

DOING BUSINESS IN THE EUROPEAN UNION



CARLOS SARRIÓ YUSTE

26 MARCH 2019

INDEX:

- HISTORY OF EUROPE AND THE EUROPEAN UNION
- DEMOGRAPHICS OF THE EU
- SOCIAL ENVIRONMENT & CULTURE OF THE EU
 - BUSINESS MANNERS IN THE EU
- CURRENT POLITICAL ENVIRONMENT
- ECONOMICS IN THE EU
- CURRENT BUSINESS TRENDS IN THE EU
 - FOOD & BEVERAGES: ENTERING THE INDUSTRY

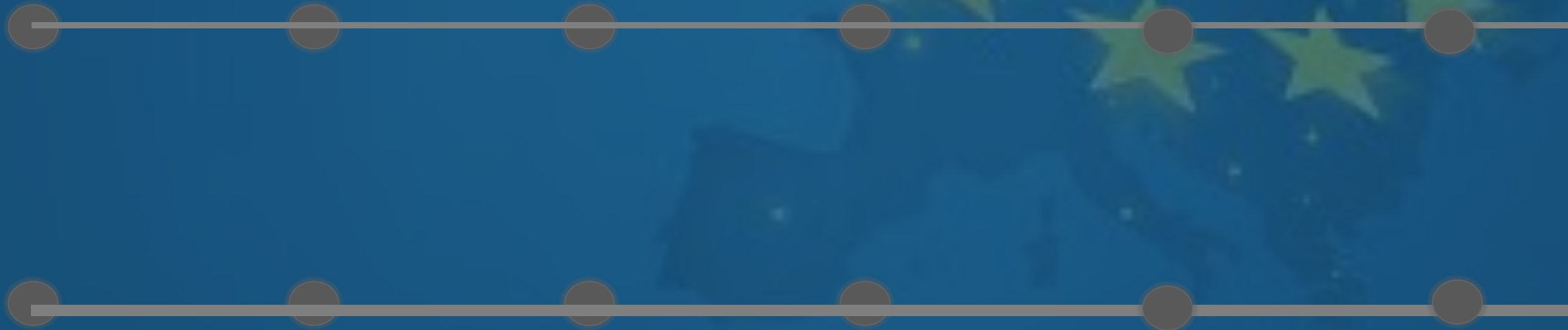
THE HISTORY OF EUROPE & THE EUROPEAN UNION



THE LONGEST HISTORY

THE HISTORY OF EUROPE IS A CYCLE OF UNIFICATIONS AND CONFLICTS

THREE PILLARS: GREECE, ROME AND THE JUDEO-CHRISTIAN TRADITION.



GREECE

FIRST POLITICAL ORGANIZATION (THE POLIS)

[3000 B.C.]
GREECE



ALEXANDER THE GREAT

FIRST ATTEMPT OF FLATTENING THE "WORLD"

[3000 B.C.]
GREECE

[357 B.C.]
ALEXANDER THE GREAT



ROME

FIRST SUSTAINED AND UNIFIED "EUROPE"

