MARKET RESEARCH

Thai Functional Foods in the Spanish Market

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CONTENT

This market study analyses the opportunity for Thai functional food products in the Spanish market and provides industry and market insights for a successful entry into this product segment. The objective of this report is to provide guidelines for the introduction of Thai functional foods in Spain.

The report is divided into four strategic segments, each with customised content which includes information, data and statistics that have been selected as to provide in-depth perspectives of the Spanish market and effective methods to penetrate the market.

1. Functional Foods Market Research in Spain

This chapter aims to provide an overview of the health food situation in Spain and the opportunities for Thai functional foods in this market.

Functional food sector has great potential for growth and development, especially as the Coronavirus crisis has caused people to re-evaluate their diets. Yet, to be successful in commercializing it in Spanish market, it is necessary to analyze important aspects, including consumer trends and preferences, the evolution of the Mediterranean diet, potential functional foods in the Spanish market and the strengths and weaknesses of these products.

Thailand grows and exports functional food products that are in high demand in the Spanish market: ginger, turmeric, moringa, jackfruit, mangosteen, rice flour or coconut products (coconut milk, coconut oil, coconut cream, coconut sugar). There is also a good prospect for herbs, novelties, curative foods, vegetables and roots used in gastronomical traditions, millenary medicinal plants, etc.

1.1 Market Evolution

FUNCTIONAL FOOD CONCEPT

Functional food concept was born in the 1980s in Japan and refers to foods that improve physical and mental health and reduce the risk of disease.

There is no specific regulation on functional foods in Spain and no single definition for this food group. According to FESNAD (Spanish Federation of Nutrition, Food and Dietetics Societies), functional foods are “foods that in addition to providing nutrients have been scientifically proven to have a beneficial effect on one or more functions of the body, improving health and well-being. Moreover, these foods play a preventive role by reducing risk factors for disease”.[1] According to the OMC (Spanish Medical Association) functional foods are “foods that are consumed as part of a normal diet and contain biologically active ingredients, which offer health benefits and reduce the risk of chronic diseases”.[2]

Functional foods and drinks typologies

- **Natural foods and beverages:** foods that in their natural state provide vitamins, minerals, fibre, antioxidants, essential fatty acids, etc.

- **Fortified foods and beverages:** foods that have been processed by adding or augmenting biologically active components with specific health-enhancing functions such as protein, fibre, Omega-3, calcium, etc.

- **Foods and beverages with removed or reduced components:** foods with harmful components removed or reduced such as sodium, sugar, lactose, etc.

[1] “FESNAD functional food definition” https://www.fesnad.org/resources/files/Publicaciones/guia_alimentos_funcionales.pdf
[2] “OMC functional food definition” file:///C:/Users/34635/Desktop/gbpc_alimentos_funcionales.pdf

- **Foods and beverages with component variations or substitutions:** foods with harmful components replaced by components with beneficial effects.

There are several concepts closely related to functional foods seeking also to promote health and enhance people's physical and mental well-being: nutraceutical compounds, food supplements or dietary supplements and medicinal plants. Frequently, the line between these terms is very narrow and they can be lumped together.

Nutraceutical compounds: a combination of "nutrition" and "pharmaceutical" words. Nutraceuticals are natural bioactive substances in a food or parts of a food with a proven health benefit. They are usually presented in a non-food matrix (pills, capsules, powder, etc.).

Food supplements or dietary supplements: products containing ingredients beneficial to health, of both natural and synthetic chemical origin: vitamins, minerals, plant species, amino acids, extracts, concentrates, etc. They are generally presented in pill, capsule, tablet or liquid form.

Medicinal plants: plants used to regulate the organism and prevent different ailments. They have different properties and intensity of action depending on their format: herbal tea, capsules, glycerine macerate or essential oil.

There are two concepts to consider in the healthy food sector:

Superfoods: a marketing term for food (mostly plant-based) assumed to confer health benefits resulting from an exceptional nutrient density.

Ecological/Biological/Organic food: legally, they are synonyms and designate those foods or products cultivated respecting nature's own cycles, treated with natural pesticides and without genetic modifications.

For an imported product to be sold as organic, it must conform to equivalent standards as European Union produced goods. To ensure this, there are procedures that all importers must follow when they wish to market a product as organic. These procedures depend on where the goods have originated. Inspection and certification of most organic products is carried out by the national authorities of the country of origin. This is because arrangements for the imports of organic products are in place with these countries as their standards and control measures have been assessed as equivalent to those in place in the EU.[3]

SPANISH DIET

Traditionally, the Spanish diet has been the Mediterranean diet. A diet based on natural foods such as vegetables, fruit, legumes, nuts, fish, olive oil and eggs; as well as meat and dairy products in moderation. This has contributed to Spaniards being among the people with the highest life-expectancy in the world. However, since the 1980s and 1990s, the prevalence of the Mediterranean diet in Spanish households has been decreasing. This is due to a number of factors such as the proliferation of ready-made and processed products in supermarkets, the lack of time for cooking as a consequence of today's lifestyles, and women's entry into the world of work (previously it was they who did the cooking in the home).

This change in diet has increased the number of cardiovascular diseases, cancer, diabetes and kidney ailments. The main problem has been the decrease in fruits, vegetables and whole grains consumption and the increase of sugary drinks and foods, trans fatty acids, processed meat

and sodium. According to a study published in the European Journal of Epidemiology, in Spain more than 44,000 people die each year from cardiovascular diseases due to poor diet.[4]

Over the last five years, there has been a significant change in people's attitudes towards food in Spain. There has been a growing focus on conscious eating with two main objectives: health and sustainability. On the one hand, renewed emphasis has been placed on the Mediterranean diet and the consumption of local and seasonal foods. At the same time, functional foods and superfoods from other countries and cultures that were not previously common in Spain have become fashionable.

GROWTH FACTORS OF FUNCTIONAL FOODS IN SPAIN

Functional foods began to be introduced in Europe and Spain in the 1990s, obtaining a great success in the following decades. The main factor behind the increase in demand for these products has been the interest of consumers in the relationship between diet and health. However, there are other factors that simultaneously contribute to the growing interest in this type of food:

- **Demographic factors:**
  - Increase in life expectancy
  - Aging population
  - Concern for health and wellness

Experts point out that the longer the life expectancy at older ages, the greater the concern for quality of life and health maintenance.

- **Social factors:**
  - Sedentary lifestyle associated with work habits
  - Increased purchasing power
  - Increased awareness of the relationship between diet and health
  - Fitness lifestyle (sport + diet)
  - Rising healthcare costs

The increase in the economic level of the population makes it possible for consumers to seek their own well-being, once basic needs have been met.

- **Health factors:**
  - Increase in food allergies and food intolerances
  - Increased stress and anxiety
  - Increase in weight issues and obesity
  - Increase in chronic and degenerative diseases
  - Increased emphasis on disease prevention and reduction

Numerous epidemiological studies have shown that diet and nutrition are closely related to the development of pathologies such as cardiovascular diseases, obesity, diabetes, osteoporosis, anemia, cancer, etc.

In recent years, there has been a growing interest in alternative medicine as against the overuse of drugs. Preventive medicine through food is a more attractive option that allows consumers to take control of their own health.

CURRENT FUNCTIONAL FOODS SITUATION IN SPAIN

Mercasa (a public entity dedicated to the food chain) drafts every year a prestigious report analyzing data and trends in the Spanish food market. Conclusions of the Mercasa 2020 report on dietetic foods and functional foods:

- **Dietetic foods:** The dietetic products sector is very heterogeneous and difficult to quantify. However, it is estimated that the sector has an annual turnover of 1,100 million euros, 31% more than ten years ago. The consumption of dietetic foods and food supplements has grown significantly in Spain in recent years.

2020: 1.1 billion euros approx.
2017: 965 million euros approx.
2015: 835 million euros approx.

The demand is steadily increasing. At any rate, the consumption levels in Spain are still well below those of most other European countries. Some 45% of Germans consume diet foods on a regular basis, while in the case of the French the percentage drops to 30% and in the case of the inhabitants of the United Kingdom to 25%. In Spain, slightly less than 20% say that they consume or have consumed dietary foods in the last year.

In terms of sales volume, the main product categories, 39% of total sales in the dietary food sector, are food supplements, vitamins and minerals which are used in cases of deficiency: inadequate diet, intense sport, lack of sleep, stress, etc. High demand products include cookies, snacks and soy milk. In addition to food supplements, food for metabolic disorders (29% of sales) is the second most demanded,

[3] "EU organic regulation" https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/trade_en
[4] "European Journal of Epidemiology study" https://link.springer.com/article/10.1007/s10654-018-0473-x

followed by foods for low-calorie diets and herbal medicines.

- **Functional foods:** It is estimated that the healthy versions of foods sold in Spain worth around 1.1 billion euros a year and represent approximately 20% of the total volume of food sold.[5]

  In some sectors, functional foods seem to have reached their peak and their market is showing clear signs of maturity. In the case of functional yogurts, although sales are still strong (some 830 million euros per year), demand has slowed down. Something similar is happening with functional cereals, weighed down by general demand problems, in 2020 their sales fell below 124 million euros.

  On the other hand, there are sectors where the margin for growth remains wide. This is the case with milk, where the functional range is growing at a rate of around 4% per year. Within this segment, it is lactose-free milk that is showing the greatest dynamism. Growth in the cookies sector is slightly lower, in 2019 increased by 2% to around 225 million euros.[6] Functional cookies are the functional food with the highest presence on retail shelves and producers see plenty of room for growth in coming years. As for sliced bread, wholemeal references are growing at a rate of more than 1% per year.

WORLDWIDE GROWTH

The global functional foods market size is projected to reach 275.77 billion USD by 2025. It is anticipated to expand at a CAGR of 7.9% during the forecast period.[8] Europe is going to be one of the regions with the highest consumption due to one determining factor: Rise in geriatric population. Currently, Europe has the largest ratio of population aged 60 or over (around 25%).

The functional beverages segment, accounts for the largest share of growth. Functional beverages account for 45% of the entire market in value terms and 48% of the total.[7]

1.2 Demand Analysis

HEALTHY FOOD IN SPAIN

Spanish people are becoming more and more interested in functional and healthy foods. Google, in collaboration with the consultancy firms Kantar Worldpanel and Lantern, recently published a study relating to healthy and organic food in Spain.

The report reveals that terms related to healthy or organic food are the subject of 5.4 million searches per year in Spain, a year-on-year increase of 22.4%. On average, searches for this type of food are growing twice as fast as for general food (+13%), which registers 129 million searches per year. The study indicates that 74% of Spanish households believe people should have a healthy diet and 7.8% of the Spanish population over the age of 18 consider themselves vegetarian. As for their reasons, the most significant is health (45%), followed by medical (38%), aesthetic (17%) and environmental (16%) reasons.

Consumers of this type of product are six times more concerned with the quality of a product than with the brand itself and two times more focused on the price as on the brand itself, which indicates that they prioritise quality and price over brand reputation. These consumers tend to have higher than average purchasing power, although the efforts made by supermarket chains to adapt to this

[5] *Functional foods cover a wide range of products that are included in almost all food categories thus making it difficult to quantify with accuracy. Establishing a boundary between functional food products and other such as dietetic foods or food supplements is also not easy.*

[6] "Mercasa annual report 2019" https://www.mercasa.es/media/publicaciones/262/AEE_2019_WEB.pdf

[7] "Mercasa annual report 2020" https://www.mercasa.es/media/publicaciones/281/AEE_2020_web.pdf

[8] "Functional foods worldwide growth" ttps://www.reportlinker.com/p05767979/Functional-Foods-Market-Size-Share-Trends-Analysis-Report-By-Ingredient-By-Product-By-Application-And-Segment-Forecasts.html?utm_source=PRN

trend are driving consumption across a wider spectrum of the population.

In terms of the type of consumer showing most interest in healthy food, the typical profile is that of a young single woman with no children. In addition, there is a significant difference in this regard between people who have children and those who do not, with 72% of those interested not parents and 28% parents. If we look at the breakdown according to age group, we can see how the preference for this type of food is especially prevalent in the 25-44 age group (42%), followed directly by those aged 45-54 (19%) and 18-24 (17%). Geographically speaking, the regions most interested in healthy eating are Madrid (28%) and Catalonia (25%).[9]

ORIENTAL FOOD AND PRACTICES

The last ten years has seen a huge increase in the number of organic supermarkets, herbalists and health food shops in Spain, both physical and online. Many of these establishments stock a wide range of Asian products: seaweed, herbal teas, coconut water, kombuchas, etc. These Asian foods have become popular in Spain along with wellness practices of Eastern origin such as yoga, meditation, traditional Chinese medicine and Thai massage. More and more people are prioritising a leisurely lifestyle which is more conducive to a mind/body balance. They find this balance in oriental food and practices.

COVID-19

The healthy eating trend has become even more prevalent with the Coronavirus, with the pandemic making Spaniards more aware of the importance of healthy eating. Data provided by the Ministry of Agriculture, Fisheries and Food (MAPA in the Spanish acronym) on the consumption of fresh fruit and vegetables in 2020 confirms a significant growth in demand for these products during lockdown. In April 2020, the consumption of fruit and vegetables in Spanish households stood at 847 million kilos, 40% more than in April of the previous year.

Health has become top of mind for consumers and people is taking greater ownership of their health and putting a much stronger focus on preventative health measures. This opens opportunities for functional food that provide health benefits beyond basic nutrition. In particular, functional ingredients that help to boost immune support.

1.3 Import Analysis

Spain is a member of the European Union (EU) since 1st January 1986. The Spanish peninsular territory, the Balearic Islands and the Canary Islands form part of the European Customs Territory. Decisions affecting Spain's trade relations with non-EU countries are taken in accordance with the procedures provided for in European Union Law. Trade policy is an exclusive competence of the EU, which means that it is the EU, and not the individual Member States or Autonomous Communities, which legislates on trade issues.[11]

The Single European Market consists of a territory without internal barriers or obstacles to the free movement of goods, services, establishment, workers or capital. One of the fundamental pillars is the free movement of goods,

[9] "Google report 2019" https://drive.google.com/file/d/101WQIRWMJhaSSxCcG5cH4zzN0RgRgu7r/view

[10] "Freshplaza article about healthy food during lockdown in Spain" https://www.freshplaza.es/article/9247925/el-consumo-de-frutas-y-hortalizas-en-espana-se-disparo-en-abril-y-mayo/

[11] "Spain's trade relations" https://comercio.gob.es/PoliticaComercialUE/Paginas/index.aspx

which guarantees free trade within the EU and involves the removal of all the trade barriers between the Member States. This also includes tariff-based restrictions or different custom duties and restrictions on quantities imported or exported.

The EU manages trade relations with third countries in the form of trade agreements. They are designed to create better trading opportunities and overcome related barriers.[12] Under these agreements, goods from these countries receive preferential treatment on entry into the European Union, often involving the reduction or total exemption from customs duties. The EU has trade agreements in force with 72 partners around the world.[13]

There is no specific trade agreement between the EU and Thailand, although the resumption of a Free Trade Agreement (FTA) negotiations is awaited. Thailand's trade policy is within the framework of the World Trade Organization (WTO) and Association of Southeast Asian Nations (ASEAN). Thailand has been a contracting party to the General Agreement on Tariffs and Trade (GATT) since 1982 and has been a founding member of the World Trade Organization since 1st January 1995.

Negotiations on a trade agreement between EU and Thailand were launched in March 2013 and four rounds took place until April 2014, but no further FTA negotiating rounds have been scheduled. In the conclusions it adopted in October 2019, the European Council stressed the importance of taking steps towards the resumption of negotiations on an ambitious and comprehensive trade agreement with Thailand.

IMPORT OF THAI FUNCTIONAL FOODS INTO SPAIN AFTER A FREE TRADE AGREEMENT BETWEEN THAILAND AND EU

A trade agreement between Thailand and the EU would benefit both parties and would boost export of Thai functional foods into Spain as well as enhance mutual trade and investment opportunity. Amongst the advantages for Thai functional foods would be:

- Elimination of tariffs for Thai functional foods and open services markets in Spain.
- Easing administrative procedures for Thai functional foods importers.
- Assistance from the EU institutions to smaller Thai companies specialising in functional foods to understand and access trade benefits.
- Promotion of norms and standards that facilitate trade from Thailand to Spain, and greater consistency in the rules for imports of Thai functional foods.
- Joint monitoring between the EU and Thailand to prevent and address potential trade barriers to Thai functional foods.
- Direct communication and information exchange to keep up o date on each other's legislation on functional foods.

With the abolition of customs duties, Spanish importers would reduce expenses in introducing and promoting Thai functional foods in the Spanish market, this hypothetical situation would encourage even more imports of these products. Moreover, Thai functional foods would have an advantage over the competitors, particularly those that do not have a free trade agreement with the EU.

1.4 Customer Preferences

Current consumer trends and preferences in Spain with regard to foods revolve around the concepts of healthy eating and wellness, sustainability and social responsibility:

EXPORTS FROM THAILAND TO SPAIN

Total exports from Thailand to Spain in 2020 amounted to 501.7 million euros, (pre-pandemic in 2019 at 667.9 million euros).[14] Of these figures, 65.2 million euros corresponded to agriculture products and non-alcoholic drinks.[15]

[12] "EU trade agreements" https://www.consilium.europa.eu/en/policies/trade-policy/trade-agreements/

[13] "EU trade agreements in force" https://op.europa.eu/webpub/com/eu-what-it-is/en/index.html

[14] "Exports Thailand to Spain" https://estacom-est.icex.es/estacom/desglose.html#

[15] "Exports agriculture products and non-alcoholic drinks Thailand to Spain" https://estacom-est.icex.es/estacom/desglose.html#

• **The consumption of healthy, fresh and seasonal foods.** Consumers are increasingly aware of the importance of food, of providing their bodies with healthy, unprocessed foods such as seasonal fruit and vegetables.

• **Grilled, raw and boiled foods.** The way food is cooked impacts its composition and nutrients, and people now prefer gentler cooking methods that affect its properties as little as possible.

• **Alternatives to sugar.** It has been shown that refined white sugar is harmful to health, and some of the processed foods in supermarkets contain large quantities of it. There is a growing trend towards healthier alternatives such as plant-based sweeteners.

• **Non-dairy drinks.** Non-dairy milks such as almond milk, rice milk, oat milk, etc. have experienced great success in recent years and more consumers are opting for them.

