

## **INFORMATION ON EUROPEAN UNION (EU) MARKETS**

Market opportunities in the EU for developing country exporters lie in the production of tropical and subtropical products (exotics), which are hardly or not at all grown in the EU, and in the production of organically grown products.

For information on current CBI Programs and training & seminars, and for downloading market information and CBI News Bulletins, please refer to <http://www.cbi.nl>

For information about European non-tariff trade barriers visit access Guide, CBI's database on at <http://www.cbi.nl/accessguide>

Germany, France, the United Kingdom, Italy, Belgium, Spain and the Netherlands. are the largest importers of selected preserved fruit and vegetables. The first four countries are also the largest consumer markets in the EU, while Belgium and the Netherlands are important processing and transit trade countries for preserved fruit and vegetables.

Besides the seven selected countries, attention is paid to the new EU countries Poland, Czech Republic and Hungary. These countries have a sizeable food processing industry and are thus important for exporters in developing countries.

### **EU market access requirements**

Exporters in developing countries wishing to penetrate the European Union markets will have to comply with several access requirements. Apart from import tariffs and quotas, the non-tariff trade barriers play an important role, as there are food legislation requirements as well as requirements set by the market itself. Exporters can check relevant non-tariff barriers for preserved fruit and vegetables by going to <http://www.cbi.nl.accessguide>. First, you can register, then go to 'quick search' and select what you need under 'product group'. You will find information on EU requirements for product safety, consumer health, as well as requirements dealing with environmental issues and social standards.

### **ISO 9000**

The ISO 9000 standards for quality management provide a framework for standardizing procedures and working methods from purchasing to processing, quality control, sales and administration. For further information, please check access guide and the website of ISO: <http://www.iso.ch>

### **Products prices in the EU markets**

The prices are determined by market conditions; individual exporters cannot influence the price levels. Margins for the exporter depend on his price setting at one side and his cost price on the other hand. Part of his costs depends on the payment and delivery conditions, which the exporter agrees with his trading partner in the EU. Sources to check for price information (dried fruit) are:

The public ledger <http://www.public-ledger.com>  
Food news <http://www.foodnews.co.uk/commodity>  
Market news service <http://www.intracen.org>

### **Payment terms in the EU markets**

Exporters who aim to supply EU markets will invariably be faced with longer payment terms. Usually, trade partners will wait with payment until they have inspected the goods upon arrival in their warehouse against the approved samples they received. Depending on the shipping period, the exporter can easily face a period of 6-12 weeks after production of the goods before he/she receives payment of the invoice. The interest he/she loses should be calculated into his cost price. This is especially important for countries, which charge high interest rates.

### **Delivery terms in the EU markets**

Delivery terms should be based on the INCOTERMS 2000 issued by the international chamber of commerce (ICC). For full details on the incoterms, please check the ICC's website <http://www.iccwbo.org/incoterms/preambles.asp>

### **Tariffs and quotas**

In general, all goods entering the EU are subject to import duties. The level of tariffs depends on **country of origin** and **product**

*For Tariffs, taxes, quota and other trade barriers in the EU market visit*

[http://europa.eu.int/comm/taxation\\_customs/customs/information\\_notes/tariff/combined\\_en.htm](http://europa.eu.int/comm/taxation_customs/customs/information_notes/tariff/combined_en.htm)

For EU customs and taxes visit

[http://europa.eu.int/comm/taxation\\_customs/databases/quota\\_en.htm](http://europa.eu.int/comm/taxation_customs/databases/quota_en.htm)  
[http://europa.eu.int/comm/taxation\\_customs/index\\_en.htm](http://europa.eu.int/comm/taxation_customs/index_en.htm)

**For all Non-tariffs, trade barriers: legislation and market requirements**

Visit <http://www.cbi.nl/accessguide> with links to other relevant websites.

### **Codes of conduct**

European Codes of Conduct can be found at <http://www.euroispa.org/coc.html>

### **Market information**

For the latest trends in European consumer markets visit

<http://www.eurofound.eu.int/publications/files/EF0149EN.pdf>  
<http://users.fmg.uva.nl/jrath/publicat.htm>

<http://www/eu-ldc.org>

This website provides information, analysis, and views on trade, investment and aid between the EU, its member states (EU), and developing countries (LDC) and covers themes such as World Trade Organization and EU enlargement.

For Food safety issues visit <http://europa.eu.int/comm/food>

For EU food import rules visit <http://www.useu.be/agri/fairs.html>