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



THE CHRISTENDOM

THE END OF THE ROMAN EMPIRE

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



CHARLEMAGNE'S EMPIRE: OTHER ATTEMPT OF UNIFICATION

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



[800 A.D.]
CHARLEMAGNE'S EMPIRE



FEUDALISM

ORIGIN OF EUROPE'S FRAGMENTATION

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



[800 A.D.]
CHARLEMAGNE'S EMPIRE



[1000 A.D.]
FEUDALISM



HUNDRED YEARS' WAR

BIRTH OF THE INFLUENCE OF FRANCE AND ENGLAND

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



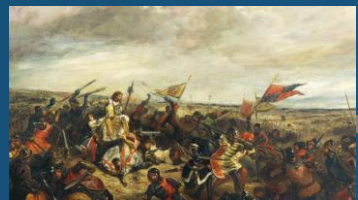
[800 A.D.]
CHARLEMAGNE'S EMPIRE



[1000 A.D.]
FEUDALISM



[1337 A.D.]
HUNDRED YEARS' WAR



THE SPANISH EMPIRE

POLITICAL INTEGRATION OF EUROPE

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



[800 A.D.]
CHARLEMAGNE'S EMPIRE



[1000 A.D.]
FEUDALISM



[1337 A.D.]
HUNDREYARS' WAR



[1550 A.D.]
SPANISH EMPIRE



RELIGION WARS

THE BIRTH OF MODERN EUROPE AND NATIONALISMS

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



[800 A.D.]
CHARLEMAGNE'S EMPIRE



[1000 A.D.]
FEUDALISM



[1337 A.D.]
HUNDREYARS' WAR



[1550 A.D.]
SPANISH EMPIRE



1648 A.D.
RELIGION WARS AND
WESTFALIA TREATY



FRENCH REVOLUTION

THE RISE OF THE DEMOCRACIES

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



[800 A.D.]
CHARLEMAGNE'S EMPIRE



[1000 A.D.]
FEUDALISM



[1337 A.D.]
HUNDREYARS' WAR



[1550 A.D.]
SPANISH EMPIRE



1648 A.D.
RELIGION WARS AND
WESTFALIA TREATY



[1789 A.D.]
EUROPE OF NATIONS
FRENCH REVOLUTION



EUROPE OF REVOLUTIONS

THE SOCIAL REVOLUTIONS

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



[800 A.D.]
CHARLEMAGNE'S EMPIRE



[1000 A.D.]
FEUDALISM



[1337 A.D.]
HUNDREYARS' WAR



[1550 A.D.]
SPANISH EMPIRE



1648 A.D.
RELIGION WARS AND
WESTFALIA TREATY



[1789 A.D.]
EUROPE OF NATIONS
FRENCH REVOLUTION



[XIX CENTURY]
EUROPE OF
REVOLUTIONS



MODERN HISTORY OF EUROPE

FROM NATIONALISM TO FASCISM, THE WAR AND THE ORIGIN OF THE EU

[3000 B.C.]
GREECE



[357 B.C.]
ALEXANDER THE GREAT



[146 B.C.]
ROME



[476 A.D.]
CONSTANTINE EMPEROR
& THE CHRISTENDOM



[800 A.D.]
CHARLEMAGNE'S EMPIRE



[1000 A.D.]
FEUDALISM



[1337 A.D.]
HUNDREYARS' WAR



[1550 A.D.]
SPANISH EMPIRE



1648 A.D.
RELIGION WARS AND
WESTFALIA TREATY



[1789 A.D.]
EUROPE OF NATIONS
FRENCH REVOLUTION



[XIX CENTURY]
EUROPE OF
REVOLUTIONS



XX CENTURY
MODERN HISTORY OF
EUROPE



MODERN HISTORY OF EUROPE

A HISTORY OF WARS.

After many tensions during the armed peace, the murder of the Archduke Francisco José led to the WW I.



The poverty caused by the WW I and other political factors led to the rise of fascism and to the WW II.



AFTER THE WW II

THE ACTUAL ORIGIN OF THE EU: FROM ERP TO THE EEC.

The ERP helped to improve the industrialization and the economic development of Europe.

The main beneficiary was the Benelux, created in 1948.



The Benelux led to the creation of the ECSC in 1952.

It was the seed of the EEC (Rome, 1957)



THE BIRTH OF THE EU

A SUCCESSION OF TREATIES



1960-1969

THE ECONOMIC GROWTH

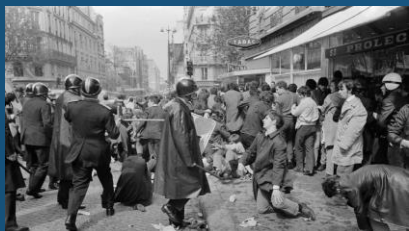
THE SOCIAL REVOLUTION OF MAY 1968



1970-1979

THE FIRST AMPLIATION OF THE EU
FIRST ELECTIONS TO THE EP

1960-1969



THE ECONOMIC
GROWTH

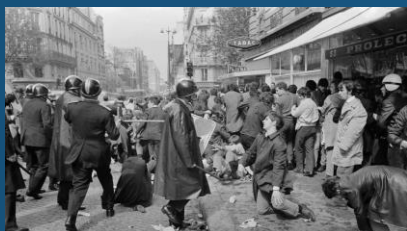
THE SOCIAL
REVOLUTION
OF MAY 1968.