• **Gluten-free:** There are more and more people with coeliac disease and food intolerances, and there is a great commitment to food, supermarkets and restaurants that offer gluten-free products.

• **The integration of functional foods from foreign countries**. There is a trend towards incorporating functional foods and superfoods from around the world into our diets, which can bring significant benefits to our bodies. Consumers wish to lead healthy

lifestyles and are very receptive to these products.

• **Back to the origins.** Tradition, grandmothers' recipes and going back to the way people used to cook in the past is in fashion. For a few years, fusion and avant-garde cuisine was popular whereas nowadays people are keen to rediscover the simplicity of local produce.

• **A preference for domestic and local suppliers.** There is a strong emphasis on domestic produce and local markets as a way of reducing our carbon footprint and boosting the agricultural economy, which is often located in sparsely populated regions. “Zero Kilometre” or “Farm to Table” are trends considerably integrated into consumers' mentality, these concepts refer to local and seasonal produces that arrives fresh and without intermediaries.

• **An increase in flexitarian diets and reduction of animal protein consumption.** For both health and environmental reasons, consumers are aware of the need to reduce their meat consumption and alternatives such as synthetic meat are emerging. In Spain, jackfruit, which is offered as a substitute for pulled pork, is gaining in popularity as part of this trend. In addition to its protein content, it has a similar texture to meat.

• **A preference for ethical, transparent brands with social initiatives.** Consumers are not only looking to buy a product, but they are also looking to help and to support brands that have an impact on society and contribute to protecting the environment and reducing social injustice.

• **Packaging made from recyclable and reusable materials.** Consumers are demanding innovative forms of packaging that facilitate the recycling, reuse or even consumption of containers. In terms of materials, biodegradable and non-plastic materials are preferred.

1.5 Perception of Functional Foods Products

Functional food perception in Spain has been very positive, with consumers increasingly open to trying new products and integrating them into their daily diet. Over the past ten years, the Spaniards' interest in healthy products from other continents, particularly food supplements and medicinal herbs, have been increasing.

Functional foods offer health benefits that extend beyond their nutritional value. Therefore, they are well perceived for the properties that help solving and responding to the physical and mental health problems of today's society without being invasive and having side effects: products that include probiotics, added vitamins or natural ingredients such as ginger, rich in antioxidants and traditionally used as a home remedy, are currently being sought out by consumers.

The concept of gut-healthy has gained in popularity, opening growth opportunities for functional products with fibre, pro- and prebiotics to support a healthy gut. Fermented products that naturally contain beneficial bacteria such as kefir and kombucha have seen staggering success. Functional foods that help consumers to relax or to enhance their mood are performing well, anxiety and stress problems have increased with the pandemic.

Some of the predominant diets in Spain include functional foods such as the Keto diet that seeks to replace wheat and carbohydrates with seeds and flours from ancestral grains or the Macrobiotic diet that recommends cereals such as rice, quinoa, millet or oats.

Other emerging trends within functional food include products with energy-boosting properties that help consumers to be focus, sleep-friendly ingredients that aid sleep and edible beauty with ingredients such as collagen linked to hair, skin and joint benefits.

40 FUNCTIONAL FOODS/PRODUCTS WITH GREAT POTENTIAL IN THE SPANISH MARKET

1. **Ginger**
2. **Turmeric**
3. Kombucha
4. Matcha
5. **Moringa**
6. **Ginseng**
7. Mushrooms: reishi, shiitake, maitake
8. Kale
9. Maca
10. Açai
11. Seaweed: spirulina, chlorella, kombu, wakame
12. Quinoa
13. Cocoa
14. Avocado
15. Aloe Vera
16. Nuts and Nuts milk: almonds, cashews, pistachios, macadamia nuts, Brazil nuts
17. **Jackfruit**
18. **Mangosteen**
19. Kefir
20. Rice Vinegar
21. Guten-free flours: **rice flour,** almond flour, arrowroot flour
22. Seeds: chia seeds, flax seeds, poppy seeds, sesame seeds, amaranth seeds
23. Ancient grains: spelt, khorasan, kamut, millet, barley, teff, oats, and sorghum
24. Honey, Pollen, Propolis and Royal jelly
25. **Coconut: coconut milk, coconut oil, coconut cream, coconut sugar**
26. Daikon Radish
27. Chai tea
28. Horsetail Herb
29. Ashwagandha
30. Echinacea
31. Evening Primrose Oil
32. Prebiotics and Probiotics
33. Collagen
34. Xylitol and Erythritol
35. Tryptophan
36. Melatonin
37. Vitamin D
38. Magnesium
39. Omega-3
40. Iron

1.6 Opportunities and Recommendations

The following is an analysis of the strengths, weaknesses, opportunities, threats and recommendations of Thai functional foods in Spain.

STRENGTHS:
Right time for healthy food. This is a perfect time for raising awareness, marketing and selling Thai functional foods in Spain. Functional and healthy cooking is increasing in popularity and a trend that has gradually become a lifestyle choice.

Price. The demographic segment for functional foods consumers in Spain is especially prevalent in Generation X (41-56 years old), Millennials (25-41 years old) and Generation Z (18-24 years old). The main profile are women (63%) and men (37%) living in big cities, with no-children (72%). These groups of consumers have a high purchasing power and do not mind paying more for food that relates to health and wellbeing.[16]

Oriental products recognition. Oriental products are increasingly popular in Spain and more and more people are consuming them regularly. Oriental functional foods are connoted mostly with preventative medicine and physical and mental balance.

WEAKNESSES:
Regulatory aspects. A lack of thorough understanding of laws and regulations regarding functional food specifically on health claims and labelling.

Distributors/Importers. A lack of established networks between Thai suppliers and Spanish importers.

[16] "Functional food profile consumer" https://www.infosalus.com/nutricion/noticia-espana-cada-vez-mas-healthy-son-busquedas-alimentacion-google-20191106135305.html

Consumer's preference. A lack of in-depth knowledge about the products preferences of Spanish consumers.

OPPORTUNITIES:

Variety of products. Thai products, particularly vegetables, fruits, medicinal herbs and plants and beverages have a high potential in Spain for their nutritional properties and health benefits. In addition, Spanish distributors are looking for new products from Eastern cultures that are part of their traditional cuisine and medicine.

"Brand Thailand". Thai products that have already been available in the Spanish market are highly regarded by Spanish consumers for their high quality, standard and taste. Coupled with the good image of Thailand as a favourite travel destination for Spaniards, Thai products can have a strong presence in the functional foods segment.

Solid business relationships. In the past decade, Spanish business people continuously increased their trade and investment relationship with Thailand.

THREATS:

Competitors. There are many global suppliers of functional foods which may have some advantages in terms of price (resulted mostly from logistics cost) and shorter delivery time, especially those in South America that have trade agreements with Spain and shorter distances.

European protective measures. The European Union applies strict rules and regulations on food products and products for human consumption. If a consignment of food poses a serious risk to human health, the European Union may, depending on the gravity of the situation, suspend imports of products from all or part of the exporting country.

Local and domestic suppliers. The consumption trend is heading towards local and national products as to conform to the major global trend especially environmental aspects.

RECOMMENDATIONS:

Properties and health benefits. Thai manufacturers should place importance on research and development (R&D) and in using technology in the supply chain as they are amongst crucial aspects of functional foods. Research conducted by internationally-accepted organizations or clinically-proven report regarding health benefits or special properties are highly recommended as they can help boost the image and acceptance of Thai functional food products in Spanish market. In addition, Spain is one of the world's leader of food tech and innovation. Therefore, collaboration with related organizations will give competitive edge to Thai manufacturers. (See Annex 1)

Design and Packaging. Functional foods are synonymous with modernity, sustainability and innovation. Minimalist and careful product design and packaging made of recyclable or environmentally friendly materials are recommended.

***REGULATION (EC) NO 1924/2006**

It is very important to acknowledge Regulation (EC) No 1924/2006 about European Union rules on nutrition and health claims.[17] This regulation is the legal framework used by food business operators when they want to highlight the particular beneficial effects of their products, in relation to health and nutrition, on the product label or in its advertising.

The objective of those rules is to ensure that any claim made on a food's labelling, presentation or advertising in the European Union is clear, accurate and based on scientific evidence. Food bearing claims that could mislead consumers are prohibited on the EU market. The rules of the Regulation apply to nutrition claims (such as "low fat", "high fibre") and to health claims (such as "Vitamin D is needed for the normal growth and development of bone in children").

This not only protects consumers, but also promotes innovation and ensures fair competition. The rules ensure the free circulation of foods bearing claims, as any food company may use the same claims on its products anywhere in the European Union.[18]

[17] "Regulation (EC) No 1924/2006" https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02006R1924-20141213

[18] "Nutrition and health claims European Union rules" https://ec.europa.eu/food/safety/labelling_nutrition/claims_en

2. Distribution Channels and Networking Analysis

Food distribution is one of the most important links in the agro-food sector. It facilitates the marketing of food and at the same time brings the producing and industrial sectors into contact with the consumers, who are the last link in this chain.

In order to market Thai functional foods in Spain, it is necessary to know the general characteristics of food distribution in the Spanish market as well as the specific distribution channels in which these products best fit.

The specific distribution channels for Thai functional foods that will be studied in this research are:

- *Functional food distributors*
- *Modern trade (supermarkets, hypermarkets, etc.)*
- *Distributors for HORECA and Food Service Industry*
- *Fruits & tropical fruits distributors*
- *Healthy and organic distributors*
- *Asian food distributors*
- *Mercas (wholesale markets for fresh/food products in Spain)*
- *E-commerce and online platforms*

In an Annex 2 of this market research, information of different Spanish distributors, supermarkets and online platforms for the marketing of Thai functional foods is developed in more detail.

FOOD DISTRIBUTION IN SPAIN

Spain has a network of food establishments consisting of more than 24,300 supermarkets and hypermarkets, and 30,000 traditional shops.[1] According to the Ministry of Agriculture, Fisheries and Food of Spain, in 2019, out of the almost 1,700 euros that each Spaniard invests annually in food for their home, practically 75% corresponds to purchases made in organised large-scale distribution, basically supermarkets, hypermarkets and discount shops; the remaining 25% are purchases in specialised retail outlets, local markets, street markets, and even online. Therefore, large- scale distribution, in general, absorbs 1,268.8 euros per person per year.

In relation to sales establishments, the supermarket is the preferred channel for Spanish consumers to make their purchases, representing 48.2% of food product purchases. In second place are discount shops, with 15.4% of the total volume of purchases. Traditional shops have a weight of 13.8% of total purchases. However, in fresh foods, the role of the traditional shop has increased (29.9%). On the other hand, e-commerce shows significant growth, both in fresh food and in the rest (+18% in total).

[1] "ASEDAS article" http://www.asedas.org/asedas-reivindica-el-papel-esencial-de-la-distribucion-alimentaria/

COVID-19

All distribution channels increased sales during the lockdown. Spaniards have shown their preference for supermarkets, with almost 50% of purchases. The traditional shop was the second most chosen place, 15.2% share and 30% growth. Internet sales rose significantly, 92% in volume and 114.5% in value.[2]

DISTRIBUTION CHANNELS FOR THAI FUNCTIONAL FOODS IN SPAIN

The channels selected in this study have been chosen after an exhaustive analysis of the current distribution sector in Spain. The aim of this categorisation is to reach the largest possible number of consumers, distributors with different specialization as well as hotel, restaurant, and catering (HORECA) and food service industry throughout Spain, using coherent and strategic criteria.

The following parameters have been considered in the selection process:

- The type of products.
- The establishments, supermarkets, distributors, HORECA and food service industry, and platforms operating in Spain with the largest market share.
- The establishments supermarkets, distributors, HORECA and food service industry, and platforms operating in Spain with the greatest distribution-logistical capacity.
- The establishments, supermarkets, distributors, HORECA and food service industry, and platforms operating in Spain which are the best fit for these products.

Some tips for a successful contact with distributors in Spain.

- Like any other clients, Spanish importers and distributors are looking for serious and reliable suppliers for long-term business relationships.
- Study the strategy and product line your prospect clients are looking for and customize a presentation according to their needs.
- Provide detailed information about your products. It is recommended to have an expert, be it R&D or communication manager to give further information on your products to clients in case it is needed.
- Face-to-face meetings are important for building strong trade relationships. Videoconference has become a main platform to do so while the meeting in person is limited during COVID-19. Interpersonal relations are crucial.
- Invite your prospect clients to Thailand to visit the plantations, factories, or production sites of your products.
- The use of English language has become prevalent in Spain, especially when conducting business. Yet communicating in Spanish could give a better negotiating position.

Distribution channels for Thai functional foods in Spain:

- **MAIN FUNCTIONAL FOODS DISTRIBUTORS ANALYSIS**

  In the last decade, functional and dietetic food sector in Spain composed mostly of small companies related to para-pharmacy and medicinal herbs. Good market prospects led to a large number of new entrants appearing nowadays.

  Currently, the dietetic and functional food producers and marketer's business sector is made up of more than 650 groups, mostly of medium to small size. Large groups and multinational companies are increasingly joining this trend, offering these products in their shops or opening themed supermarkets for healthy or organic food. It is estimated that 70% of functional and dietetic products are sold on the large food chains shelves, and this percentage is growing every year.[3] The main distributors of functional foods in Spain supply herbalist

[2] "Food consumption report in Spain 2019-2020" https://www.mapa.gob.es/es/prensa/ultimas-noticias/los- alimentos-frescosvariados-y-de-proximidad-marcaron-el-consumo-de-los-hogares-en-2019-seg%C3%BAn- planas/tcm:30- 540265#:~:text=Durante%20el%20a%C3%B1o%202019%2C%20el,de%20consumiciones%20en%20t%C3%A9rminos%20generales.
[3] "Mercasa food report 2020" https://www.mercasa.es/media/publicaciones/281/AEE_2020_web.pdf

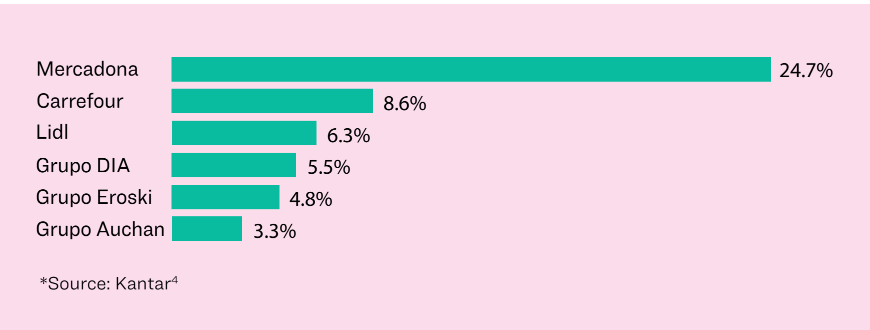
chains and dietetic shops such as Herbolario Navarro or Herbolarios Doemi.

- **SUPERMARKETS ANALYSIS**

MAJOR SPANISH SUPERMARKETS:

In Spain the most popular shopping channel is the supermarket. There are currently 316 supermarket companies in Spain, a figure that drops to 144 if those with fewer than five shops are subtracted.

Food distribution in Spain is highly concentrated: six operators control 52.5 % of the market. These operators have significant influence in the Spanish market: some of them, such as Mercadona, has a market share of up to 24%. This means that out of every 10 euros spent on food in Spain, 2.4 are spent in this supermarket.



Spain's leading supermarkets incorporate healthy and waste-free products on their shelves, responding their consumers demands. Within this healthy food, the retailers give pride of place to organic products.

Many of these supermarkets have created their own private label organic products such as Carrefour with Carrefour Bio, Lidl with Bio Organic, Aldi with Gutbio, El Corte Inglés with La Biosfera, etc.

Organic food brands prices in large supermarkets are more competitive than in specialised chains. According to Mercasa report's on Bio-sustainable food in 2018, 72% of consumers of organic products say that they shop in non-specialised chains. They buy organic products at large supermarkets instead of specialised chain for convenience and proximity.[5]

In order to become a supplier to one of these supermarkets, it is essential to present a different product that appeals to the head office. A good product, quality and innovation are key factors. When making a product proposal to one of these groups, it is recommended that you do research on each of them in advance and personalise the presentation to be sent, adapting it to their policy or strategic line:

- Research each supermarket, its strategic line, and departments.

[4] "Distribution market shares in Spain" https://www.kantar.com/es/campaigns/cuotas-de-mercado-de-la- distribucion
[5] "Bio-sustainable food report"

- Analyse the group's position in regard to corporate social responsibility and sustainability.

- Design a customised presentation based on the values and objectives that each supermarket is focusing on at the time.

- Before becoming partners, the two parties will need to engage in a negotiation process. During this stage, you will need to:

    - Study the financial terms and legal requirements in depth.

    - Clearly and concisely set out everyone's responsibilities, delivery times and logistics.

    - Negotiate prices and quantities.

REGIONAL SPANISH SUPERMARKETS:

Regional supermarkets in Spain have a 15% market share. Thus, the five major Spanish supermarkets together with the regional supermarkets account for 67% of all food sold in Spain. The market share of regional supermarkets in Spain is 15% of the total (behind only Mercadona). Regional supermarket chains have seen increased sales in recent months, characterised by lockdowns and the pandemic, which has strengthened their market share. Many of them are among the top three best-selling chains in their respective regions and have already spread to other Autonomous Communities. In no other country in Europe do regional channels have such a large market share.

These regional supermarkets buy their products from buying centres. The largest buying centres in Spain, which include almost all regional supermarkets, are IFA and Euromadi Group.

To create business relationships with regional supermarket buying groups, it is recommended to follow the same steps as with supermarkets but taking into account these groups variety and versatility. Its points of sale come in all sizes, from convenience stores to large supermarkets, in small towns and large cities.

- **IMPORTERS AND DISTRIBUTORS IN HORECA AND FOOD SERVICE INDUSTRY**

Healthy eating trend also extends to HORECA and food service industry in Spain. According to market research by El Tenedor (an online restaurant platform), 85% of consumers pay attention to healthy options in restaurants. For many respondents, it is increasingly important for restaurants to offer healthy dishes (72.5%), to use organic products (33%), to know the origin of the food (21.5%) or to have food for allergic or intolerant people (20%).[6]

Healthy food restaurants and chains are on the rise. Mainly in big cities: Madrid, Barcelona and Valencia. Honest Greens, Flax & Kale or Faborit fresh bar are some of the most successful.

Specialised catering distributors are aware of sector's demands and are making a big commitment to healthy and functional food. These distributors are mainly interested in beverages, dry foods, superfoods and infusions.

