirements to be followed in order to be able to use nutrition and health related messages in the framework of these promotional programmes.

ANNEX 5: MAIN FINDINGS OF THE 2020 MARKET STUDY

In the Chinese market, Spanish olives have very specific and limited sales channels and a very limited target public, "the usual", and have barely managed to grow and expand towards other types of consumers in order to increase sales.

Since its introduction on the market, the olive has focused on traditional sales channels, mainly retail outlets specialising in imported products and Western (particularly Spanish) restaurants. These sales channels attract a foreign public, who are the main consumers of imported olives in China, along with a small group of Chinese consumers who generally do not buy olives, but consume them as a secondary ingredient in other dishes or in Spanish restaurants. As a result of this consumer profile, the traditional attributes of Spanish olives, such as large glass jars, flavours such as anchovy or pepper, and unattractive labelling, are accepted and the product remains stable in terms of sales. However, **the rest of the potential consumers are unaware of the product, its uses, its qualities, and no purchase motive has been generated.** The reasons for buying different products can be varied, such as healthy products, like olive oil, image products, like wine, or products of necessity and quality, like pork, but it is always necessary that there is one linked to the history of the product that is presented to the Chinese consumer.

The supply chain has not been strongly extended to different channels and growing categories, as can be seen in the low penetration in e-commerce and convenience stores, or the absence of a clear categorization according to growing products. These factors, linked to the absence of a consumer buying motive, are the triggers for the stagnation of the product in the Chinese market.

On a second level, there are certain specific olive attributes, such as a salty or bitter taste, which are not well suited to Chinese consumer tastes. Different olive flavours have been discovered and tested which are better suited to the Chinese palate and which could go some way to improving the current situation of olives on the market, including the intense lemon flavour and the spicy flavour adapted to China. The "spicy" formats sent from Spain were not well received, but other spicier and less salty ones marinated in China were tested and were well received, especially with black olives, which are less salty. Several sweet flavours were also tested, but were not generally well received, except for some strawberry-flavoured black olives, which were successful during the focus group.