1980-1989

GREECE, SPAIN AND PORTUGAL JOIN THE EU SINGLE EUROPEAN ACT

1960-1969

1970-1979



THE ECONOMIC
GROWTH

THE FIRST
AMPLIATION OF
THE EU

THE SOCIAL
REVOLUTION
OF MAY 1968.

FIRST ELECTIONS
TO THE EP

1990-1999

MAASTRICHT TREATY

AMSTERDAM TREATY

1960-1969



THE ECONOMIC
GROWTH

THE SOCIAL
REVOLUTION
OF MAY 1968.

1970-1979



THE FIRST
AMPLIATION OF
THE EU

FIRST ELECTIONS
TO THE EP

1980-1989



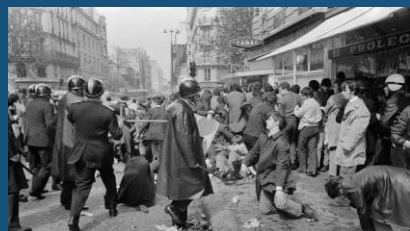
GREECE, SPAIN AND
PORTUGAL JOIN THE
EU

SINGLE EUROPEAN
ACT



2000-2009 GREAT AMPLIATION LAST AMPLIATION LISBON TREATY

1960-1969



THE ECONOMIC
GROWTH
THE SOCIAL
REVOLUTION
OF MAY 1968.

1970-1979



THE FIRST
AMPLIATION OF
THE EU
FIRST ELECTIONS
TO THE EP

1980-1989



GREECE, SPAIN AND
PORTUGAL JOIN THE
EU
SINGLE EUROPEAN
ACT

1990-1999



MAASTRICHT
TREATY
AMSTERDAM
TREATY



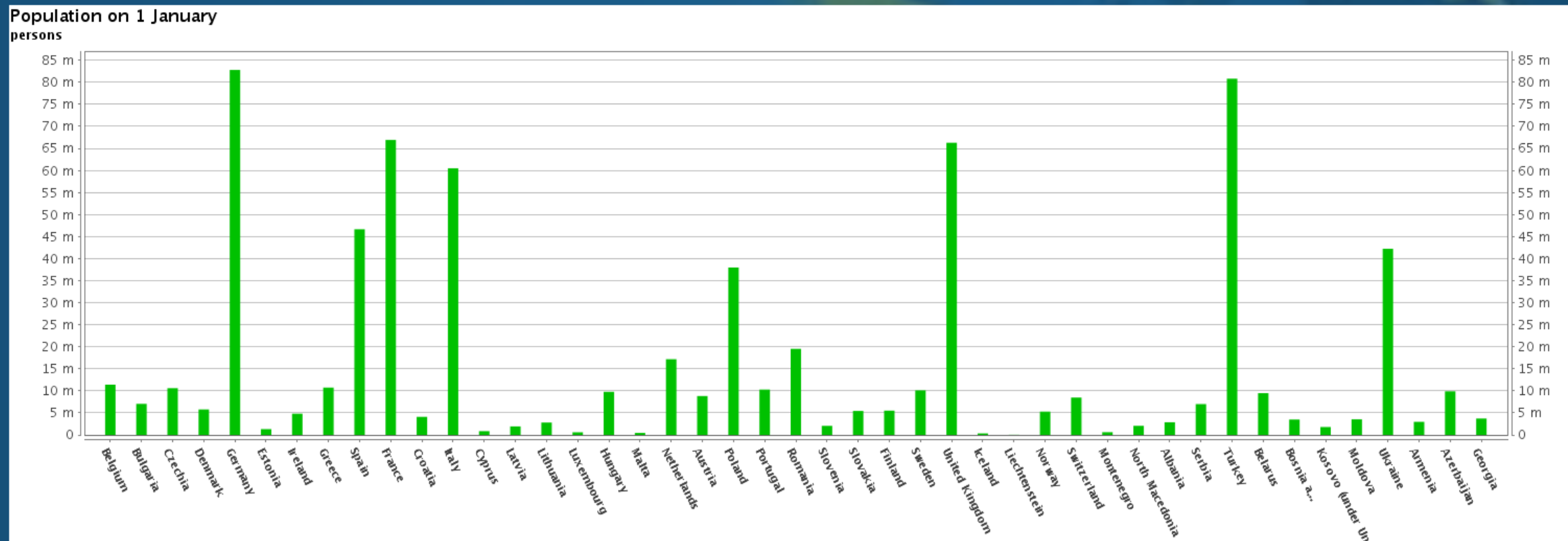
... AND WHAT NOW?