[6] "Restauración News article" https://restauracionnews.com/la-opcion-veggie-y-la-comida-saludable-dos- tendencias-en-espana/

- **IMPORTERS AND DISTRIBUTORS SPECIALISED IN FRUITS AND TROPICAL FRUITS**
  In Spain, there are large groups of fruit companies and some of them have an import department specifically for tropical fruit.

  Tropical fruit sector in Spain offers a great business opportunity, consumers and restaurants are increasingly demanding this type of fruit but there is still a long way to go, many tropical fruits and their properties are unknown to the general public.

  Deadlines and timings are essential for fresh tropical fruits. Spanish fruit distributors are looking for serious and reliable suppliers for long-term business relationships. The majority of them buy these fruits from importers in the Netherlands, but they would be willing to get new suppliers and bring the fruits directly to Spain, if delivery times are guaranteed.

  Important recommendations for fruit distributors in Spain, which could also be applicable to other groups of distributors:

  - Hire a Spanish-speaking person to negotiate agreements and delivery dates as in general, fruit distributors in Spain do not speak English. (Large groups with import departments do speak English).

  - Sign contracts setting deadlines and timings. This will give confidence to Spanish distributors, especially for the first shipments.

  - Establish the product quality in the contract and send samples of fruits.

  - A container for a single distributor may be costly, sending several orders together if possible would be a more cost-effective option.

- **IMPORTERS AND DISTRIBUTORS SPECIALISED IN HEALTHY AND ORGANIC FOOD**
  More and more organic products are being consumed in Spain. In 2019, five million euros were spent on organic food and annual per capita spending has doubled in four years, now stands at 42 euros per person per year.[7] This has led to an increase in chains of shops and supermarkets specializing in healthy and organic food, such as Veritas, Naturasi and Carrefour Bio (a themed supermarket selling only organic). These organic supermarkets are mainly in big cities: Madrid, Barcelona and Valencia.

  There is a wide variety of healthy food distributors, with their own focus on a specific aspect: organic food, healthy drinks, powdered foods, fresh foods, infusions, etc. It is necessary to know each distributor in order to offer the products that can best fit its specialization.

  The presentation of products to be sent to this group of importers and distributors should include a list with properties and health benefits of the products, as well as data about sustainability crops information, recyclable materials, R&D research or scientific tests supporting its benefits.

[7] "Ecologic food article" https://www.agrodiario.com/texto-diario/mostrar/1964345/crisis-sanitaria-podria- aumentar-consumo-alimentos-ecologicos

- **IMPORTERS AND DISTRIBUTORS SPECIALISED IN ASIAN FOODSTUFFS:**
  Asian cuisine and products are in great demand in Spain and more and more distributors specialising in oriental food are emerging. Some of these companies are also importers and are interested in a wide range of products, from health and functional foods to sauces and spices.

  Big importers of Asian food products and grocery also own Asian supermarkets. Products offered by these distributors showcases novelties and trends of oriental food. Reaching commercial agreements with these companies is key for Thai functional foods as they also distribute HORECA and food service sector.

  Most important points for these distributors are quality and prices. A good presentation and a technical data sheet can be the best business card.

- **MERCAS**
  Spain has a network of large markets throughout the country that have positioned themselves as major players in wholesale distribution. These platforms are a guarantee of quality, sanitary inspection, innovation, safety, cleanliness, waste treatment, etc. and they generate excellent synergies when it comes to comparing prices, which is extraordinary for suppliers, customers, etc.

Thanks to these platforms, and although it has been disappearing in many European countries, there is considerable small and medium-sized food trade in Spain (supplied bythe Mercas network). With these platforms, it is possible to reach retailers in Spain's main strategic cities because almost all retailers use these platforms to source fresh products.

Mercasa is a Spanish public company that provides a public service to the entire food chain through its Mercas Network, especially at the wholesale level of fresh food, but also to the retail trade in all its forms and to the hotel and catering trade.

Since its creation in April 1966, Mercasa, together with the respective local councils, has promoted and managed the Mercas Network, which is made up of 24 food units for wholesale distribution and logistics services, covering the whole Spain.

The overall surface area of the 24 Mercas is more than seven million square metres, of which around one million are net surface area of Mercas and more than two million correspond to the Complementary Activities Areas. More than 3,300 companies operate in these structures, of which around 2,200 are wholesalers, channelling around nine million tonnes of fruit, vegetables, fish, seafood, meat and other products every year.

The Mercas Network receives more than 80,000 people daily, generating more than 100,000 transactions every day. Of the total volume of distribution, 6.2 million tonnes correspond to fruit and vegetables, a further 785,000 tonnes to fish and seafood, 880,000 tonnes to meat and 220,000 tonnes to other non-perishable food products. The result is the provision of fresh, healthy and quality food to more than 30 million people.[8]

[8] "Mercas structure" https://www.mercasa.es/red-de-mercas

Most “Mercas” have a search engine to find companies and products. This is a good tool to find interested companies in a certain food, especially vegetables and fruits. Moreover, some “Mercas” have lists with the price range of that product in the last months.

Functional foods in Mercas:
Mercabarna has launched Biomarket in December 2020, the first wholesale market for organic food in Spain and the largest in Europe in terms of concentration of fruit and vegetable companies. It mainly sells fruit and vegetables, although there are also companies that sell organic multi-products (pulses, drinks, dried fruit and nuts, etc.). With Biomarket, companies that sell organic foodstuffs are concentrated in a single space, which facilitates the distribution of products to the retail and catering trade.[9] This channel could also be an option for Thai products to reach consumers looking for best quality products for their health.

- **E-COMMERCE AND ONLINE PLATFORMS ANALYSIS**

  In Spain, online sales of food continue to have a lower penetration than in other categories. About 20% of households buy food online at some point, far lower from the 50% for fashion, travel or tickets. However, the online food sales have risen sharply during the pandemic and a new consumption pattern has been established. ASEDAS's (Spanish Association of Distributors, Self-service stores and Supermarkets) report on the Observatory for the Evolution of E-commerce in Food (2020) points out that 31% of the Spanish population buys food online, 7% more than in the previous edition of the study, a year ago.[10]

  E-commerce major players in Spain are also the main supermarkets: Mercadona, Carrefour, DIA, etc. These supermarkets launched their e-commerce platforms for online sales including their functional and dietetic foods as well as their private label organic products.

  In addition to these supermarkets, there is one undisputed leader in the sector: Amazon.

  At the beginning of February 2021, the e-commerce giant Amazon decided to strengthen its commitment to food sales in Spain with the launch of its "Fresh" service. Amazon currently offers both dry and packaged food "pantry products" as well as fresh products: fruit and vegetables, meat, fish and bread.

  There are two fundamental aspects for a product to be successful on online platforms:

  - Branding: graphic design and photos must reflect the product's quality and values. Only high resolutions photos can be used.
  - Product description: right words defining the product must be chosen in order to get a good positioning.

[9] “Biomarket in Mercabarna” https://www.mercabarna.es/sectors-activitat/biomarket/en_index_3/
[10] “Online food shopping trend” https://www.efeagro.com/noticia/venta-online-alimentacion-sube/

3. Marketing and Communications Strategy

This chapter aims to define marketing and branding strategies for Thai functional foods products that will appeal to the target customer groups. The strategies will be based on the strengths of Thai products, especially the image on quality, variety, food safety and sustainability.

A series of recommended marketing and communication strategies as follows:

- *Purchasing managers, manufacturers and distributors strategy*
- *Chefs strategy*
- *Press and media strategy*
- *End consumers strategy*

Additionally, the most important food and gastronomy fairs in Spain are listed as these events are one of the most effective platforms for establishing trade networking and promoting a good image of Thai functional foods.

STRATEGY

For the introduction of Thai functional foods into Spain, a single message which is coherent and attractive, targeting distributors, chefs, purchasing managers, the press and the end consumers, is needed. This message must convey an image of quality, variety, food safety, innovation and sustainability, the values that Thai functional foods are attached to.

MESSAGE

Thailand is a country with a rich and wide variety of products. Its tropical and humid climate means that its monsoon forests, jungles and mangroves produce natural, healthy, exotic and fresh foods, reflecting the abundance of its nature and vegetation. These foods are, therefore, nutritional, rich in vitamins and unique.

Its tropical fruits, with their vivid colours and extravagant shapes, represent a feast of flavours. Thai fruits are not just a complement to its gastronomy, but a world in themselves. Varieties of fruits, for example, 200 species in mangoes alone, prove their diversity. Rambutan, pitaya, guava, longan, durian, jack fruit, santol, papaya, salacca are some examples of Thai fruits, rich in vitamins and with large quantities of minerals. Thailand is a global fruit powerhouse!

In addition, extracts of its fruits and plants are used to make healthy drinks with natural and refreshing flavours which offers great health benefits. For example, aloe vera water, coconut water, vitamin drinks, juices, etc.

The country has an age-old tradition in the cultivation of the grain, Thais are rice experts and Thailand is among the world's top exporters. One of the most precious varieties is jasmine rice, a long-grain, aromatic and silky rice that is notable for its purity. There are also new strains of rice with great health benefits as well as the property to help control blood sugar level. Amongst the most famous are RD43 rice which has a medium-to-low GI level. (Glycemic Index, the ranking of carbs in food that affects blood glucose level) and Riceberry which is rich in antioxidants, vitamin E, folic acid, beta-carotene, zinc, and Gama Oryzanol.

Thailand's cultural tradition is closely linked to health and wellness, and both food and drinks include herbs and medicinal plants that help to restore the body's balance. Thai teas and infusions are made from flowers and herbs with great nutritional and health benefits. One example is lemongrass, a plant that has excellent antibacterial properties and is ideal for skin care.

Thai functional foods are the epitome of Thailand's culture and gastronomy. A healthy, nutritious and harmonious cuisine that uses therapeutic herbs and spices while combining flavours. Everything is designed so as to strike a balance: dishes are not chosen at random, but rather selected with the aim of complementing each other. Food in Thailand is considered as a preventive medicine.

Thailand is a country that is committed to sustainability and innovation in food and its producers work every day to combine tradition with the latest technological advances. Thai functional foods reflect this binomial, traditional foodstuffs from their culture combined with R+D.

In the promotion of Thai functional foods in Spain, it is recommended that the abovementioned message be applied in the following proposed marketing and communication strategies:

PURCHASING MANAGERS, MANUFACTURERS AND DISTRIBUTORS STRATEGY

The strategy to be employed in contacting purchasing managers, manufacturers, distributors and commercial departments is crucial. In addition to sending them a presentation of the products and an outline of the initiative, technical specifications and prices, it is recommended to design personalised actions so that recipients can connect with the products and the message that you wish to convey. Here are some examples:

- Pop-up + show-cooking (chef + nutritionist). An event which involves the creation of a pop-up Thai restaurant in which functional Thai food is served for a day. A live show-cooking event is also held at some stage during the day with a Thai chef and a nutritionist. The nutritionist explains all the health benefits of Thai functional foods. This event can be aimed primarily at purchasing managers, manufacturers and distributors, but journalists, chefs, nutritionists, influencers, fitness professionals, cookery schools, herbalists, gourmet shops, etc. can also be invited to attend.

- Sending hampers containing Thai functional foods to the offices of purchasing managers, manufacturers and distributors. A dossier on the properties and health benefits of these products is included and the hampers or packs are personalised with elegant designs that reflect the Thai aesthetic. This type of shipment/gift is a strategic way to raise awareness of the product as well as is considered as a form of courtesy that will impress the recipient.

- Customised dinners in exclusive dining venues or restaurants, where a Thai chef prepares a dinner for a very small number of people using Thai functional foods and explains all the benefits of these products. It is easy to schedule and more flexible than gathering a lot of people at the same time, particularly during the health crisis.

CHEFS – STRATEGY

Before buying products or choosing which products to sell, purchasing groups and distributors from the hotel and catering industry analyse trends

among their main customers: chefs. If chefs and restaurateurs decide to include a product in their menus, their suppliers will almost certainly want to have those products in their portfolio.

- Experience Box. A box with samples of different Thai functional food products is sent to selected chefs, who are invited to create a recipe using the products and to share it on their social networks explaining all the health benefits of these foods.

- Online or offline masterclass with a famous Thai chef where they teach Spanish chefs how to cook Thai functional foods while demonstrating the properties of these products.

- Tastings in cash & carry centres. Tasting stations for Thai functional products are set up in selected supermarkets where chefs and restaurateurs shop. A nutritionist or hostess explains the nutritional properties of these foods.

PRESS AND MEDIA – STRATEGY

One of the best ways to connect with and reach the end-consumers, chefs, purchasing managers, distributors, etc. is through appearances in the press and media. In addition to reaching more people, they give credibility to the product or brand featured. Considering the profiles of the functional food products consumers, media to target are as follows:

BY MEDIA TYPE

Food influencers: instagrammers, youtubers, and tiktokers.

Aitor Sánchez @midietacojea

Gabriela Uriarte @gu_nutricion

Carlos Ríos en @carlosriosq

Elena Pérez y María Hernández-Alcalá @futurlife21

Blanca García Orea @blancanutri

Marián García @boticariagarcia

Ana Sirvent @anasirvent_nutricion

Lucía Martínez @dimequecomes

Julio Basulto @juliobasulto_dn

Victoria Lozada @ nutritionisthenewblack

Ani y Sara Martinez @fit_happy_sisters

Elisa Escorihuela en @eliescorihuela

Álex Yáñez De La Cal en @alex_yanez_delacal

Juan Llorca en @juanllorca

TV

TVE (www.rtve.es)

La 2 (www.rtve.es/television/la-2/)

Canal 24 h (www.rtve.es/noticias/24-horas/)

Antena 3 (www.antena3.com)

Telecinco (www.telecinco.es)

Cuatro (www.cuatro.com)

La Sexta (www.lasexta.com)

Tele Madrid (www.telemadrid.es)

Canal cocina (www.canalcocina.es)

Radio

Cope (www.cope.es)

Cadena Ser (www.cadenaser.com)

Radio Nacional (www.rtve.es/radio/)

Onda Cero (www.ondacero.es)

Es Radio (www.esradio.libertaddigital.com)

BY TOPIC: PRINT MEDIA AND ONLINE PRESS

Health media

Efe salud (www.efesalud.com)

Cuerpo y mente (www.cuerpomente.com)

Women's Health (www.womenshealthmag.com/es/)

Men's Health (www.menshealth.com/es/)

Buena Vida (www.elpais.com/buenavida/)

Zen (www.elmundo.es/vida-sana.html)

Integral (www.larevistaintegral.net)

Saber vivir (www.sabervivirtv.com)

Objetivo bienestar (www.objetivobienestar.com)

Gastronomy and HORECA media

Sobremesa (www.sobremesa.es)

Restauración News (www.restauracionnews.com)

Revista Restaurante Hotel Bar (www.restauranthotelbar.com)

Bar Business (www.barbusiness.es)

Revista Club de Gourmets (www.gourmets.net/revista-club-de-gourmets)

Gastroeconomy (www.gastroeconomy.com)

Canal Horeca (www.canalhoreca.cl)

Profesional Horeca (www.profesionalhoreca.com)

Excelencias Gourmets (www.excelenciasgourmet.com)

National newspapers and news agencies

ABC (www.abc.es)

El Mundo (www.elmundo.es)

El País (www.elpais.com)

El Confidencial (www.elconfidencial.com)

Europa Press (www.europapress.es)

Agencia Efe (www.efe.com)

La Razón (www.larazon.es)

La Vanguardia (www.lavanguardia.com)

20 Minutos (www.20minutos.es)

Grupo Prensa Ibérica (www.prensaiberica.es)

Business newspapers

Expansión (www.expansion.com)

Cindo Días (www.cincodias.elpais.com)

El Economista (www.eleconomista.es)

Lifestyle media

Vogue (www.vogue.es)

Harper´s Bazaar (www.harpersbazaar.com/es)

Telva (www.telva.com)

Vanity Fair (www.revistavanityfair.es)

Smoda (www.smoda.elpais.com)

Elle (www.elle.com/es/)

Yodona (www.elmundo.es/yodona.html)

Mujer de hoy (www.mujerhoy.com)

Glamour (www.glamour.es)

In Style (www.instyle.es)

Marie Claire (www.marie-claire.es)

Woman (www.woman.es)

Cosmopolitan (www.cosmopolitan.com/es)

GQ (www.revistagq.com)

Men's Health (www.menshealth.com/es)

Esquire (www.esquire.com)

Forbes (www.forbes.es)

Gentleman (www.vozpopuli.com/gentleman)

Icon (www.elpais.com/icon)

Travel magazines and supplements

Tapas (www.tapasmagazine.es)

Traveler (www.traveler.es)

National Geographic (www.nationalgeographic.com)

Fuera de Serie (www.expansion.com/fueradeserie.html)

El País Semanal (www.elpais.com/eps)

Metrópoli (www.elmundo.es/metropoli.html)

Guía del ocio (www.guiadelocio.com)

Guía Repsol (www.guiarepsol.com/es)

END CONSUMERS STRATEGY

End consumer makes final purchasing decision. If the end buyer demands and introduces these products into their diet, distributors and purchasing managers will be more receptive to marketing Thai functional foods.

- Show-cooking and food tasting in supermarkets and/or herbalists. This strategy also works well in Spain, especially in urban areas, so that consumers receive first-hand experience of Thai functional foods, with all their possibilities and properties.

- Online advertising. Depending on the type of Thai functional food and the target end-consumers, different online marketing actions can be carried out including Search

Engine Optimization (SEO), Search Engine Marketing (SEM), digital advertising campaigns, social media nutritional marketing, email marketing, among others.

- Offline advertising. This could range from participating in food and nutrition trade fairs with a physical stand to present Thai functional food products to street marketing. Organizing nutritional workshops with focus of Thai functional food products is also a good option to attract more Spanish customers, particularly those who are concerned with their health.

ACTIONS WITH THAI FUNCTIONAL FOOD SUPPLIERS

Actions and activities can be carried out with Thai functional food companies and suppliers to deepen some issues related to the commercialisation of this type of food in Spain.

- **Masterclasses on packaging and food labels in Spain:** a Spanish food specialist gives a Masterclass with advice and recommendations on packaging and food labels in Spain.

- **Masterclasses on negotiations with large supermarkets.** A specialist in large-scale distribution explains the points to be considered for commercial deals with large supermarkets and purchasing centres.

*During the COVID-19 pandemic, for logistical reasons, it is advisable to organize these masterclasses via zoom.

