



TENDER – BRIEF (JANUARY 2025)

EVALUATION OF A PROMOTION CAMPAIGN FOR PROCESSED FRENCH FOOD PRODUCTS IN SOUTH KOREA

1. CONTEXT

The French Food and Drink Federation (ANIA, Association Nationale des Industries Alimentaires), is a non-profit association created in 1968 whose headquarters are located 9 boulevard Malesherbes, 75008 Paris ; and represented by its President Jean-François Loiseau. ANIA represents the French food processing sector, which counts more than 19 000 companies of which 98% are SMEs. ANIA represents 30 sub-sectors of the Food industry : processed meat products, dairies, soft drinks, ready to eat meals, snacks, canned foods...Its mission is to promote the competitiveness of the food sector. Moreover, ANIA covers the entire French territory including outermost insular regions such as Corsica, Martinique, Reunion, New Caledonia, French Polynésie. ANIA counts among its members 32 trade associations and 17 regional associations.

ANIA have already led several European programs on the American and Chinese markets (more than 350 companies were accompanied to develop their exports to these countries). Regarding the success and the positive feedback from the companies, ANIA has decided to submit a new application aiming at helping food companies expand their exports and business relations in South Korea, in accord with the priorities highlighted in the [European Commission Work Programme](#).

The main objective of this program is to increase the visibility, the sales and the general awareness of European and French food products in South Korea. The action aims at widening the range of European and French products available via different South Korean distribution channels.

As required by [EU regulation n°1144/2014](#), the recruitment of a specialized **evaluation agency** is necessary to evaluate the actions covered in this new program.

It should be noted that the ANIA, laureate of the project ([decision by the European Commission](#)) has not yet officially committed itself to the competent national management authority, FranceAgriMer, insofar as no agreement has yet been signed. Consequently, if the ANIA does not commit to the project, this call for tender will be considered null and void. The ANIA therefore reserves the right to withdraw this call for tender.

ANIA expects a sustainable partnership with the evaluation agency ; based on high mutual confidence, considering the budgets involved, considering the need to sustain companies' confidence in ANIA via the proposed program, and considering that sensitive, confidential information of a competitive nature may be shared with the chosen agency.

This B2B and B2C-focused program will include the following activities:

- ✓ Public relations and communication
- ✓ B2B Roadshow
- ✓ Buyer's trips

- ✓ In-store & online promotions
- ✓ Trade fairs

The **three-years program** aims at reaching over **150 companies** with a budget of **€90 000** available for evaluation of the actions by the evaluation agency.

2. ELEMENTS EXPECTED IN THE BID

The detailed proposition (PowerPoint format demanded) should be sent imperatively in English by mail to Ms. Valentine RICHARDOT (vrichardot@ania.net) and should include :

1. Presentation of the agency including information on its financial viability, on its competences for accompanying ANIA with these 5 types of activities, quoted above, in South Korea and on its knowledge on rules concerning EU-funded promotion programs.
2. An evaluation proposal based on the actions detailed here below. The agency should describe how the evaluation will contribute to improve the campaign, including indicators to be used and a precise budgetary proposition. The proposal should consider Regulation EC/1144/2014 and related legislation as appropriate. The selected evaluation agency will need to strictly adhere to these criteria for all actions planned and carried out, as non-compliance with these EU rules would lead to non-eligibility of the actions and loss of funding.

3. DESCRIPTION OF THE PLANNED ACTIONS TO EVALUATE

Actions carried out by the executive agency under this program fall under five main types of activities, BtoB and BtoC:

1. **BtoC actions: Public relations and communication and Point-of-Sale & Online Promotions**
2. **BtoB actions: Roadshows, BtoB Meetings, Trade fair booths, Buyers' trip**

These actions are detailed hereunder.

1. BtoC Actions

1.1. Public relations and communication

- ✓ The agency will propose public affairs and media actions. The agency should describe how the proposed actions will contribute to the overall objectives of the program. The public relations axis of this program should focus on social media and include the creation of promotional material. The proposed actions should increase the visibility of ANIA's actions in South Korea.

1.2. Point-of-sale / Online Promotions

- ✓ The agency will propose a program with point-of-sale and / or online promotions. The agency should describe the way that the relevant stores and platforms will be selected in several cities and the various steps of negotiation and preparation. The training and management of the animation teams on site should be described. Well-known franchises as local brands should be considered.

2. BtoB actions

2.1. B2B Roadshows

- ✓ The agency will propose one B2B Roadshow per year.

2.2. B2B Meetings

- ✓ The agency will propose B2B meetings.

2.3. Trade Fair Booth

- ✓ The agency will propose a European and French pavilion at South Korean food and beverage fairs in 2026.

4. PROPOSED PLANNING

- ✓ 10th January 2025 by 5 pm : ANIA diffuses the call for tenders on all platforms in order to select an evaluation agency (ANIA website, LinkedIn, DoubleTrade)
- ✓ 31st January 2025 by 6pm : submission deadline of proposal for candidates, only by email (21 calendar days)
- ✓ 4th February : pre-selection of candidates and notification of selection and non-selection
- ✓ 4th February to 6th February : audition of candidates proposal by a jury made up of ANIA staff members involved in the implementation of the project.
- ✓ 7th February 2025 by 2pm : announcement of the selected evaluation agency as well as for non-selected candidates
- ✓ 14th February 2025 : signature of collaboration agreement between ANIA and the selected agency and start of collaboration
- ✓ 1st March 2025 : program start

Due to strict timeframe, agencies are advised not to wait until notification of preselection results to prepare their oral presentation for auditions.

5. PRESELECTION CRITERIA AND SELECTION CRITERIA

The selection will be done by a jury composed of members of ANIA's staff involved in the implementation of the project. Other personalities may complete the jury (administrators, representatives of member federations).

Preselection criteria:

1. Financial viability (yes/no, eliminatory)
2. Respect of the overall budgetary envelope (overrun of total budget eliminatory)

Selection criteria:

1. Quality and coherence of the evaluation criteria (40 points)
2. Experience with EU/1144/2014 export promotion programs (20 points)
3. Experience with the food and beverage industry and South Korean market (20 points)
4. Qualifications of the evaluation team (20 points)

A minimum score of **70** will be required for selection.

6. CONTACTS

Valentine RICHARDOT, Export and International projects manager (vrichardot@ania.net ; +33 (6) 81 07 57 11) remains available to answer any questions agencies might have.