DEMOGRAPHIC CHARACTERISTICS OF EUROPE



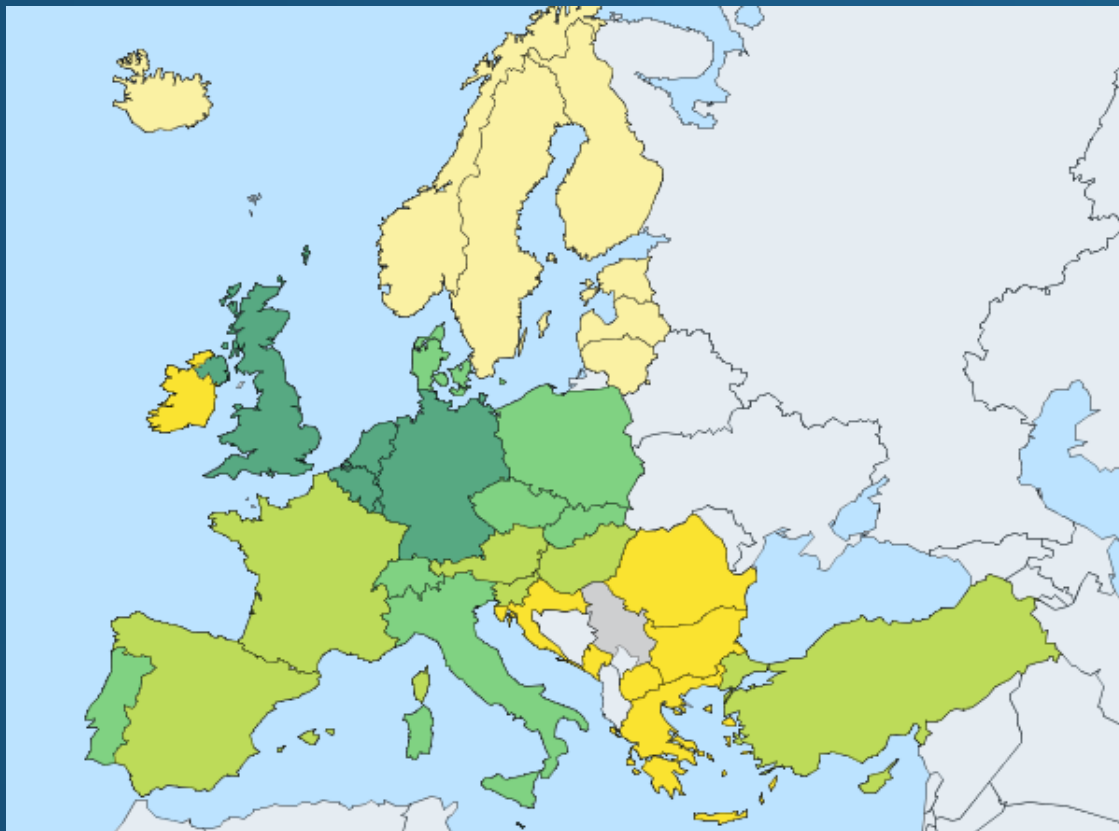
POPULATION

GERMANY, FRANCE AND UK ARE THE MOST POPULATED COUNTRIES

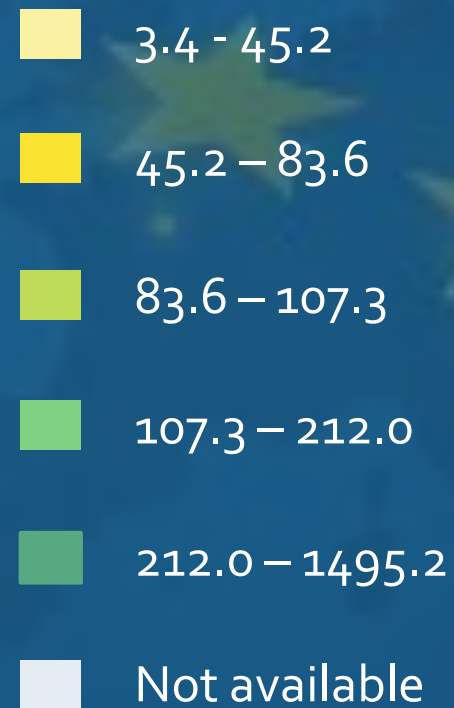


POPULATION

...WHILE MALT, NETHERLANDS AND BELGIUM HAVE THE HIGHEST DENSITY.