FOOD CONGRESSES AND TRADE FAIRS IN SPAIN

Food congresses and trade fairs in the food and beverage sector represent excellent opportunities for marketing Thai functional foods in Spain and networking with partners. Depending on your budget, you will need to decide which ones would be the most beneficial to get involved in.

MADRIDFUSIÓN

www.madridfusion.net
Madridfusión is an international gastronomy summit that has been held in Madrid for eighteen years. Its aim is to showcase the culinary avant-garde, to gather together the cuisines of the world and to encourage debate and discussion regarding gastronomy and its many related areas: oenology, food industry, technological innovation, scientific research and new business models.

Madridfusión features an exhibitors' section where brands and countries have their own stand and showcase their gastronomy and products.

Numerous congress attendees, restaurateurs and media professionals visit these stands in search of new products and content. To attract the attention of television stations and journalists, you should hire a PR agency that specialises in the food press and showcase novel and unique products that will appeal to these media outlets.

Next edition: 31th may, 1st and 2nd June 2021. (Face to face + Madridfusion digital platform).

Normally held in January.

Data 2019: 2,000 congress participants, 13,122 visitors, 122 speakers and 843 journalists.[1]

Booth budget: from 6 m² (2,500 euros) to 24 m² (9,700 euros).

SALÓN GOURMETS

www.gourmets.net
Salón Gourmets is the biggest fine food and beverages fair in Europe and one of the most prestigious in the world. With a track record of 33 consecutive events

[1] "Madridfusión data" https://www.elmundo.es/metropoli/gastronomia/2020/01/08/5e145e4521efa03a648b465e.html

since 1986 and a purely commercial spirit, it is the most visited by national and international professionals in the gastronomic sector: restaurants, hotels, distributors, catering and specialised wholesalers and retailers.

Next edition: 18th - 21st October 2021. (Fully face-to-face) .

Normally held in April.

Data 2019: 107,050 trade visitors, 2,024 exhibitors and 1,444 accredited journalists.[2]

Booth budget: 15m² (7,650 euros approx.)

FRUIT ATTRACTION
www.ifema.es/en/fruit-attraction
Fruit Attraction is a trade fair for the fruit and vegetable sector which is held in Madrid and which attracts more than 1,600 participating companies and 70,000 industry professionals from 120 countries. It is one of the most effective fruit and vegetable trade platforms in the world, as well as a commercial meeting place for the entire international fruit and vegetable industry. Fruit attraction 2021 includes some innovation spaces such as Innovation Hub, Smart Agro or Biotech section.

Next edition: 5th-7th October 2021. (Face to face + online platform Fruit Attraction LiveConnect).

Normally also held in October.

Data 2019: 89,390 trade participants, 1,770 exhibiting companies from 58 countries and 59,181 trade visitors from 127 countries.[3]
Booth budget: from 16 m² (3,968 euros) to 32 m² (7,936 euros).

ALIMENTARIA
www.alimentaria.com
Alimentaria is one of the world's largest food and beverage trade fairs. It is held every two years in Barcelona. Alimentaria is a landmark international event for innovation, the latest trends and the internationalisation of the food, drinks and food service industry.

ALIMENTARIA TRENDS 2022
The new Alimentaria Trends trade show trending produce sub-sectors such as Fine Foods, Organic Foods, Free From foods, Halal Foods and Functional Foods.

Next edition: 4th - 7th April 2022. (Face to face + some events and activities through Alimentaria Connect digital platform).

Normally also held in April.

Data 2018: 150,000 professional visitors and 4,500 exhibitors' companies[4].

Booth budget: from 9 m² (3,000 euros) to 18 m² (5,500 euros).

ALIMENTARIA FOODTECH
www.alimentariafoodtech.com
Alimentaria FoodTech is the machinery, technology and ingredients exhibition that integrates the food and beverage industry's processing and preservation value chain. It is a cross-cutting exhibition that presents the industry's latest products and is the innovation meeting point for the sector's most important companies, SMEs, international exhibitors and visitors, sector associations, technology centres and institutions.

Next edition: 19th - 22nd October 2021.

Normally held in May.

NUTRACEUTICALS EUROPE
www.nutraceuticalseurope.com
Nutraceutricals is an international event for the industry of functional ingredients, novel foods and finished products, a professional meeting point for producers, distributors and its customers. This forum is especially designed for new launch presentations, new business development, the analysis of trends, scientific innovation and training.

Next edition: 4th - 5th February 2022.

Normally held in February/March.

[2] "Salón Gourmets data" https://www.gourmets.net/salon-gourmets/que-pasa-en-el-sg/cifras
[3] "Fruit attraction data" file:///C:/Users/34635/Downloads/Folleto%20digital%20FRUIT%20ATTRACTION_2021_esp_OK.pdf
[4] "Alimentaria data" http://media.firabcn.es/content/S037022/docs/salesfolder/Alimentaria_SalesFolder_ENG.pdf

4. Procedures for Importing Functional Foods from Thailand to Spain

This chapter serves as a guide for Thai functional food exports to Spain. The main objective is to provide Thai suppliers and exporters with the necessary information regarding importing requirements and procedures.

To have all the information on tariffs, rules of origin, product requirements and customs procedures; and formalities applied to a product imported into Spain, it is necessary to know the EU platform Accesstomarkets, a very complete and useful tool for Thai exporters and suppliers.

The most important points for exporting Thai functional products to Spain are:

- *Product classification tariff nomenclatures*
- *Spanish food import requirements*
- *Spanish food import document*
- *Spanish food import procedures*
- *Spanish food import taxation*
- *Spanish food import labelling*

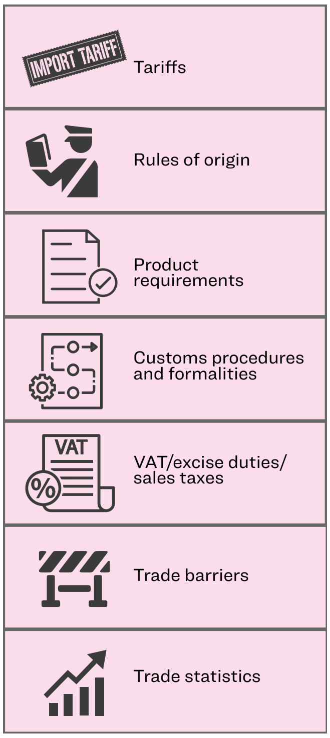
4.1 Tools and Guides to Import into Spain

Spain, as a member of the European Union, has established a number of requirements, documents and procedures for importing from third countries in accordance with EU trade and customs policies.

Requirements for importing into Spain:

EORI Number
To import into Spain you need to apply for an EORI number. This is an identification number valid throughout the EU. The Spanish agency that provides the EORI number is the *Agencia Tributaria* (Tax Agency).

RGSEAA
The importer, located within Spain, must be registered in Spain's General Sanitary Registry of Food and Food Businesses (RGSEAA in the Spanish acronym). For more information concerning registration in the RGSEAA, you will need to contact the competent body of the Autonomous Community where the company is located or



There is a main information source aimed at helping both European firms wanting to import products to the EU and exporters from outside the EU who want to export their products to the EU:

ACCESS2MARKETS

This tool provides comprehensive information for trade partner countries on how to access the EU market and benefit from preferential trade agreements.[2]

Access2Markets is the new portal for EU exporters and importers to find detailed information on:[3]

- Tariffs
- Rules of origin
- Product requirements
- Customs procedures and formalities
- VAT/excise duties/sales taxes
- Trade barriers
- Trade statistics

Step 1: Define the search criteria

- Product code (editable field):
- Country of origin (selectable field) Select any country from the list.
- Country of destination (selectable field) Select a country from the list; the available countries will depend on the country of origin selected.

Step 2: Launch the search

If the system identifies an exact match search criterion, the "Search Results" will be presented to go directly to step 3. If an exact match is not found, further guidance will be displayed under the heading "Product Search" to find the exact product code.

Step 3: Browse the result. The results cover:

- Information specific to the country of destination
- Information specific to the product and country of destination
- Information specific to a trade agreement / trade arrangement
- Information specific to the product in the context of a trade agreement / trade arrangement.[4]

[1] "Information provides by EU" https://ec.europa.eu/trade/import-and-export-rules/

[2] "access2markets link" https://trade.ec.europa.eu/access-to-markets/en/conten

[3] "Access2markets Presentation video": https://trade.ec.europa.eu/access-to-markets/es/videos/access2markets-presentation

[4] "Guide for import of goods": https://trade.ec.europa.eu/access-to-markets/en/content/guide-import-goods

the Spanish Agency for Food Safety and Nutrition (AESAN in the Spanish acronym).

The EU supports businesses wanting to import into the EU by providing clear facts on the rules and requirements for importing into the EU. The EU wants to help traders make the most of global trading by making the information easy and transparent. Trading with the wider world brings growth to the EU economy and jobs for European workers. The European Commission has the data on tariff duties, the technical requirements to trade, food health requirements, anti-dumping and anti-subsidy duties and other issues.[1]

*CUSTOMS AGENT

It is very important to be aware that each product has a set of different requirements, certificates and documents. The best way to review them is via this tool, as well as with the help of the customs agent.

4.2 Product Classification in Tariff Nomenclatures

The correct classification of a particular product under a tariff code is the first step to obtain relevant information on it.

HARMONISED SYSTEM, COMBINED NOMENCLATURE AND TARIC CODE

The **Harmonised System** or 'HS' (Harmonised Commodity Description and Coding System) is a nomenclature developed by the World Customs Organisation (WCO) which comprises about 5 000 commodity groups, organised by Sections, Chapters (2 digit), Headings (4 digits) and Sub-headings (6 digits). The logic of the products classification relies on a hierarchical structure. In order to facilitate a uniform interpretation, the HS is supported by implementation rules and explanatory notes.

The European Union and its Member States apply the Harmonised System for tariff classification. The system is used by more than 200 countries as a basis for their customs tariffs and for international trade statistics. The **Combined Nomenclature** (CN) is an 8-digit coding system, which is composed of the HS nomenclature with further EU subdivisions.

The importer or exporter is legally responsible for the correct classification of his goods, even if he uses a customs broker as his customs representative.

In the **ACCESS2MARKETS** tool there is a series of Classification guides for key products such as:

• RICE

Heading 1006 for rice breaks down into four subheadings

CLASSIFYING RICE AND THE TERMINOLOGY USED

1006 10 - Rice in the husk (paddy or rough)
Rice which has retained its husk after threshing is referred to as paddy or rough rice.

1006 20 - Husked (brown) rice
Husked (brown) rice from which only the husk has been removed. Brown rice is unpolished rice, which has been milled to remove the hull from the kernel but retain the rice bran layer and the germ. Examples of rice falling within this definition are those with the commercial descriptions 'brown rice', 'cargo rice', 'loonzain' and 'riso sabamato'.

1006 30 - Semi milled or wholly milled rice, whether or not polished or glazed
Semi-milled rice is consisting rice from which the husk, part of the germ and the whole or part of the outer layers of the pericarp, but not the inner layers, have been removed. Wholly milled rice can also be polished and subsequently glazed in order to improve its appearance. The heading also includes 'Camolino' rice, which consists of milled rice coated with a film of oil.

Rice can also be referred to as parboiled. This means that the grains of rice, whilst still in the husk and before any other process has been carried out has been soaked in hot water or steamed and then dried.

1006 40 - Broken rice
Broken rice is damaged white rice, broken during processing. During the milling process grain fragments, the length of which does not exceed three quarters of the average length of the whole grain, are separated from the white rice, whose shape remains intact.

Exclusions from 1006
Heading 1006 only includes rice in an uncooked and unprocessed state. This means that products from the milling of rice are excluded and are classified in chapter 11. Heading 1006 also excludes rice which has been submitted to a treatment which has considerably modified the grain structure. Pre-cooked rice and 'Puffed' rice are classified in heading 1904.

CLASSIFYING ACCORDING TO THE SIZE OF THE GRAIN

Rice is generally classified according to the size of the grain.

• **Short grain rice** is almost round with moist grains that stick together when cooked. This type of rice has grains which are of a length not exceeding 5.2 mm and of a length/width ratio of less than 2.

• **Medium grain rice** has grains of which are of a length exceeding 5.2 mm but not exceeding 6.0 mm and of a length/width ratio of less than 3.

• **Long grain rice** is long and slender, the grains stay separate after cooking. This type of rice, the grains of which are of a length exceeding 6.0 mm.[5]

• EDIBLE FRUIT AND NUTS

The edible fruit and nuts are classified according to:

- Their **'genus' or plant family**
- **Their state** - they may be fresh, chilled, frozen, dried or provisionally preserved

FROZEN FRUIT AND NUTS

Frozen fruit and nuts are classified under heading code 0811. They can be either uncooked or cooked by steaming or boiling in water before being frozen. They may or may not have sugar or other sweeteners added. 'Frozen' means that the product has been cooled to below its freezing point until it is frozen right the way through. If a fruit product covered by Chapter 8 isn't frozen throughout then it can't be classified under heading code 0811. Soft frozen or partially frozen fruit must be classified as chilled.

DRIED FRUIT AND NUTS

Chapter 8 covers a variety of dried fruit and nuts. Provided that they still keep the characteristics of dried fruit or dried nuts, these can have absorbed some fluid so that they have become partially re-hydrated. They can also have been treated for one of the following purposes

• To preserve or stabilise the product
• To improve or maintain the product's appearance

FROZEN TROPICAL FRUIT

Frozen fruit is covered by the subheadings

- 0811 90 11
- 0811 90 31
- 0811 90 85

This includes tropical fruit, with or without added sugar or other sweeteners. For classification purposes, for all of these subheading codes 'tropical fruit' means: carambola, cashew apples, guavas, jack fruit, lychees, mangoes, mangosteens, passion fruit, pawpaws (or papayas), pitahaya, sapodilla plums and tamarinds.[6]

• EDIBLE VEGETABLE ROOTS

The edible vegetables and roots are classified according to:

- Their **genus** (plant family)
- Their **state** - they may be fresh, chilled, frozen, dried or provisionally preserved
- Their **intended use**

FROZEN VEGETABLES

Frozen vegetables are classified under heading code 0710. They can be either uncooked or cooked by steaming or boiling in water before being frozen. Frozen vegetables must be maintained at a temperature of no more than -12°C.

ROOTS AND TUBERS

Certain roots and tubers with a high starch or inulin content are classified under heading code 0714. (Inulin is a naturally-occurring carbohydrate that is extracted from certain roots). Products that are classified under this heading include

- manioc (or cassava)
- sweet potatoes
- Jerusalem artichokes
- arrowroot
- salep (flour made from the dried roots of orchids)
- sago pithç

These products may be with or without skin. They can be fresh, chilled, frozen or dried, and may be whole, sliced or in pellet form.

HERBS AND SPICES

There is no single classification in the tariff for herbs. They can be covered in Chapter 7, Chapter 9 or Chapter 12, depending on their purpose and on the part of the plant they come from.[7]

• HERBAL MEDICINES

Herbal medicines are classified according to:

- Their **purpose** - whether they're medicinal or for general health and well-being
- Their **contents and additives**

[5] "Classifying rice": https://trade.ec.europa.eu/access-to-markets/en/content/classifying-rice
[6] " Edible fruit and nuts" https://trade.ec.europa.eu/access-to-markets/en/content/classifying-edible-fruit-and-nuts
[7] "Edible vegetable roots": https://trade.ec.europa.eu/access-to-markets/en/content/classifying-edible-vegetable-roots

- The **way in which they're made up** - for example for retail sale or in measured doses for a specific use

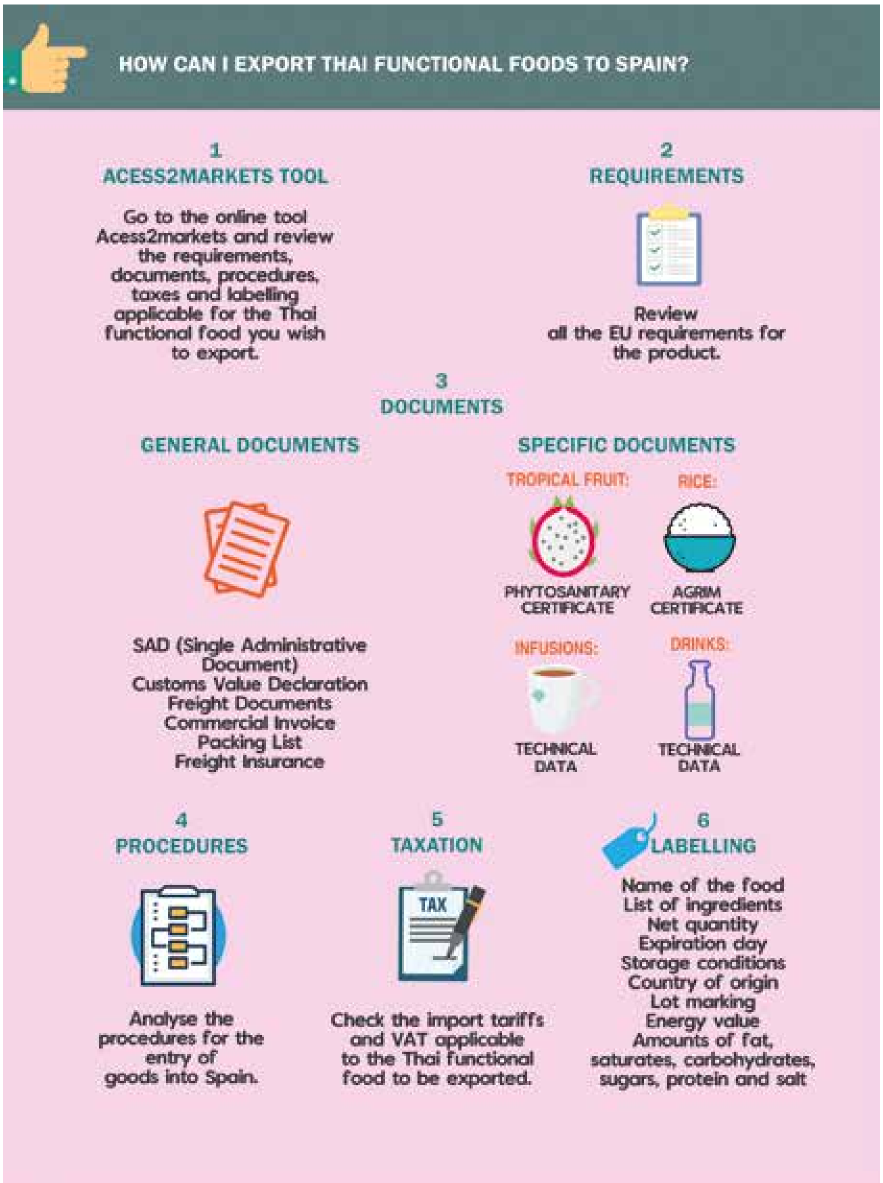
Generally these products are covered in one of the following chapters of the tariff

- Chapter 21 - for food preparations like herbal teas or dietary supplements
- Chapter 22 - for drinks with added ingredients like vitamins
- Chapter 29 - for vitamins and similar organic compounds that are separately defined
- Chapter 30 - for herbal medicinal preparations for both humans and animals
- Chapter 23 - for animal feed supplements

Some products may however be classified elsewhere, for example in Chapter 7, Chapter 8, Chapter 9, Chapter 12, Chapter 13 or Chapter 19.[8]

* It can sometimes be the case that the list does not clearly describe the foodstuff to be imported and the issue of whether to apply one TARIC code or another arise. Should this happen, we can use the Tax Authority tool called Binding Tariff Information (BTI, or IAV in the Spanish acronym). Once the corresponding tariff code has been requested from the Tax Authority, in the event of divergence with a customs employee, the declaration written in the IAV/BTI will always prevail.[9]

4.3 Spanish Food Import Requirements, Documents, Procedures, Taxation and Labelling



[8] "Herbal medicines": https://trade.ec.europa.eu/access-to-markets/en/content/classifying-herbal-medicines
[9] "BTI information procedure": https://www.agenciatributaria.es/AEAT.internet/en_gb/Inicio/La_Agencia_Tributaria/Aduanas_e_Impuestos_Especiales/_Presentacion/Procedimientos_y_gestiones_en_la_Aduana/_EMPRESAS_Y_PROFESIONALES/Entrada_y_salida_de_mercancias/_INFORMACION/Clasificar_una_mercancia/Clasificar_una_mercancia.shtml

4.3.1 Requirements

The central goal of the EU legislation on food safety is to ensure a high level of protection of human health and consumers' interests in relation to food.

