

SIPPO Swiss Import Promotion Programme

Annual Plan 2019

February / 2019

Activities per Sector and Country

1.1.1. Matchmaking Activities Plan 2019

Month	Date	Event	Location	Sector	Country	Activity	Partner	BSO
Jan	15 - 17	Panorama Berlin	Berlin	VT	SRB	TF		SCC, FACTS
Jan	17 - 19	Pitti Bimbo	Florence	VT	SRB	STT		FACTS
Feb	10 - 12	Pure London - Pure Origin	London	VT	SRB	TF		SCC, FACTS
Feb	14 - 17	Biofach	Nurnberg	NI	ZAF	TF	conducted by	
Feb	14 - 17	Biofach	Nurnberg	NI	ZAF	CP		Dti, Wesgro, Food SA, TIKZN
Feb	14 - 17	Biofach	Nurnberg	NI	SRB	CP	IPD/GIZ	SCC
Feb	14 - 17	Biofach	Nurnberg	NI	ALB	STT		AIDA, AMAP
Feb	14 - 17	Biofach	Nurnberg	NI	MKD	CP		MOPF
Feb	17 - 21	Gulfood	Dubai	PF	ZAF	CP		???
Feb	21 - 24	Halieutis	Agadir	FS	MOR	?	FAO	FENIP, EACCE
Feb	21 - 24	Halieutis	Agadir	FS	TUN	STT	FAO	GIPP
Feb	21 - 24	Halieutis	Agadir	FS	IDN (tbd)	?	FAO	MMAF
Mar	05 - 10	VIFA	Ho Chi Minh	TW	IDN	SM		MoT (ILWA)
Mar	06 - 09	VIFA	Hanoi	TW	VN	CP		
Mar	06 - 10	ITB	Berlin	ST	ALB	CP		NTA
Mar	06 - 10	ITB	Berlin	ST	MKD	CP		APST
Feb	28 - 02	DOMOTEX Atlanta	Atlanta	TW	PER	TF		PROMPERU
Apr	02 - 04	In-Cosmetics	Paris	NI	ZAF	CP		CECOSA
Apr	02 - 04	In-Cosmetics	Paris	NI	COL	CP		PROCOLOMBIA
Apr	02 - 04	In-Cosmetics	Paris	NI	COL	ST		CCB
May	07 - 09	Seafood Expo Global	Brussels	CP	IDN	CP		
May	07 - 09	Seafood Expo Global	Brussels	F&S	MOR	TF		FENIP
May	07 - 09	Seafood Expo Global	Brussels	F&S	TUN	TF		APIA, GIPP

May	21 - 24	Interzum	Cologne	TW	SRB	CP		SCC
May	21 - 24	Interzum	Cologne	TW	BiH	STT		FTC, CCIRS
May	21 - 22	PLMA	Amsterdam	PF/NI	TUN	STT		GICA
Jun	tbd	Networking Scandinavia		VT	MOR	SM		AMITH
Jun		Selling Mission	Tunisia	NI/PF	TUN	SM		APIA
Jun		Selling Mission			TUN	SM		CCIT, CEPEX
Jun	20 - 23	Industria Peru		TW	PER	TF		PROMPERU
Jun	17 - 20	East Food Indonesia	Jakarta	NI	IDN	BM	IPD, ev. CBI	MoI
Jun	tbd	B2B meetings Scandinavia		VT	MKD			TTA-TC
Jul	17 - 19	IFFT / Interior Lifestyle	Tokyo	TW	VN	STT		
Jul		Visit to BSO Model in	Tunisia	NI	TUN	Con		APIA, CEPEX, CCIT,GIPP,GICA
Jul	pending	Highpoint	USA	TW	VN	tbd		FPA
Jul	pending	Panorama Berlin	Berlin	VT	SRB	CP		SCC, FACTS
Sep	01 - 03	Spoga	Cologne	TW	VN	CP		
Sep	03 - 05	Munich Apparel	Munich	VT	ALB	CP / STT		AIDA
Sep	03 - 05	Munich Apparel	Munich	VT	VN (tbd)	STT		
Sep	03 - 05	Munich Apparel	Munich	VT	BIH	CP		FTC, CCIRS, UTOK
Sep	03 - 05	Munich Apparel	Munich	VT	MKD	CP		IM, TTA-TC
Sep	03 - 05	Munich Apparel	Munich	VT	MOR	TF		AMITH
Sep	pending	Premiere Vision	Paris	VT	VN (tbd)	STT		VCCI-HCM, ev. Agtek and VITAS
Sep	12 - 14	Natural Products East	Baltimore, USA	NI	BIH	CP	SIDA-FARMA-	FTC
Sep	29 - 03	IFEAT	Bali	NI	IDN	BM	IPD, CBI	DAI
Oct	tbd	FamTrip	ALB, MKD	ST	ALB, MKD	BM		NTA, APST, NAITM
Oct	tbd	ILCF	Central Java	TW	IDN	BM	IPD	MoT (ILWA)
Oct	tbd	Trade Expo Indonesia	Jakarta	TW	IDN	CP, BM?	IPD?	MoT (ILWA)
Oct	05 - 09	Anuga	Cologne	PF/NI	SRB	CP	IPD	SCC
Oct	05 - 09	Anuga	Cologne	PF/NI	TUN	TF		CEPEX