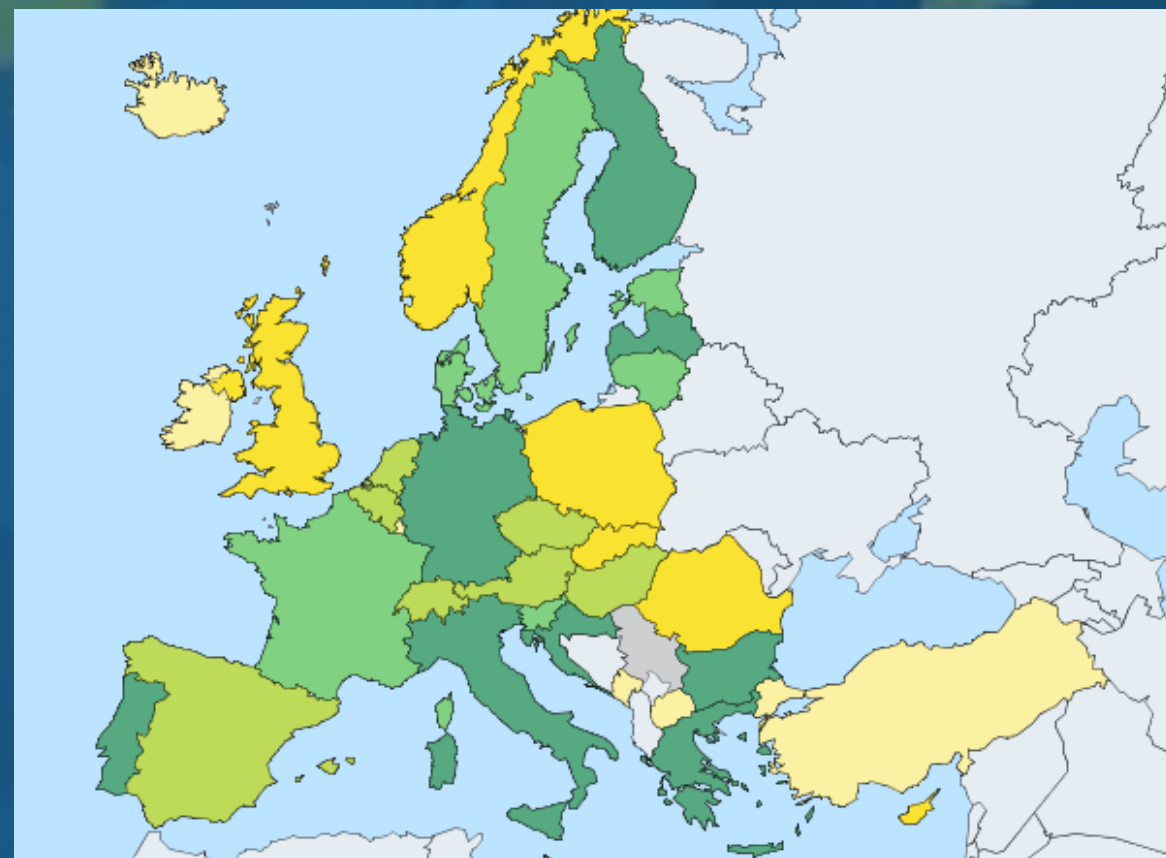