Regulation (EC) No 178/2002 of the European Parliament and of the Council (OJ L-31 01/02/2002) (CELEX 32002R0178) lays down the general principles and requirements of Food Law, and covers all stages of food/feed production and distribution. Importers of food and feed products would be required to identify and register from whom the product was exported in the country of origin, in view of fulfilling the requirements for traceability.

Imports of foodstuffs must comply with general conditions and measures, which include:

- General principles and requirements of Food Law established in Regulation (EC) No 178/2002 of the European Parliament and of the Council.

- General foodstuffs hygiene rules and hygiene specifications for food of animal origin according to Regulations (EC) No 852/2004 and No 853/2004 of the European Parliament and of the Council (OJ L-139 30/04/2004) (CELEX 32004R0852) (CELEX 32004R0853), respectively.

- Measures in relation to the presence of residues, pesticides, veterinary medicines and contaminants in and on food.

- Special provisions regarding Genetically Modified food and feed, bioproteins and novel food.

- Special rules on certain groups of food products (e.g. mineral waters, cocoa, quick-frozen food) and foodstuffs intended to satisfy particular nutritional requirements of specific groups of the population (e.g. foods for infants and young children).

- Specific marketing and labelling requirements for feed materials, compound feedingstuffs, and feedingstuffs intended for particular nutritional purposes.

- General conditions regarding materials and articles intended to come into contact with foodstuff.

- Official control to ensure compliance with the mentioned EU provisions of foodstuffs and feedingstuffs.

If a problem likely to pose a serious risk to human or animal health or to the environment appears or spreads on the territory of a third country, the European Commission may immediately, depending on the seriousness of the situation, adopt protective measures, laying down special conditions or suspending imports of products from all or part of the third country concerned.

MEAT PRODUCTS[10]

General health rules concerning the trade or introduction into EU of meat products intended for human consumption are regulated by the following legislation:

- Council Directive 2002/99/EC forms the legal basis for all animal health rules governing the production, processing, distribution and introduction of products of animal origin for human consumption

- Regulation (EC) No 178/2002, Regulation (EC) No 852/2004, Regulation (EC) No 853/2004, Regulation (EC) No 854/2004 and Regulation (EC) 882/2004 form the legal base for the public health rules for trade and introduction into the EU

In general:

- The non-EU country of origin must be authorised for the introduction of the specific meat product into the EU.

- The establishment of origin must be approved and authorised as an establishment, from which the specific meat product may be introduced into the EU.

- The non-EU country of origin must have an approved residue plan for the relevant animal species.

- Authorised establishments
  All imports of meat products

[10] "Meat products": https://ec.europa.eu/food/animals/animalproducts/meatproducts_en
https://ec.europa.eu/food/animals/animalproducts/meatproducts_en

into the EU must come from an approved establishment that has been authorised and listed for that purpose. The non-EU countries are responsible to keep the lists of establishments up to date and to inform the Commission of any changes. Lists of establishments in non-EU countries that are authorised to produce meat products are published on the Commissions webpage.[11]

- Veterinary certificate
  The veterinary certificate is required to ensure that meat products can be introduced safely and must accompany all consignments of meat products entering the EU. The veterinary certificate for processed meat products is laid down in Commission Decision 2007/777/EC.

HERBAL MEDICINE PRODUCTS[12]

EU legislation on pharmaceutical products for human use also applies to traditional herbal medicines. Herbal medicinal products are defined as any medicinal product, exclusively containing as active ingredients one or more herbal substances, one or more herbal preparations, or a combination of the two.

FOOD SUPPLEMENTS[13]

As an addition to a normal diet, food business operators market food supplements, which are concentrated sources of nutrients (or other substances) with a nutritional or physiological effect. Such food supplements can be marketed in "dose" form, such as pills, tablets, capsules, liquids in measured doses, etc.

The objective of the harmonised rules on those products in Directive 2002/46/EC is to protect consumers against potential health risks from those products and to ensure that they are not provided with misleading information.

ORGANIC PRODUCTS[14]

For countries outside the EU and which do not have a trade agreement with the EU, the inspection and certification of organic products is the responsibility of "control bodies or authorities". These are independent bodies appointed by the Commission to ensure that organic producers in their area of responsibility meet standards and control measures equivalent to those in the EU. For Thailand the responsible authority is: Organic Agriculture Certification Thailand (ACT) ww.actorganic-cert.or.th

COMMISSION REGULATION (EC) No 1235/2008 laying down detailed rules for implementation of Council Regulation (EC) No 834/2007 as regards the arrangements for imports of organic products from third countries.

NOVEL FOOD[15]

Novel Food is defined as food that had not been consumed to a significant degree by humans in the EU before 15 May 1997, when the first Regulation on novel food came into force. 'Novel Food' can be newly developed, innovative food, food produced using new technologies and production processes, as well as food which is or has been traditionally eaten outside of the EU.

Examples of Novel Food include new sources of vitamin K (menaquinone) or extracts from existing food (Antarctic Krill oil rich in phospholipids from *Euphausia superba*), agricultural products from third countries (chia seeds, noni fruit juice), or food derived from new production processes (UV-treated food (milk, bread, mushrooms and yeast). Regulation (EU) 2015/2283 is the regulation on novel foods.[16]

4.3.2 Documents

GENERAL DOCUMENTS

SAD (SINGLE ADMINISTRATIVE DOCUMENT)

All goods imported into the European Union (EU) must be declared to the customs authorities of the respective Member State using the Single Administrative Document (SAD), which is the common import declaration form for all the Member States.

[11] "Lists of establishments in non-EU countries authorised to produce meat products". https://webgate.ec.europa.eu/sanco/traces/output/non_eu_listsPerCountry_en.html
[12] "Herbal medicine products" https://ec.europa.eu/health/human-use/herbal-medicines_en
[13] "Food supplements" https://ec.europa.eu/food/safety/labelling_nutrition/supplements_en
[14] "Organic products" https://ec.europa.eu/info/food-farming-fisheries/farming/organic-farming/trade_en#importingorganicproduce
[15] "Novel food" https://ec.europa.eu/food/safety/novel_food_en
[16] "Regulation on novel food" https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32015R2283&from=EN

The declaration must be drawn up in one of the official languages of the EU, which is acceptable to the customs authorities of the Member State where the formalities are carried out.

The SAD may be presented either by:

- Using an approved computerised system linked to Customs authorities; or
- Lodging it with the designated Customs Office premises.

The main information that shall be declared is:

- Identifying data of the parties involved in the operation (importer, exporter, representative, etc.)
- Custom approved treatment (release for free circulation, release for consumption, temporary importation, transit, etc.)
- Identifying data of the goods (Taric code, weight, units), location and packaging
- Information referred to the means of transport
- Data about country of origin, country of export and destination
- Commercial and financial information (Incoterms, invoice value, invoice currency, exchange rate, insurance etc.)
- List of documents associated to the SAD (Import licenses, inspection certificates, document of origin, transport document, commercial invoice etc.)
- Declaration and method of payment of import taxes (tariff duties, VAT, Excises, etc)

The SAD set consists of eight copies; the operator completes all or part of the sheets depending on the type of operation.

In the case of importation generally three copies shall be used: one is to be retained by the authorities of the Member State in which arrival formalities are completed, other is used for statistical purposes by the Member State of destination and the last one is returned to the consignee after being stamped by the customs authority.

Documents associated to the SAD
According to the operation and the nature of the imported goods, additional documents shall be declared with the SAD and shall be presented together with it. The most important documents are:

- Documentary proof of origin, normally used to apply a tariff preferential treatment
- Certificate confirming the special nature of the product
- Transport Document
- Commercial Invoice
- Customs Value Declaration
- Inspections Certificates (Health, Veterinary, Plant Health certificates)
- Import Licenses
- Community Surveillance Document
- Cites Certificate
- Documents to support a claim of a tariff quota
- Documents required for Excise purposes
- Evidence to support a claim to VAT relief

CUSTOMS VALUE DECLARATION

The Customs Value Declaration is a document, which must be presented to the customs authorities where the value of the imported goods exceeds EUR 20 000. The Customs Value Declaration must be drawn up conforming to form DV 1, whose specimen is laid down in Annex 8 to Regulation (EU) 2016/341 (OJ L-69 15/03/2016) (CELEX 32016R0341) known as UCC Transitional Delegated Act. This form must be presented with the Single Administrative Document (SAD).

The main purpose of this requirement is to assess the value of the transaction to fix the customs value (taxable value) to apply the tariff duties. The customs value corresponds to the value of the goods including all the costs incurred (e.g.: commercial price, transport, insurance) until the first point of entry in the European Union. The usual method to establish the Customs value is using the transaction value (the price paid or payable for the imported goods).

FREIGHT DOCUMENTS

Depending on the means of transport used, the following documents are to be filled in and presented to the customs authorities of the importing European Union (EU) Member State (MS) upon importation in order for the goods to be cleared:

- **Bill of Lading:**
  The Bill of Lading (B/L) is a document issued by the shipping company to the operating shipper, which acknowledges that the goods have been received on board. In this way the Bill of Lading serves as proof of receipt of the goods by the carrier obliging him to deliver the goods to the consignee. It contains the details of the goods, the vessel and the port of destination. It evidences the contract of carriage and conveys title to the goods, meaning that the bearer of the Bill of Lading is the owner of the goods.

  The Bill of Lading may be a negotiable document. A number of different types of bills of lading can be used. 'Clean Bills of Lading' state that the goods have been received in an apparent good order and condition. 'Unclean or Dirty Bills of Lading' indicate that the goods are damaged or in bad order, in this case, the financing bank may refuse to accept the consignor's documents.

- **FIATA Bill of Lading:**
  The FIATA Bill of Lading is a document designed to be used as a multimodal or combined transport document with negotiable status, which has been developed by the International Federation of Freight Forwarders Associations (FIATA)

- **Waybill (CMR)**
  Waybill is a document containing the details of the international transportation of goods by road, set out by the Convention for the Contract of the International Carriage of Goods by Road 1956 (the CMR Convention).

- **Air Waybill (AWB)**
  The air waybill is a document, which serves as a proof of the transport contract between the consignor and the carrier's company. It is issued by the carrier's agent and falls under the provisions of the Warsaw Convention (Convention for the Unification of Certain Rules relating to International Carriage by Air, 12 October 1929). A single air waybill may be used for multiple shipments of goods; it contains three originals and several extra copies. One original is kept by each of the parties involved in the transport (the consignor, the consignee and the carrier). The copies may be required at the airport of departure/destination, for the delivery and in some cases, for further freight carriers. The air waybill is a freight bill, which evidences a contract of carriage and proves receipt of goods.

- **Rail Waybill (CIM)**
  The rail waybill (CIM) is a document required for the transportation of goods by rail. It is regulated by the Convention concerning International Carriage by Rail 1980 (COTIF-CIM).

- **ATA Carnet**

ATA (Admission Temporaire/ Temporary Admission) carnets are international customs documents issued by the chambers of commerce in the majority of the industrialized world to allow the temporary importation of goods, free of customs duties and taxes. ATA carnets can be issued for the following categories of goods: commercial samples, professional equipment and goods for presentation or use at trade fairs, shows, exhibitions and the like.

- **TIR Carnet**

TIR carnets are customs transit documents used for the international transport of goods, a part of which has to be made by road. They allow the transport of goods under a procedure called the TIR.

The TIR system requires the goods to travel in secure vehicles or containers, all duties and taxes at risk throughout the journey to be covered by an internationally valid guarantee, the goods to be accompanied by a TIR carnet, and customs control measures in the country of departure to be accepted by the countries of transit and destination.

COMMERCIAL INVOICE

The commercial invoice is a record or evidence of the transaction between the exporter and the importer. Once the goods are available, the exporter issues a commercial invoice to the importer in order to charge him for the goods. The commercial invoice contains the basic information on the transaction and it is always required for customs clearance. The minimum data generally included are the following:

- Information on the exporter and the importer (name and address)
- Date of issue
- Invoice number
- Description of the goods (name, quality, etc.)
- Unit of measure
- Quantity of goods
- Unit value
- Total item value
- Total invoice value and currency of payment. The equivalent amount must be indicated in a currency freely convertible to Euro or other legal tender in the importing Member State
- The terms of payment (method and date of payment, discounts, etc.)
- The terms of delivery according to the appropriate Incoterm
- Means of transport

THE PACKING LIST

The packing list (P/L) is a commercial document accompanying the commercial invoice and the transport documents. It is required for customs clearance as an inventory of the incoming cargo. The generally included data are:

- Information on the exporter, the importer and the transport company
- Date of issue
- Number of the freight invoice
- Type of packaging (drum, crate, carton, box, barrel, bag, etc.)
- Number of packages
- Content of each package (description of the goods and number of items per package)
- Marks and numbers
- Net weight, gross weight and measurement of the packages.

FREIGHT INSURANCE

The insurance is an agreement by which the insured is indemnified in the event of damages caused by a risk covered in the policy. Insurance is all-important in the transport of goods because of their exposure to more common risks during handling, storing, loading or transporting cargo, but also to other rare risks, such as riots, strikes or terrorism. There is a difference between the goods transport insurance and the carrier's responsibility insurance. The covered risks, fixed compensation and indemnity of the contract of transport insurance are left to the holder's choice. Nevertheless, the hauler's responsibility insurance is determined by different regulations. Depending on the means of transport, indemnity is limited by the weight and value of the goods and is only given in case the transporter has been unable to evade responsibility.[17]

SPECIFIC DOCUMENTS

Imports into the EU of certain agricultural products may be subject to the presentation of an import certificate, issued by the competent authorities of the EU Member States, prior to clearance for free circulation, upon request from the importer and security deposit returnable on giving proof of the import.

Import certificates serve several purposes such as monitoring trade flows and providing for the administration of tariff quotas or safeguard measures.

[17] "Freight Insurance" https://trade.ec.europa.eu/access-to-markets/en/results?product=1006201791&origin=TH&destination=ES#!#eu_integration

The two most common certificates for Thai foodstuffs are the AGRIM Certificate and the Phytosanitary Certificate:

IMPORT CERTIFICATE (AGRIM)
An import licence issued by the General Secretariat for Foreign Trade authorising the import of the indicated quantity of the product concerned under the licence during its period of validity.

PHYTOSANITARY CERTIFICATE
Imports of plants and plant products listed in Annex XI and Annex XII to Regulation (EU) 2019/2072 must be accompanied by an official phytosanitary certificate.

This document certifies the phytosanitary conditions of plants and plants products, and also that the shipment has been officially inspected, complies with statutory requirements for entry into the EU and is free of quarantine pests and other harmful pathogens.

The exporting country's national plant protection authorities issue the phytosanitary certificates. Once in the EU, a plant passport may replace the phytosanitary certificate for imported plants, plant products and other objects which are also listed in Annex XIII and Annex XIV.

TRACES (Trade Control and Export System) is the EU management tool for health certification of feed and food, products of animal and non-animal origin, plants, seeds and propagating materials in intra-EU trade and imports to the EU. It aims at digitising the entire sanitary certification process and linked procedures and allows for verification of the certificate of inspection issued in the country of origin. **TRACES** facilitates the exchange of information between the competent authorities in EU and in non-EU countries.

4.3.3 Procedures

ENTRY SUMMARY DECLARATION PROCEDURE
Starting on 1 January 2011, the carrier of goods entering the customs territory of the EU needs to lodge advance cargo information in the first customs office of entry to the EU. This information is provided through the Entry Summary Declaration (ENS) which needs to be lodged in advance by the carrier of the goods, although in some cases it can also be done by the importer-consignee or a representative of the carrier or importer.

The deadlines for the lodging of the ENS vary according to the mode of transport carrying the goods into the customs territory of the EU:

- **Container maritime cargo:** at least 24 hours before commencement of loading in the foreign load port.
- **Bulk maritime cargo:** at least 4 hours before arrival.
- **Short sea shipping:** at least 2 hours before arrival.
- **Short haul flights** (less than 4 hours duration): at least by the time of the actual take off of the aircraft.
- **Long haul flights** (duration of 4 hours or more): at least 4 hours before arrival at the first airport in the customs territory of the Union.
- **Road traffic:** at least 1 hour before arrival.

Part of the information that the carrier must include in the ENS comes from documents originated by the exporter: bill of lading, commercial invoices... so it is crucial that these reach the party responsible for the lodging of the ENS in a timely and accurate manner.