Oct	05 - 09	Anuga	Cologne	PF	PER	CP		PROMPERU
Oct	tbd	Maroc in Mode	Morocco	VT	MOR	BM		AMITH
Oct	01 - 03	Conxemar	Vigo	F&S	MOR	TF		FENIP
Oct	01 - 03	Conxemar	Vigo	F&S	TUN	TF		GIPP
Oct	30-3 Nov	Salon du Chocolat	Paris	NI/PF	COL	TF		PROCOLOMBIA
Oct	30-3	Salon du Chocolat	Paris	NI/PF	COL	ST		CCB
Nov	4-6	WTM	London	ST	COL	TF		PROCOLOMBIA, ACOTUR
Nov	tbd	Chocoshow	Bogota	NI/PF	COL	TF		FEDECACAO
Nov	13 - 14	Natural Products	Malmö	NI	ZAF	CP		Dti, Wesgro, Food SA, TIKZN?
Nov	27 - 29	FiE	Paris	NI	IDN	CP		MMAF
Nov	05 - 08	A+A	Düsseldorf	VT	ALB	STT / CP		AIDA
Nov	05 - 08	A+A	Düsseldorf	VT	BIH	STT		FTC, CCIRS, UTOK
Nov	05 - 08	A+A	Düsseldorf	VT	MKD	STT / CP		IM, TTA-TC
Nov	05 - 08	A+A	Düsseldorf	VT	SRB	CP		SCC
Nov	05 - 08	A+A	Düsseldorf	VT	VN (tbd)	STT		VCCI-HCM, ev. Agtek and VITAS
Nov	24 - 30	FiE	Paris	NI	MOR	STT		ASMEX
Nov	27 - 29	FiE	Paris	NI	TUN	TF		CCIT
Nov		Buying Mission Acquaculture	Tunisia	F&S	TUN	BM		GIPP
Dec	tbd	NAITM Market place	Skopje	ST	MKD			NAITM, APST

1.1.2. Training Activities Plan 2019

Month	Date	Activity	Country	Subject	BSO
Jan - Mar		Training for CRM B2B Trace Implementation	all countries	During the first quarter of the year BSOs will receive training on how to use the CRM B2B Trace	all participating BSOs
Jan - Mar		Training	IDN	Training export readiness (March Bali) through hiring a local expert to share information about REACH and export readiness of companies.	DAI
Jan - Apr		Training	BIH	Market Research (NI)	FTC
Jan - Apr		Training	MKD	Market Research (NI, VT, ST)	ECM, IM, TTA-TC, APST
Jan - Jul		Training	MKD	Online communication	ECM
Jan - Dec		Training	MKD	SEO, Export Promotion	MOPF
Jan - Dec (tbd)		Training	MKD	Destination management, Brand management, using promotional tools for branding	APST
Jan - Dec (tbd)		Training	MKD	How to promote and sell the association's services; For their members: Best practices in sustainable tourism	NAITM
Jan - Dec (tbd)		Training	MKD	Developing matchmaking services; Developing online communication skills; and related to the above - updating the business plan	TTA-TC
Jan - Dec		Training	SRB	BSO: BM, Study Tour, Trade fair participation / ToT BSO for members on: Negotiations, How to talk to buyers, Trade fair participation.	SCC, FACTS
Jan - Dec		Training	BIH	BM, Study Tour, Selling Mission	CCIRS, FTC
Feb		Workshop	TUN	How to participate at the Zurich Olive oil Award	CCIT
Feb		Knowledge management training	TUN	Presentation of the PAM study to be used for buyers and producers	APIA
Feb - Mar		Training	ALB	Market trends and exporting to EU (NI)	AIDA
Feb - Apr		Training	MOR	Support in statistics	AMITH
Feb - Apr		Cooperation	MOR	Inter BSO cooperation with Indonesia FF&S sector organized by SIPPO	Fenip
Feb - Apr		Training	TUN	Training preparation SEG Bruxelles	APIA
Feb - Jun		CRM improvement	VN	Introduction and assistance to develop CRM systems	Agtek
Feb - Dec		Business processes/training	PER	Capacity Building to improve the planning process. Development of a strategic plan to promote the implementation of new services, a better distribution and allocation of resources, in order to strengthen interventions of different areas linked to the Processed Foods sector. Integration activity for several areas: Budget Planning, Export Development, Market Intelligence and Trade Promotion.	PROMPERU
Mar-Dec		regional workshops on	COL	regional workshops on sustainable tourism	PROCOLOMBIA
Mar		Forum	TUN	sustainability in the fish sector	GIPP