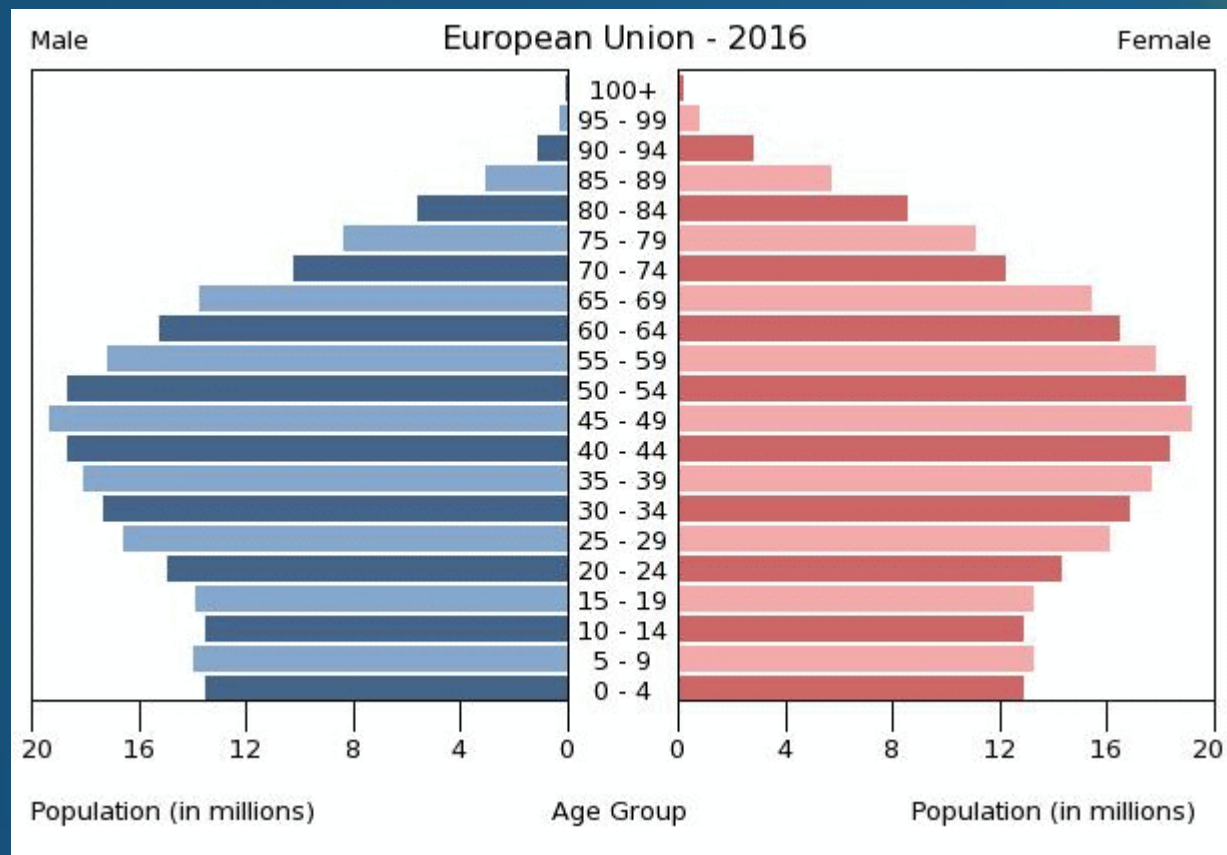