CUSTOMS PROCEDURE
Goods imported into the EU customs territory must be accompanied by

a summary declaration, which is presented to the customs authorities of the place where they are to be unloaded. Goods are then placed under the temporary storage situation (not exceeding 90 days in any case), which means that they are stored under customs supervision until they are placed under any of the following customs procedures or re-exported:

1. RELEASE FOR FREE CIRCULATION

Goods are 'released for free circulation' when the conditions relating to importation into the EU have been duly fulfilled (payment of tariff duties and other charges, as appropriate, application of non-tariff commercial policy measures and completion of the other formalities related the import of the goods).

Release for free circulation confers on non-Union goods the customs status of 'Union goods'. Once the mentioned duties as well as the value added tax (VAT) and any applicable excise duties have been paid, goods are 'released for consumption', as they have satisfied the conditions for consumption in the Member State of destination.

2. SPECIAL PROCEDURES

Goods may be placed under any of the following categories of special procedures:

Transit, which comprises external and internal transit:

- *External transit:* non-Union goods may be moved from one point to another within the customs territory of the Union without being subject to import duties, other charges related to the import of the goods (i.e. internal taxes) and commercial policy measures, thereby transferring customs clearance formalities to the customs office of destination.

- *Internal transit:* Union goods may be moved from one point to another within the customs territory of the Union, passing through a country or territory outside that customs territory, without any change in their customs status.

Storage, which comprises customs warehousing and free zones:

- *Customs warehousing:* non-Union goods may be stored in premises or any other location authorised by the customs authorities and under customs supervision ('customs warehouses') without being subject to import duties, other charges related to the import of the goods and commercial policy measures.

- *Free zones:* Member States may designate parts of the customs territory of the Union as free zones. They are special areas within the customs territory of the Union where goods can be introduced free of import duties, other charges (i.e. internal taxes) and commercial policy measures, until they are either assigned another approved customs procedure or re-exported. Goods may also undergo simple operations such as processing and re-packing. In Spain there are free zones in the following places:

  - Barcelona Zone Free
  - Cádiz Zone Free
  - Vigo Zone Free
  - Gran Canaria Zone Free
  - Tenerife Zone Free
  - Santander Zone Free

Specific use, which comprises temporary admission and end-use:

- *Temporary admission:* non-Union goods intended for re-export may be subject to specific use in the customs territory of the Union, with total or partial relief from import duty, and without being subject to other charges like internal taxes and commercial policy measures. This procedure may only be used provided that the goods are not intended to undergo any change. The maximum period during which goods may remain under this procedure is 2 years.

- *End-use:* goods may be released for free circulation under a duty exemption or at a reduced rate of duty on account of their specific use.

Processing, which comprises inward and outward processing:

- *Inward processing:* goods are imported into the Union in order to be used in the customs territory of the Union in one or more processing operations, without being subject to import duties, taxes and commercial policy measures. The customs authorities shall specify the period within which the inward processing procedure is to be discharged. Where finished products are not finally exported, these shall be subject to the appropriate duties and measures

- *Outward processing:* Union goods may be temporarily exported from the customs territory of the Union in order to undergo processing operations. The processed products resulting from those goods may be released for free circulation with total or partial relief from import duties.

4.3.4 Taxation

Customs authorities use the value of imported goods as one of the elements to assess the amount of duty (customs debt), which must be paid before goods can enter the EU, since most customs duties and VAT are expressed as a percentage of the value of the goods being declared.

The definition of the value for customs purposes relies on the concept of 'transaction value', which is the commercial value of the merchandise at the point of entry in the EU. At large, this value is the total amount of purchase price and delivery costs up to the point where the goods enter the customs territory. This value is not always equal to the price that appears on the sales contract and may be subject to specific adjustments.

SPECIAL TERRITORIES

Ceuta and Melilla are not part of the European Customs Union. At this respect, they are considered as third countries. The Canary Islands are part of the Customs territory of the EU since 1992 (with a transitional period up to 2000), however, some exceptions apply:

- Specific provisions for indirect taxation;
- Imports of certain essential agricultural products, certain end consumer products, raw materials, components for industrial transformation and fishery products are exempted from the applicable import duties under tariff quotas or subject to tariff suspensions or autonomous tariff quotas.

Each EU member state is responsible for setting its own rates and taxes.

These three taxes must be considered when importing goods to Spain:

- Tariffs and Excise Duties of the E.U.
- VAT on imports
- Fees and other expenses of the customs agent, which are also taxed separately with 21% VAT

Import tariffs may need to be paid for a product when it enters the EU. The EU is a customs union, which means that a single import tariff is due at the place of entry where the import declaration is made, irrespective of the EU Member State. The product can then circulate in the EU market without further customs formalities. Who pays for the tariffs depends on the agreement with the seller, but often import duties are paid by the importer.[18]

Value added tax (**VAT**) is applied to goods sold on the EU market and thus also to those imported from outside the EU. Vat varies each EU Member State and is usually paid by the importer. The rate is the same as if you bought the product in your domestic market, VAT-registered firms can reclaim the import VAT tax as input tax, just like they can claim back their domestic VAT payments. The calculation of your VAT payments is based on the value of your goods, your import duty, and excise duties.

4.3.5 Food Labelling

All foodstuffs marketed in the European Union (EU) must comply with EU labelling rules, which aim at ensuring that consumers get all the essential information to make an informed choice while purchasing their foodstuffs.

There are two types of labelling provisions which are applicable to foodstuffs:

- General rules on food labelling.
- Specific provisions for certain groups of products:

[18] "Import Tariffs" https://trade.ec.europa.eu/access-to-markets/en/content/guide-import-goods

• Labelling of Genetically Modified (GM) food and novel food
• Labelling of foodstuffs for particular nutritional purposes
• Labelling of food additives and flavourings
• Labelling of materials intended to come into contact with food
• Labelling of particular foodstuffs

GENERAL RULES ON FOOD LABELING

Name of the food

The name of the foodstuff shall be its legal name. It shall not be replaced with a name protected as intellectual property, brand name or fancy name. Specific provisions on the name of the food and particulars that shall accompany it are laid down in Annex VI to the Regulation.

List of ingredients

Preceded by the word 'Ingredients', the list shall include all ingredients (including additives or enzymes) in descending order of weight as recorded at the time of their use in the manufacture and designated by their specific name.

Net Quantity

It shall be expressed in units of volume in the case of liquid products (litre, centilitre, millilitre) and units of mass in the case of other products (kilogram, gram). Foods which are sold in a liquid medium must also label the drained net weight of the food. For glazed frozen foods the net weight should be exclusive of the ice glaze.

Minimum durability date

It shall be the date until which the foodstuff retains its specific properties when properly stored. The date shall consist of day, month and year in that order and preceded by the words 'best before' or 'best before end' in accordance with Annex X. When foods are highly perishable and are therefore likely after a short period to constitute an immediate danger to human health, the date of minimum durability shall be replaced by the 'use by' date.

Storage conditions or conditions of use

Where foods require special storage conditions and/or conditions of use, they shall be indicated. Once the package is opened, in order to enable appropriate storage or use of the food, the storage conditions and/or time limit for consumption shall be indicated, when needed.

Country of origin or place of provenance

Indication of these issues shall be mandatory:

- where failure to indicate this might mislead the consumer as to the true country of origin or place of provenance of the food

- for meat falling within the Combined Nomenclature codes listed in Annex XI.

Where the country of origin or the place of provenance of a food is different than of its primary ingredient, the latter shall also be given or indicated as being different to that of the food in accordance with Commission notice on the application of article 26.3 of Regulation (EU) 1169/2011.

Commission Implementing Regulation (EU) 2018/775 lays down how the information on the origin of the primary ingredient should be displayed on labels when it is not the same as the given country of origin or the given place of provenance of the food, according to Article 26(3) of Regulation (EU) 1169/2011.

Instructions of use

Instructions for use of a food shall be indicated to enable appropriate us..

Lot marking

Indication which allows identification of the lot to which the foodstuff belongs shall be affixed on pre-packaged foodstuffs preceded by the letter 'L'.

MANDATORY CONTENT

- energy value
- the amounts of fat, saturates, carbohydrate, sugars, protein and salt

NON-MANDATORY CONTENT

- mono-unsaturated
- polyunsaturated
- polyols
- starch
- fibre
- vitamins or minerals

These particulars must appear on the packaging or on a label attached to pre-packaged foodstuffs. In the case of pre-packaged foodstuffs intended for mass caterers (foodstuffs sold in bulk), the compulsory labelling particulars must appear on commercial documents while the name under which it is sold, the date of durability or use-by-date and the name of manufacturer must appear on the external packaging. The labelling must not mislead the purchaser as to the foodstuff's characteristics or effects nor attribute the foodstuff special properties for the prevention, treatment or cure of a human disease. The information provided by labels must be easy to understand, easily visible, clearly legible and indelible and must appear in the official language(s) of the Member State where the product is marketed. However, the use of foreign terms or expressions easily understood by the purchaser may be allowed.

Labelling of foodstuffs for specific groups

In addition to the rules applicable to foodstuffs in general, specific provisions (e.g. declaration of the energy value, carbohydrate, protein and fat content, etc.) for groups of foods for particular nutritional uses (baby foods, dietary foods for special medical purposes, foods for weight reduction, foods for sportspeople, etc.) are laid down in Regulation (EU) No 609/2013 of the European Parliament and the Council on 'Food for Specific Groups (FSG)'. These products must be suitable for their claimed nutritional purposes and marketed in such a way as to indicate their suitability.[19]

ECO-LABEL

The EU Eco-label or 'Flower logo' is a voluntary scheme that may be awarded to products which contribute significantly to improvements in relation to key environmental aspects and provide simple and accurate guidance to consumers on the environmental impact of products.

The basic rules for Eco-labelling are established in Regulation (EC) No 66/2010 of the European Parliament and of the Council of 25 November 2009 on the EU Ecolabel (OJ L-27 30/01/2010) (CELEX 32010R0066).

The Flower logo can be displayed as a marketing tool to show consumers that the product has a superior environmental quality when comparing it with other products of the same group. Manufacturers, importers, service providers, traders or retailers may apply for the Eco-label to the competent body of the Member State in which the product has been placed on the market.

4.4 Competent Authorities of Spain for Import Procedures

CUSTOMS ADMINISTRATION OFFICES IN SPAIN

Products imported from third countries are controlled by the following administrative authority:
Agencia Estatal de Administración Tributaria - AEAT (Spanish State Tax Administration Agency)
Departamento de Aduanas e Impuestos Especiales (Department of Customs and Excises)
Dirección Adjunta de Vigilancia Aduanera (Deputy Directorate of Customs Surveillance)

Avenida de Llano Castellano, 17
28034 Madrid
Tel: (+34) 901 33 55
E-mail: aduanas@correo.aeat.es
Website: www.aeat.es/

TRADE REGIME AND IMPORT LICENSES

The bodies in charge of issuing import licenses for products subject to trade regimes are:

Ministerio de Industria, Comercio y Turismo (Ministry of Industry, Trade and Tourism)
Secretaría de Estado de Comercio (Secretariat of State for Trade)
Dirección General de Política Comercial y Competitividad (Directorate-General for Commercial Policy and Competitiveness)
Subdirección General de Comercio Internacional de Mercancías (Sub-Directorate-General for International Merchandise Trade)

[19] "Labelling of foodstuffs for specific groups" https://trade.ec.europa.eu/access-to-markets/es/results?product=1006201791&origin=TH&destination=ES#

Paseo de la Castellana, 162
28046 Madrid
Tel: (+34) 91 258 28 52

E-mail: sgagro.sscc@comercio.mineco.es / dgcominver.sscc@comercio.mineco.es
Website: comercio.gob.es/ImportacionExportacion/Regimenes/Paginas/index.aspx

PACKAGING SIZING
Centro Español de Metrología - CEM (Spanish Metrology Centre)

Calle del Alfar, 2
28760 Tres Cantos, Madrid
Tel: (+34) 91 807 47 00
E-mail: cem@cem.es
Website: www.cem.es

COMPETENT AUTHORITIES FOR FOOD LABELLING IN SPAIN
Agencia Española de Consumo, Seguridad Alimentaria y Nutrición - AECOSAN (Spanish Agency for Consumer, Food Safety and Nutrition)
C/ Alcalá, 56, 28014 Madrid.
Tel: (+34) 91 338 06 16. E-mail: http://www.aecosan.msssi.gob.es/SIAC-WEB/contacto.do?reqCode=newSearch
Website: www.aecosan.msssi.gob.es/AECOSAN/web/home/aecosan_inicio.htm

MARKETING STANDARDS FOR CERTAIN AGRICULTURAL AND FISHERY PRODUCTS
The compliance with agricultural and fishery marketing standards is controlled by:

Ministerio de Industria, Comercio y Turismo (Ministry of Industry, Trade and Tourism)
Secretaría de Estado de Comercio (Secretariat of State for Trade)
Dirección General de Política Comercial y Competitividad (Directorate-General for Commercial Policy and Competitiveness)
Subdirección General de Inspección, Certificación y Asistencia Técnica del Comercio Exterior (Sub-Directorate-General for Inspection, Certification and Technical Assistance for International Trade)

Paseo de la Castellana, 162
28046 Madrid
Tel: (+34) 91 349 37 54 / (+34) 91 349 37 71
E-mail: sgsoivre.sscc@mcx.es
Website: www.comercio.gob.es/es-es/paginas/default.aspx

PLANT HEALTH
The competent authorities for phytosanitary inspections are:

Ministerio de Agricultura, Pesca y Alimentación (Ministry of Agriculture, Fishery and Food)
Secretaría General de Agricultura y Alimentación (General Secretariat of Agriculture and Food)
Dirección General de Sanidad de la Producción Agraria (Directorate-General for Health of Agricultural Production)
Subdirección General de Acuerdos Sanitarios y Control en Frontera (Sub-Directorate-General for Health Agreements and Border Inspection)

C/ Almagro 33
28010 Madrid
Tel: (+34) 91 347 82 41
E-mail: bzn-dgspa@mapa.es / sgacuerdos@mapa.es
Website: www.mapa.gob.es/es/agricultura/temas/sanidad-vegetal/default.aspx

FOOD AND FEED SAFETY AND MARKETING STANDARDS FOR FOODSTUFF OF NON-ANIMAL ORIGIN
The competent authorities for the control of foodstuffs of non animal origin are:

Ministerio de Sanidad (Ministry of Health)
Secretaría General de Sanidad (General Secretariat for Health)
Dirección General de Salud Pública, Calidad e Innovación (Directorate-General for Public Health, Quality and Innovation)
Subdirección General de Sanidad Exterior - SGSE (Sub-Directorate-General for Foreign Health)

Paseo del Prado, 18-20
28071 Madrid
Tel: (+34) 91 596 10 00
E-mail: saniext@msssi.es
Website: www.mscbs.gob.es/ca/profesionales/saludPublica/sanidadExterior/inforGeneral.htm

Annex 1. Spain's Foodtech Ecosystem

Spain has one of the world's strongest agri-food ecosystems with the largest number of players. The efficiency of agri-food value chain together with the technological developments generated by the various players in the ecosystem, the major commitment to the sustainability of the entire value chain together with the considerable increase in both public and private investment in the Foodtech sector are leading to the creation of an entire Foodtech Nation. Spain is responding to the different challenges of the food system and blazing the trail of foodtech development:

- Leading the wave of alternative protein
- Development of healthier and more sustainable ingredients
- Driving a more efficient and sustainable agri-food system
- Transparency and traceability in the value chain
- Gastronomy and Foodtech join forces to provide solutions
- The reinvention of foodservice

The importance of the agri-food value chain in Spain's economy, as well as the need for continuous innovation and improvement of the efficiency of its agriculture and food industry has allowed to develop an extensive ecosystem comprising national, regional and local government agencies, business, associations, technology centres, science parks, universities, incubators, accelerators and start- ups, which are playing an active role in building Spanish foodtech.[1]

Collaboration with Spanish's R&D or tech-related organizations will give competitive edge to Thai manufacturers. Those include:

ICEX

ICEX is the contact platform to form alliances and collaborations with these entities, technology centres and associations.

ICEX Spain Export and Investments (Spanish Institute for Foreign Trade) carries out different foodtech initiatives and is the best organization to provide guidance on possible collaborations between Spanish and Thai entities and companies. The executive division to deal with these issues is "**INVEST IN SPAIN**".

ICEX- Invest in Spain
www.investinspain.org
Margarita González. Commercial Project Development Department
margarita.gonzalez@icex.es
(+34) 913 496 100
financiacion.investinspain@icex.es

[1] "Foodtech in Spain 2021 report" https://www.foodswinesfromspain.com/spanishfoodwine/wcm/idc/groups/public/documents/documento_anexo/ mdix/ody5/~edisp/dax2021869589.pdf

AGRI-FOOD INDUSTRY CLUSTERS AND ASSOCIATIONS

Food clusters and associations are a major support for industry at the regional, national and European levels and in vertical sectors. These bodies undertake the task of encouraging training in innovation, connecting companies with universities and technological centres and managing public funding of R&D and innovation at the regional, national and European levels.

CLUSTER ACUIPLUS
www.acuiplus.org
info@acuiplus.com
(+34) 986 178 225
Acuiplus is a group of companies and entities related to the aquaculture sector who promote competitiveness and sustainability of the providers value chain, including services and products, and encouraging commercial, researching, innovation and sustainability process.

BIOGA (Life Sciences Technology Business Cluster)
www.bioga.org
info@bioga.org
(+34) 881 120459
BIOGA is a non-profit business association that brings together organisations integrated in the value chain of the biotechnology sector that are based in Galicia. 34% of Bioga's members are linked to research, 23% to the agri-food sector and 20% to health. The rest work in areas such as nanobiotechnology, the pharmaceutical industry or the environment.

BIOVEGEN (Spanish Technology Platform for Plant Biotechnology)
www.biovegen.org
David Lapuente (Project Manager)
dlapuente@invegen.org
(+34) 917 710 272
Biovegen is a public-private partnership, led by the business sector, which brings together entities from the agri-food sector with an interest in R&D in applied Plant Biology. Biovegen develops collaborations and R&D projects, identifying technological challenges of the sector.

FOOD+i Cluster
www.clusterfoodmasi.es
comunicacion@clusterfoodmasi.es
(+ 34) 941 369 263
CLUSTER FOOD+i is a private entity created in 2009 that groups together more than 90 companies, knowledge centres and other entities associated with innovation. The aim of the initiative is to encourage competition and development within the Ebro Valley food and agriculture industry by anticipating business trends, using technology and developing R+D+i solutions that are accessible to the European market.

