

January 15, 2024

## **CALL FOR PROPOSALS**

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

**INAPORC** (French Inter-professional Pork Council), represents the entire French pork sector including its production, industrial processing, retail, butchers, delicatessens, and catering.

**FILPORC** (Inter-professional Organization of Swine in Portugal) represents the entire Portuguese pork sector, including its production, industrial processing and compound feed.

INAPORC website: [www.leporc.com/decouvrir/inaporc.html](http://www.leporc.com/decouvrir/inaporc.html)

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

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

The purpose of this call is to provide guidance on the application of the competitive procedure for the selection of implementing bodies in case of a Multi programme in third countries in accordance with Regulation (EU) No. 1144/2014, which will be submitted to the European Commission by the two proposing Organizations above mentioned.

FILPORC 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 three organizations.

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 2025, 2026 and 2027.

The budget for this campaign will be € 1,500,000 to distribute for 3 years. The allocation will be € 1,200,000 for INAPORC and € 300,000 for FILPORC.

The objective is to launch an innovative program that effectively promotes the European pork in Singapore and South Korea, including the brands *Le Porc Français* and Portuguese Pork. It is intended to launch these high quality brands in Singapore and South Korea.

In this way, we intend to communicate a strong message addressed to the consumers of these countries.

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

For more information you can visit:

January 15, 2024

Funding and Tenders Portal: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>

EUROPEAN COMMISSION - Promotion of EU farm products: [https://ec.europa.eu/info/promotion-eu-farm-products\\_en](https://ec.europa.eu/info/promotion-eu-farm-products_en)

European Research Executive Agency: [https://rea.ec.europa.eu/index\\_en](https://rea.ec.europa.eu/index_en)

**In this first phase**, we request that the Agencies wishing to participate, send an email to [filporc@filporc.pt](mailto:filporc@filporc.pt) **BEFORE JANUARY 27<sup>TH</sup>, 2024, 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 websites of the Inter-professional Organizations above mentioned.

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.

Yours sincerely,

**AGENCIES PRE-SELECTION PROCESS FOR PROMOTION PROJECTS IN THE THIRD COUNTRIES (SINGAPORE AND SOUTH KOREA) LAUNCHED BY INAPORC & FILPORC (2025-2028)**

The promotion agencies with experience in the markets of Singapore and South Korea, and agri-food products are asked to provide the following information regarding their experience and capacity, to participate in the selection process of agencies that INAPORC and FILPORC will design for the execution of promotional activities in third countries in the period 2025-2028. 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 INAPORC and FILPORC.

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



**DESCRIPTION OF MATERIAL AND HUMAN RESOURCES**

**Describe the Material and Human Resources of the Agency, with special importance in the Offices and Relations in Singapore and South Korea:**

<b>MATERIAL RESOURCES</b>	
<b>HUMAN RESOURCES</b>	
<b>WORLDWIDE HEADQUARTERS / PARTNERS</b>	
<b>HEADQUARTERS / PARTNERS IN:</b> - SINGAPORE - SOUTH KOREA	
<b>CONTACT INFORMATION</b>	
<b>REMARKS</b>	