Month	Date	Activity	Country	Subject	BSO
Mar		Forum	PF	presentation of the Market Study on "Untapped Opportunities " (produced 2018), disseminated at the ADEX Exporters' Forum to explain the market research results and methodology	ADEX
Mar	05 - 07	Training	ZAF	BSO Stakeholder Workshop on Organisational	DTI, Wesgro, Food SA,
Mar - Apr		CRM improvement	VN	Introduction of CRM and set up of CRM system using data from OTRs and 1-2 department, with	Vietrade
Mar - Apr		Training	TUN	Training to the CEPEX personnel on Market profile	CEPEX
Mar -		Business processes	VN	Improve internal business process (based on	HAWA
Apr		Knowledge management training	TUN	Training how to approach international buyers with the support of IPD	APIA, CCIT, GICA, GIPP
Apr		Round table	TUN	Label ASC	GIPP
Apr - Jun		Knowledge management training	PER	Capacity Building on successful marketing/communications strategy to consolidate Peru's legal timber sector	ADEX
Apr - Jun		Training	TUN	Introduction to CRM system	APIA, CEPEX,
Apr - Jun		Training	PER	Capacity Building of CEMU: trade promotion workshops	PROMPERU
Apr - Jul		Knowledge management training	PER	B2B Matchmaking Capacity Building based on TPC Modules. Strengthening of capacity building program "Ruta Exportadora".	PROMPERU
Apr - Aug		Training	SRB	Market intelligence training (basics)	SCC
Apr-Nov		Facilitation Sector Strategy	COL	Workshops with expert on how to design brand strategy "Cacao de Colombia" (María del Campo)	FEDECACAO & related all stakeholders
May		BSO Exchange	COL/PER	PromPerú shares with ProColombia best practices, background and results of SuperFood;	PROCOLOMBIA/PROMPERU
May - Jun		Training	MOR	Website capacity building	Asmex
May - Jun		Business processes/training	PER	Capacity Building for Digital Marketing Strategy development, including alignment of demand (European Market) and current peruvian offer for ST segment	PROMPERU
May - Jun		Business processes	PER	Support to the development of regional plans for	PROMPERU, Mincetur
May - Jul		Training	MOR	Introduction to CRM system	Fenip, Asmex, AMITH
Jun		Workshop packaging (regulations on only use plastic in the EU)	COL	Workshop packaging (regulations on only use plastic in the EU)	PROCOLOMBIA
Jun		Training	TUN	Participation to the workshop: social certification and quality control	GICA

Month	Date	Activity	Country	Subject	BSO
Jun		Trainning	TUN	Pre-evaluation on how to obtain the SAC label	GIPP
Jun		Workshop	TUN	Strategic plan for the development of exports in the fish sector	GIPP
Jun - Nov		Workshops	PER	Trade Promotion Workshops in two regions (Piura & Trujillo), in order to strengthen service portfolio to members.	Perucamaras
Jul		Market Trends & Regulations EU	COL	Workshop on market trends in processed foods, regulations and regulations in the Swiss and EU market - regulations, product presentation	CCB
Aug		Ecommerce for BSOs	COL	Workshop and training material on E-Commerce trends of BSOs	PROCOLOMBIA
Aug		Support to design	COL	Support to design Communications Strategy	ACOTUR
Sep		Trainning	TUN	Pre-fair Workshop Anuga 2019	CEPEX
Sep		Trainning	TUN	Sales communication	GICA
Sep - Nov		Training	ALB	Role in matchmaking and follow-up (for NTA);	NTA
Oct - Nov		Training	ALB	Selecting and organizing matchmaking events	AIDA
tbd		Business plan	TUN	Review and improvement of business plan and Marketing strategy of GICA	GICA
tbd		Business plan	ALB	Review and improvement of business plan of the association	AMAP