CLUSAGA (Galicia Food & Drink)
www.clusteralimentariodegalicia.org
info@clusaga.org
(+34) 981 556 062
Clusaga articulates an organised structure integrating businesses, as well as innovation and research bodies and other organisations, in cooperation processes, making it possible to reap benefits from the implementation of actions and collaborative projects and reaching a critical mass, strengthening the international competitiveness and visibility of the sector.

FOOD SERVICE CLUSTER
www.clusterfoodservice.org
info@clusterfoodservice.org
Cluster Manager: Alejandro Utrera
Telf. 671 090 664
The Foodservice Cluster of Catalonia is a cluster organization that is intended to promote and strengthen the competitiveness of the foodservice segment. The Foodservice Cluster promotes initiatives aimed at driving the foodservice sector of Catalonia and stimulating and exploiting the synergies between the members of the value chain in order to drive the development of transforming projects.

VITARTIS
www.vitartis.es
vitartis@vitartis.es
(+34) 983 02 44 42
Association of the Food Industry of Castilla y León, its mission is to increase the competitiveness of the Food Industry of Castilla y León, promoting innovation in all areas. Vitartis is made up of agri-food companies, universities and technology centres in the region. They connect the business and scientific-technological worlds.

ARAGONESE FOOD CLUSTER
www.aragonalimentacion.com
(+34) 976 306 161
The Aragon Food Cluster is a business initiative aimed at food, its main objective is to find new solutions through R&D to add value to the industry and face the global food challenge. Aragon Food Cluster consists of 45 members, among which includes companies and knowledge institutions.

AECOC (Association of manufacturers and distributors)
www.aecoc.es
info@aecoc.es
(+34) 93 252 39 00
One of the main food industry associative institutions, which also includes the sales and distribution sector and HORECA. It is very active in the sphere of innovation in the food industry, with periodic training and promotional activities.

FIAB (Spanish Federation of Food and Drink Industries)
www.fiab.es
fiab@fiab.es
(+34) 91 411 72 11
FIAB brings together a large part of the country's food industry through its several associations and is the driving force behind the 'Food for Life Spain' platform, which supports the dissemination of advances in research, science and technology through public-private collaboration of the main players in the agri-food sector in relation to RDI and the detection of new demands in terms of challenges of society.

ASEBIO (Spanish Association of Biocompanies)
www.asebio.com
secretariageneral@asebio.com
(+34) 91 210 93 10
AseBio brings together and represents the interests of companies, associations, foundations, universities and technology and research centres that carry out activities in the field of biotechnology in Spain. It works closely with regional, national and European administrations, as well as with all those social organisations committed to science and the use of biotechnology to improve people's quality of life and the sustainability of the planet, economic development and the generation of high added value employment.

FOOD FOR LIFE SPAIN (Spanish Technology Platform)
www.foodforlife-spain.es
sg@foodforlife-spain.es
(+34 91 411 72 11)
Food for Life-Spain Technology Platform aims to promote the transmission of research, scientific and technological advances through public-private collaboration of the main agri-food sector agents in relation to R+D+i. This platform is open to all companies and entities linked to the food chain that wish to participate in it.

TECHNOLOGICAL FOOD CENTRES

In Spain, the foodtech sector has a very open-ended vision, which stems from the country's enormous cultural and gastronomic diversity, which has evolved throughout its history. Precisely thanks to the conjunction of vision, technological infrastructure and gastronomic excellence, Spain's technological centres stand out. Each of them is a world leader in specific areas of Foodtech, ranging from the development of new ingredients, the improvement of nutritional properties, the application of new preservation technologies, industrial scaling of the most innovative solutions to the reduction of the impact of packaging, to name but a few.

AINIA
www.ainia.es
(+34) 96 136 60 90
AINIA is a technology centre established in 1987 as a non-profit organization. With more than 25 years of experience in research, development and innovation, they work to motivate the competitiveness of companies through innovation. They are one of the European Technology Centres with the largest corporate social system with more than 700 associated companies and 1,300 clients.

AZTI
www.azti.es
info@azti.es
(+34) 946 574 000
AZTI is a scientific and technological centre that develops high-impact transformation projects with organisations aligned with the United Nations 2030 SDGs. Its purpose is to drive positive change for the future of humankind, contributing to a healthy, sustainable and fair society. Specialising in marine environment and food, they provide cutting-edge and value-added products and technologies grounded in sound science and research.

CARTIF
www.cartif.es
(+34) 983 546 504
CARTIF is a horizontal, private and non-profit research institution, whose main mission is providing innovative

solutions to the industry to enhance their processes, systems and products, improving their competitiveness and creating new business opportunities.

CNTA (National Centre for Food Technology and Safety)
www.cnta.es
(+34) 948 670 159
CNTA is a private non-profit making association. Since 1981, the aim of this technological centre is to contribute towards improving the competitiveness and quality of the food sector.

CSIC (Spanish National Research Council)
www.csic.es
Contact form: www.csic.es/en/information-request
CSIC is the main delivery agent of the Spanish System for Science, Technology and Innovation. Its mission is the promotion, coordination, development and dissemination of scientific and technological multidisciplinary research, in order to contribute to the progress of knowledge and economic, social and cultural development.

CTAEX (Agricultural and Food Technological Centre)
www.ctaex.com
ctaex@ctaex.com
(+34) 924 448 077
CTAEX is a private centre for innovation and agricultural and food technology which has had since a long professional career, both at national and international levels. CTAEX is a pioneer in the field of agricultural and food innovation and research in Spain.

EURECAT (Technology Centre of Catalonia)
www.eurecat.org
info@eurecat.org
(+34) 93 238 14 00
Eurecat's Nutrition and Health Unit delivers scientific and technological services to agri-food, biotech and pharmaceutical businesses in health and food issues. An agreement with the Department of Food Technology at the University of Lleida means that it has laboratories to design, characterise and validate new ingredients and food products by tailoring them to current technologies and consumer preferences.

IRTA (Institute for Agri-Food Research and Technologies)
www.irta.cat
(+34) 93 467 40 40
IRTA is a research institute owned by the Government of Catalonia ascribed to the Department of Agriculture. Its mission is to contribute to modernising, improving, boosting competitiveness, and fostering sustainable development in the sectors of agriculture, food, agroforestry, aquaculture, and fishing, as well as in all areas of activity directly or indirectly related to the supply of healthy, high-quality foodstuffs to end consumers.

UNIVERSITY AND TECHNOLOGY PARKS

As a result of the great importance and impact of the food sector in Spain, there is a large field of research dedicated to it in Spanish Universities and a high degree of specialisation is applied at each campus. In addition to producing high-quality research studies and papers, patents and other types of intellectual property, universities promote the growth and development of cutting-edge start-ups and spin-offs that both materialise and monetise food research.

BASQUE CULINARY CENTER
www.bculinary.com

PARQUE (EUSKADI TECHNOLOGY PARKS)
www.parke.eus

ESADE CREAPOLIS
www.esadecreapolis.com

ALICANTE SCIENCE PARK
www.pca.ua.es

MADRID SCIENCE PARK
www.fpcm.es

AULA DEI FOUNDATION
www.pctauladei.com

ALMERIA SCIENCE AND TECHNOLOGY PARK
www.pitalmeria.es

IMDEA FOOD
www.food.imdea.org

CARTUJA SCIENCE AND TECHNOLOGY PARK
www.pctcartuja.es

TECHNOLOGICAL INSTITUTE OF MURCIA
www.itm.ucam.edu

CARLOS III UNIVERSITY OF MADRID-LEGANÉS TECNOLÓGICO SCIENCE PARK (UC3M)
www.uc3m.es/parquecientifico/parque-cientifico

UNIVERSITY OF VALENCIA SCIENTIFIC PARK
www.pcuv.es

SCIENCE AND TECHNOLOGY PARK OF THE POLYTECHNIC UNIVERSITY OF MADRID
www.upm.es/Investigacion/iniciativas/Parque_CientificoTecnologico

PARC UPC - UNIVERSITAT POLITÈCNICA DE CATALUNYA - BARCELONATECH
www.upc.edu/parcupc/ca

TECHNOLOGY PARK OF GALICIA-TECNÓPOLE
www.tecnopole.es/es

INNOVATION HUBS

In recent years, incubators and accelerators have become fundamental levers for the development of the entrepreneurial ecosystem in the food sector in Spain. While many of the main start-ups in the sector began their journey in generic incubators, normally linked to universities or government agencies, many incubators and accelerators that specialise in the agri-food value chain have emerged, which support early-phase start-ups. They offer recurring programmes of varying durations and with a specific focus on concrete areas of the agri-food industry value chain.

BAR LAB
www.bar-lab.com
Focus: rest tech
Capital: corporate

BUSINESS FOOD FACTORY
www.bffood.gal
Focus: agri-foodtech
Capital: public agency

CULINARY ACTION!
www.culinaryaction.com
Focus: agri-foodtech
Capital: academic institution

EATABLE ADVENTURES
www.eatableadventures.com
Focus: agri-foodtech
Capital: private

EIT FOOD
www.eitfood.eu
Focus: agri-foodtech
Capital: government agencies + businesses

FISHING TECH
www.fishing-tech.com
Focus: agri-foodtech
Capital: private

IVORO FOOD INNOVATION HUB
www.ivoro.pro
Focus: agri-foodtech
Capital: private

KM ZERO
www.kmzerohub.com
Focus: agri-foodtech
Capital: corporate

LANZADERA
www.lanzadera.es
Focus: general
Capital: corporate

ORIZONT
www.orizont.es
Focus: agri-foodtech
Capital: public agency

PORCINNOVA
www.porcinnova.es
Focus: agri-foodtech
Capital: public agency

SPAIN FOODTECH
www.spainfoodtech.es
Focus: agri-foodtech
Capital: private + public collaboration

THE HOP
www.thehop.xyz
Focus: rest tech
Capital: corporate

WAYRA
www.wayra.com
Focus: general
Capital: corporate

Annex 2. Spanish Distribution Channels

FUNCTIONAL FOODS DISTRIBUTORS

HERBOLARIO NAVARRO

www.herbolarionavarro.es
Herbolary/supermarket with 42 shops in many provinces across Spain. Herbolario Navarro was founded in 1771 and since then it has continued to evolve, adapting herbal and natural products to the need of their customers. Its range of products is very wide: fruits and vegetables, dietary supplements, cereals, drinks, infusions, etc.

HERBOLARIOS DOEMI

www.herbolariosdoemi.com
Eco-store specialized in dietetic and functional foods. Herbolarios Doemi owns 13 establishments in Madrid. They have a large number of references and products for health and wellbeing: supplements, plants and infusions, rice, sprouts, seeds, nuts, dried fruits, etc.

ACTIVA FOOD-TECH

www.activafoodtech.com
Activa Food Tech specialises in developing customised nutrition solutions. They supply nutrition solutions for developing plant-based products and they implement environment-friendly solutions. They also distribute machinery and advise companies operating in the industry on creating and improving food products.

ESPECIAS EL EXPLORADOR

www.especiaselexplorador.com
Especias el Explorador is one of the leading manufacturers, wholesalers and distributors of superfoods in Spain. They use the most advanced and innovative production techniques distributor company to pack and distribute superfoods in seed or powdered.

ROBIS

www.robis.es
Robis was founded in 1983 with the aim of seeking people's health through natural and preventive medicine using medicinal plants and food supplements. They have a wide range of superfoods, vitamin complexes, gluten-free, vegan and lactose-free products.

MAJOR SUPERMARKETS IN SPAIN

MERCADONA

www.mercadona.es

Mercadona is a family-owned Spanish supermarket chain and is the leading chain in Spain, with a market share of 24.5%. The chain has 1,637 supermarkets in Spain, with a presence in all of the country's 52 provinces, including Ceuta and Melilla. Each establishment has an average surface area of 1,300 m², which corresponds to the model known as proximity urban commerce, and stocks an assortment of food, pharmaceuticals, perfumery and accessories, which includes their own proprietary labels, as well as other commercial brands.

Mercadona suppliers: one of the fundamental requirements to be a Mercadona supplier is to have an innovative, high-quality product that stands out from similar products on the market. Since 1993, Mercadona has implemented a total quality model that underpins all the company's decision-making. This model seeks to satisfy equally the expectations of the five components of the company: "The Boss", as the customer is called internally, the Worker, the Supplier, Society and Capital.

Being a Mercadona supplier means that both parties will work together to achieve the same objective: to ensure that the customer achieves total satisfaction that exceeds his or her expectations when consuming the product. Mercadona has established a plan that is committed to the specialisation of each of the suppliers in the products offered, as a way of guaranteeing good service, product quality and adherence to all health standards, and all at a reasonable price.

To become a Mercadona supplier, a series of requirements must be met, and a rigorous and demanding selection process takes place. This consists, firstly, in the presentation of a proposal by the supplier in which they will get to know each other over six months, followed by a trial period, during which any necessary adjustments to the processes will be made and the necessary audits carried out, until the last phase, in which there is total freedom in terms of the flow of information.

"The quickest is to send an email to Mercadona's customer service line. They collect all your information and pass it directly to the appropriate purchasing manager (I recommend this option). The luckiest way is to meet our managers at trade fairs or conventions in the sector."

Alejandro Sabaté García
Mercadona Logistics Department

CARREFOUR
www.carrefour.es

Carrefour is the second leading supermarket in Spain with 8.1% of market share. Carrefour Group is a multinational retail chain of French origin and is considered the leading European distribution group. Carrefour has 1,228 points of sale in Spain, of which 205 operate under the hypermarket format and 1,023 are supermarkets under its different brands: Market, Express and BIO.

By geographical area, Madrid (with 233 points of sale), Andalusia (202) and Catalonia (172) are the three autonomous communities with the most Carrefour shops.

Carrefour is firmly committed to sustainability and organic food and has a specific range of organic products obtained according to organic farming methods. It also has four 100% organic supermarkets in Spain, two in Madrid and two in Barcelona. Carrefour's organic products are subject to a two-fold inspection, on the one hand by organic certification bodies and on the other hand by Carrefour itself. This range comprises more than 120 consumer products and fresh products inspected and certified by bodies authorised by the European Union.

Carrefour provides a marketplace where it is possible to sell products from different suppliers. Each brand must have defined values and a story behind it. To sell on Carrefour, you need to access the company's platform, register on it (they will send you a confirmation email) and upload the selected products to the catalogue.

There are two options provided:
- Sales in the marketplace, online. With this option you do not need to pay any fees nor commit to remaining.
- Multi-channel sales: online but also with a presence in physical hypermarkets.

Recommendations:
- Work on the product listing, with appropriate, high quality and eye-catching photographs for the customer.
- Select keywords to use in both the titles and descriptions of each product.
- Carry out a study on the prices of the main products you are competing with.

LIDL
www.lidl.es

Lidl is the third leading establishment in Spain with a market share of 5.9%. Lidl is a German distribution chain positioned halfway between hard discount and traditional supermarkets. It has been present in Spain for more than 25 years and has a network of more than 600 shops and 10 logistics platforms.

One of its main hallmarks is its themed weeks. It regularly provides customers with themed weeks based on gastronomic specialities from countries such as Japan, Greece, the United States, Italy, Germany and France. The best international cuisine at Lidl prices.

Lidl has a range of organic products called Bio Organic® the aim of which is to respond to the needs of all those people who not only care about having a healthy diet, but also about the conservation of the environment, the quality of life of farm animals and the local economy. It also dispels the myth that organic products are expensive.

Lidl has a brand of Asian food and food products from China, Japan, Thailand and India. On the website they share recipes from the cuisines of these countries. The available Thai products include vegan Thai curry, Thai sauces, coconut milk, Thai beer, Thai squid and prawn salad, red pitaya and Thai Jasmine rice.

DIA
www.dia.es

Dia is the fourth leading supermarket in Spain with 5.5% of market share. DIA, whose legal name is Distribuidora Internacional de Alimentación, S.A., is an international company in the food, household, beauty and health products distribution sector. It has a total of 6,169 shops in Spain.

DIA applies the discount shop model and follows a policy of reducing prices by cutting costs, simplifying the establishment and its management. The company maintains strict cost control thanks to an efficient logistics chain.

DIA wants to collaborate with the best suppliers for each type of product. Each type of product has a different department.

EROSKI
www.eroski.es

Eroski is the fifth leading establishment in Spain with a market share of 4.8%. Eroski's commercial network totals 1,645 establishments, including hypermarkets, its own and franchised supermarkets and diversification shops, as well as the online supermarket. Eroski also owns the Caprabo supermarkets.

Eroski puts health and sustainability at the heart of its strategy through proposals that facilitate savings, the practice of healthy eating and sustainable consumption. An example of this is improving the nutritional quality of its own-brand products by eliminating more than 325 tonnes of sugar, salt and fat from its recipes.

ALCAMPO
www.alcampo.es
Alcampo is the sixth leading establishment in Spain with a market share of 3.3%. Alcampo is a supermarket chain that has been present in Spain since 1981 and currently has 339 shops. Alcampo is part of Auchan Retail, a long-standing international retailer. In Spain it operates under the Alcampo banner through supermarkets, hypermarkets and online retailing.

For becoming an Alcampo supplier it is necessary to send an email with the following information:

- Presentation of the product
- Price list
- Distribution logistic methodology

EL CORTE INGLÉS
www.elcorteingles.es/food/?force_lang=true

El Corte Inglés is one of the best-known retailers in Spain. The group includes 90 El Corte Inglés supermarkets, 39 Hipercor supermarkets and 187 Supercor supermarkets.

El Corte Inglés Group has always maintained a policy of customer service and a constant interest in adapting to the tastes and needs of society. Guarantees, quality, specialisation and its continuous commitment to innovation have made the Group a benchmark in both national and international commerce.

El Corte ingles has mainly focused its food strategy on two areas. One of these is digitalisation, through efficient and high-quality e-commerce and logistics, and the other involves the opening of "Gourmet Experience" gourmet spaces in which more exclusive supermarkets are combined with high quality restaurants.

MAKRO
www.makro.es

MAKRO, the Spanish subsidiary of the German group METRO, is the leading catering distribution company in Spain. It boasts more than 900,000 customers, of which more than 220,000 are hoteliers, and 37 centres in fifteen Autonomous Communities. MAKRO offers the hotel and catering trade an omnichannel shopping experience with more than 42,000 products, solutions and services adapted to their needs, focusing on local produce and fresh quality products.

COSTCO
www.costco.es

Costco Wholesale is an international chain of hypermarkets with a price club format whose objective is to provide the best prices on quality products.

LA SIRENA
www.sirena.es

La Sirena is a very successful chain of frozen food supermarkets in Spain. It has a wide range of products at competitive prices, and its establishments are mainly located in Madrid and Barcelona.

REGIONAL SUPERMAKETS IN SPAIN

IFA
www.grupoifa.com/es/

IFA is a distribution group in Spain made up of associates, all of them benchmark companies in their regions, backed by a leading head office in the development of services, innovation and added value for all the elements of the chain. IFA has 6,232 establishments in Spain and 34 associate members. Its members include the regional supermarkets with the largest market share in each Autonomous Community: Alimerka (Asturias), Consum (Valencia), UVESCO (Basque Country), Dinosol (Canary Islands), Ahorramás and UNIDE (Madrid), Condis and BONPREU (Catalonia), Gadis and Froiz (Galicia), Lupa (Cantabria), Covirán (Andalusia).

Values:

- **Proximity and balance:** Its points of sale throughout the country reflect this value well, the true meaning of which is complemented by a deep understanding of the consumer, their needs and desires. The Group's solidity makes it possible to combine the autonomy and independent management of its member companies with a cohesive project that benefits the group as a whole.
- **Quality, trust and innovation:** The choice of suppliers that best meet the quality and innovation standards of its customers.
- **Variety and versatility:** Its points of sale come in all sizes, from convenience stores to large supermarkets, in small towns and large cities. They are committed to meeting all needs and achieving maximum satisfaction in a shopping experience, and therefore have international, national and local suppliers.

EUROMADI
www.euromadi.es

Euromadi is a purchasing centre made up of supermarkets and, at the same time, one of the largest Spanish food companies. Euromadi has 133 associates and 14,349 points of sale.

The Euromadi group represents its associates and provides the best possible service in order to guarantee them high quality products and competitive prices. By buying for so many supermarkets, it obtains greater benefits and better prices, facilitating access to the product from the manufacturer to the distributor in the best conditions for its sale and marketing.

Values:

- **Transparency** with both partners and suppliers as the driving force behind management.
- **Business diversification** with the aim of consolidating the competitive and differential value of their associates.
- **Constant innovation** to provide partners greater competitive advantages.
- **Active listening** to all its stakeholders, partners, suppliers, employees, etc.
- **Mutual trust** between the head

office, associates and suppliers as a basis for continuous growth.

SPANISH DISTRIBUTORS SPECIALISING IN HORECA AND FOOD SERVICE INDUSTRY

PRODESCO
www.disbesa.com/es

Prodesco is a food distributor for the hotel and catering industry founded in 1992. Their purchasing department is constantly looking for new suppliers and products. Currently, one of their main focuses is Asian cuisine - they already collaborate with Oriental Market - and are still open for new suppliers. Ginger and rice are some of the most interested products for them.

GMH GRANDES MARCAS HORECA
www.gmh.es

GHM is a food distribution company specialising in the hotel and catering industry with more than 30,000 products. They have more than 70 own brands, 200 suppliers and 40,000 outlets business.

GRUPO DISBESA
www.disbesa.com/es

Grupo Disbesa-Darnés, leading distributor of beverages and foodstuffs for the hotel and catering and food sectors. With 4 large logistics platforms and 35 activity centres, they are present in Catalonia, Madrid, Andalusia and the Valencian Community.

ALIFOODS
www.alifoods.es

Alifoods was established in 1994 among several companies with extensive experience in the sale and distribution of food and beverage brands, both in the retail and on-trade sectors. It is currently one of the leading HORECA distributors in Spain and has a Thai products section.

GRUPO VELDIS
www.veldis.com

Established in 1984, the main activity of VELDIS, S.A. is the import and distribution of food and beverage products. They have a large network of representatives, wholesalers and regional distributors. They have an international food department "Flavours of the world".

GRUPO JB CAO
www.grupojbcao.com

J.B. Cao Group is made up of a group of companies dedicated to the distribution of food and beverage products. Its main objective is to provide a global service to the hotel and catering sector.

SPANISH DISTRIBUTORS SPECIALISING IN FRUITS AND TROPICAL FRUITS

CULTIVAR
www.cultivar.net

Cultivar is one of the leading companies in the Spanish market dedicated to the import and distribution of fresh fruit and vegetables. They have their own warehouses with cold stores and make their own packaging and labelling. They distribute to all the Mercas in Spain and to restaurants and hotels. They mainly distribute pitaya, mangosteen, rambutan, lychee and baby bananas.

FRUIVER
www.fruiver.com

Fruiver is one of the largest trading companies in Spain for fresh fruit and vegetables with more than one thousand items from almost 60 countries. Their main market is the hospitality industry, hotels and shops. They used to import directly from Thailand, but there were delays in orders and now they have a distributor in Holland.

EUROBANAN
www.eurobanan.com

The Eurobanan Group is a leading company in the fruit and vegetable distribution sector in Spain with 12 distribution centres on the Iberian Peninsula. They have an international department in charge of importing exotic fruits.

FRUTAS E. SÁNCHEZ
www.frutasesanchez.com

Frutas E. Sánchez is a family-owned company dedicated to the production, import and export of fruit and vegetable products. They are one of the main fruit importers/exporters in Spain, and they have several stands in Mercamadrid and Mercabarna. They mainly distribute to the HORECA channel and urban markets. Regarding Thai fruits, they import them from Holland and are mainly interested in rambutan and mangosteen.

GRUPO LC
www.grupolc.es

Wholesalers, importers and distributors of fruit and vegetables. They are represented at Mercabarna and Mercamadrid. They are looking for reliable suppliers and prefer tropical fruit to be transported by plane because the freshness of these products is essential.

HERMANOS MONTES
www.hermanosmontes.com

Hemanos Montes is a fruit import and distribution company. They have clients all over Spain and they are specialised in small and medium-sized businesses in the Community of Madrid. One of the owners is the tropical fruit manager.

SPANISH DISTRIBUTORS SPECIALISING IN HEALTHY AND ORGANIC FOOD

BIDFOOD
www.bidfoodiberica.com

Leading company in healthy food in Spain, they are specialised in fresh products. Bidfood Iberia is part of Bidcorp, the big South African food group.

BIOCOP
www.biocoop.es

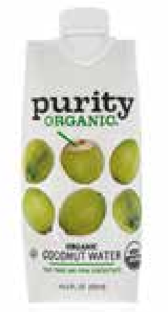
Biocop is an organic products distribution company with more than 40 years of experience. It defines itself as a company committed to sustainability, fair trade and social justice.

ECOPLAZA
www.ecoplaza.es

Distributor of Ecological and Natural Products. Its range of products includes organic food, food for intolerances, baby food and a wide range of fresh products.

BEBIDAS URBANAS
www.bebidasurbanas.com

Company distributing organic drinks based on organic and sustainable agriculture. Organic drinks, vegan, 100% sustainable, without refined sugars,



additives, preservatives or colouring agents.

DIETISUR
www.dietisur.es

Importers and distributors of healthy and organic food. They distribute to herbalists and organic shops and supermarkets.

ESPECIAS ARIAS
www.especiasarias.es

Leading company in the distribution of infusions and spices in bulk in Spain. It specialises in world teas, exotic spices, medicinal plants and aromatic herbs. It has a wide range of organic products.

NECTARAN
www.nectaran.es

Importer and distributor of sustainably grown teas and herbal teas. It serves large retail chains and supermarkets such as El Corte Inglés, Hipercor, Alcampo and Simply.

SPANISH DISTRIBUTORS SPECIALISING IN ASIAN FOODSTUFFS

ORIENTAL MARKET
www.orientalmarket.es
The Oriental Market Group is notable for being the number one importer in Spain of more than 5,000 oriental food products (such as sauces, pastas, rice, frozen products, canned products, snacks, seaweed, noodles, etc.), as well as all those products necessary for the area's gastronomy (kitchen utensils and oriental kitchenware) and Asian culture (decoration, etc.).

With its head office in Madrid, it has been in operation since 1987, providing more than 8,000 products from Asian countries such as China, Thailand, Korea, Japan, Philippines, Vietnam, Hong Kong, etc.

ASIA IBERICA
www.asiaiberica.es

A shop selling Asian, oriental and Japanese products. Their products include sauces, spices, sprouts, juices, snacks, etc. They mainly distribute to the hotel and catering industry, although more and more individuals are buying from their online shop.

COLOMER CASAS
www.scolomercasas.es

Asian products importer and distributor. They are experts in Thai products such as herbal teas, sauces, noodles, preserves, snacks and drinks. They mainly distribute to the hotel and catering industry and oriental supermarkets.

FANYA
www.fanya.eu

An importer and distributor of Asian food, especially Thai, Taiwanese and Chinese food. It is an importer for supermarkets such as Alcampo, Makro, Carrefour and also for the catering industry. It specialises in Thai fruits such as mango, pitaya, okra, etc. They are experts in Thai products and have been importing them since 1998.

LAPERLA
www.laperlavalles.cat

La Perla is an expert importer and distributor for ethnic and exotic food and drinks. They have been working in the sector since 1997, winning the confidence of the leading food brands such as Nestlé, AroyD, Guinness, FOCO, Lipton and Jumbo to name but a few.

GARMIKO FOODS
www.garmikofoods.es

Garmiko Foods is an import and distribution company for Asian food products from Japan, China, Korea, Thailand, Vietnam and Taiwan.

They are present in Madrid, Barcelona and Mallorca, and in the rest of Spain they have a well-established network of distributors. Their customer profile is medium-high level Japanese restaurants, catering companies and gastronomic concepts that have introduced oriental elements to their cuisine.

TOKYO-YA
www.tokyo-ya.es

Tokyo-Ya, is an importer and wholesaler of Japanese and Asian food, kitchen utensils and catering equipment. They are specialised in the hotel and catering industry and have a large logistical operative. They have offices in Madrid, Barcelona, Valencia and Mallorca.

TA-TUNG
www.ta-tung.com

Ta-Tung has become a leading specialist in Asian gastronomy in Spain through its popular "ready-to-eat" dishes, which are distributed widely and found in the HORECA channel. They have different points of sale in the hospitality and catering industry and can also be found in small independent shops.

COMINPORT
www.cominport.com

Cominport is an import and distribution company of Japanese and Asian food products from Thailand, Taiwan and Vietnam. Their main customers are restaurants, hotels, catering services, distributors, wholesalers and supermarkets.

MERCAS WHOLESALE FOOD PLATFORMS

MERCAMADRID
www.mercamadrid.es

Mercamadrid is the largest fresh food distribution, commercialisation, transformation and logistics platform in Spain. This market has established itself as the largest perishable food market in Europe and the second largest in the world with respect to the Central Fish Market, after Tsukiji in Tokyo. It comprises 222 hectares at the service of the 800 companies located within its surface area.

It boasts one of the widest and most diverse ranges of fresh food, with the best products from more than 40 countries and the potential of distributing them to the five continents with very competitive timeframes and processes. All this is available in a single space, which works day and night to supply a demand which is not just local, with more than 12 million consumers and a sphere of influence of 500 km. It unites Madrid's Central Fish, Fruit and Vegetable Markets, as well as the Meat Market, multi-purpose companies specialising in the food sector and a wide range of service companies: industrial refrigeration, conservation, logistics, transport, handling, etc.

Mercamadrid has different sections for different categories of foodstuffs:

- **Fruit and vegetable centre:** 65,000 m² of covered space comprising six halls, 153 companies and 342 market stalls.
- **Fish centre**
- **Meat centre**
- **Hostelry centre**

A tool is available which allows you to look up the price ranges of a certain product in Mercamadrid, with the only problem being that the information is in Spanish: www.mercamadrid.es/buscador-de-empresas/

MERCABARNA
www.mercabarna.es/en/

Mercabarna is a food city that operates 24 hours a day with the aim of guaranteeing the supply of fresh food to the public. The facility houses more than 700 companies specialising in the distribution, preparation, importing and exporting of fresh and frozen products.

Mercabarna wholesale markets:

- **Central Fruit and Vegetable Market:** The fruit and vegetable section of Mercabarna is made up of around 250 companies which operate in the Central Fruit and Vegetable Market and the Complementary Activities Zone (ZAC).
- **Central Fish Market**
- **The Slaughterhouse**
- **Mercabarna-flor**

Company search: www.mercabarna.es/cercador-empreses/en_index/

Product statistic: www.mercabarna.es/serveis/en_estadistiques-productes/
BIOMARKET (MERCABARNA): the first wholesale market for organic food in Spain and the first in Europe in terms of concentration of fruit and vegetable companies.

MERCABILBAO
www.mercabilbao.eus

Mercabilbao is the public limited company that manages the service of the Central Wholesale Markets of the city of Bilbao and its area of influence.

Mercabilbao is currently the largest distribution centre for perishable foodstuffs in the north of the Iberian Peninsula. This large commercial

complex covers a surface area of more than 13 hectares and a set of specialised markets where 71 wholesale companies operate, offering buyers a wide range of products with the highest quality guarantees.

Activity sectors:

- **Fruit and vegetables, vegetables and bananas:** Occupies an area of 30,777 m² with 39 companies operating in three halls.
- **Fish and seafood**
- **Multi-purpose:** This pavilion, installed in an area of 7,452 m², has 27 stands dedicated to the wholesale distribution of perishable and semi-perishable products and logistics warehousing.
- **Commercial area**
- **Complementary activities**

Company finder tool (in Spanish)
https://www.mercabilbao.eus/informacion-practica/buscador-de-empresas/#

Product statistics tool (in Spanish):
https://www.mercabilbao.eus/servicios/estadisticas-de-productos/

MERCAMALAGA
www.mercamalaga.es

Mercamálaga, in operation since 1981, has a surface area of almost 300,000 m². The facilities of this Food Unit have undergone an expansion in recent years, with the incorporation of new activities/products/services/businesses.

More than 100 companies are set up in Mercamálaga, of which 54 are fruit and vegetable wholesalers and another 24 fish wholesalers, while the rest are engaged in ancillary distribution or customer service operations.
Mercamálaga contains a Fruit and Vegetable Market, a Fish Market and a large Complementary Activities Area, with several wholesale supermarkets, meat facilities, logistics services, etc.

List of fruit and vegetable companies:
https://mercamalaga.es/frutas-y-verduras/

MERCAVALENCIA
www.mercavalencia.es

Mercavalencia is the largest agri-food centre in the Valencian Community. It covers an area of 500,000 m² in which 205 companies operate.

It is made up of the Central Fish, Fruit and Vegetable Markets, the *Tira de Contar*, Mercaflor, the Ecological Services Slaughterhouse, and the Complementary Activities Zone (ZAC in the Spanish acronym). Company finder tool (in Spanish): www.mercavalencia.es/es/info-practica/buscador-de-empresas/

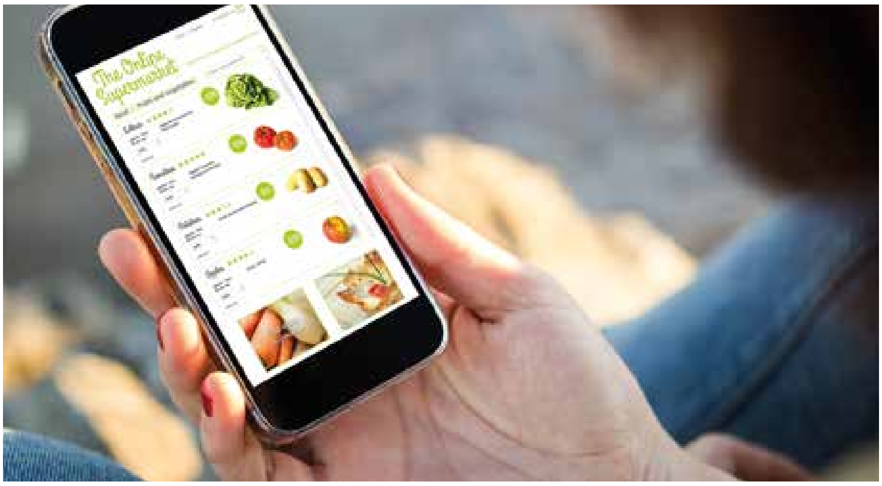
E-COMMERCE AND ONLINE PLATFORMS IN SPAIN

Amazon is the largest marketplace in the world. Half of the products it sells are not own-brand but are from third party companies or entrepreneurs. **LINK TO BECOME A SELLER IN AMAZON (Spain):** https://sellercentral.amazon.com/

HOW TO BECOME AN AMAZON SELLER:

Before you register

1. What do you want to sell?: Available categories: https://services.amazon.es/servicios/vender-por-internet/categorias.html



2. Choose a sales plan: The Pro plan gives you the opportunity to sell an unlimited number of products and pay a monthly subscription fee of €39 (excl. VAT). The Individual plan does not have a monthly fee, but you pay €0.99 (excl. VAT) per item sold. Both Pro Sellers and Individual Sellers pay an additional fee when they sell an item.

3. Register and start publishing: Create an account on Seller Central, the web interface where you will also manage your seller account.

After registering

1. Publish your inventory: You can add products to the Amazon Marketplace catalogue one by one. If you have a Seller Pro subscription, you can add large batches of items using the corresponding tools.
There are two ways to publish products:

- **Post products that are already on Amazon.es:** Indicate how many products you have to sell, the status of the products and the shipping options.

- **List products that are not yet on Amazon.es:** Identify the UPC/EAN code and item reference number. Post the product features, e.g., title and description.

2. Sell your products: You have several options for managing orders, depending on the number of orders you receive:

- **"Manage Orders" tool:** You can view a list of your orders and details of the order you select in Seller Central.

- **Order Reports:** Receive order processing information for multiple orders through a single report.

- **Amazon Marketplace Web Service (Amazon MWS):** If you have scheduling services available and have a Professional plan, consider using the Marketplace Web Service Ordering API to get updates (including new orders) in your seller account.

3. Send orders: Amazon sends you a notification when customers place an order. Use Amazon Logistics (FBA) and let Amazon handle the shipping.

4. Get paid: Amazon deposits payments into your bank account periodically and sends you a notification when the payment has been sent.

ROYAL THAI EMBASSY IN MADRID
Business Information Center in Spain
Calle de Joaquín Costa, 29, 28002 Madrid
website: https://bic-madrid.thaiembassy.org/