Legend



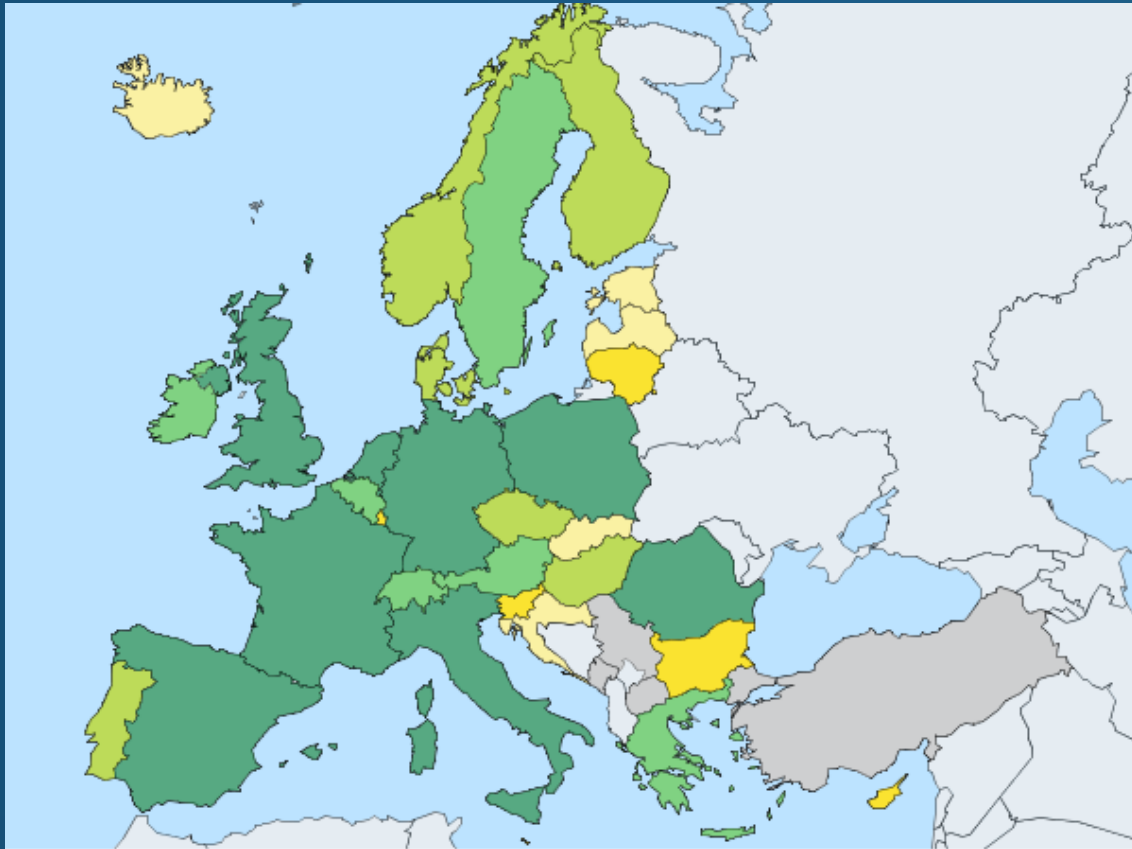
POPULATION

...EUROPEAN POPULATION IS AGING SHARPLY BUT UNEQUALLY



POPULATION

NATALITY IS BEING SUBSTITUTED BY IMMIGRATION.



Number of immigrants

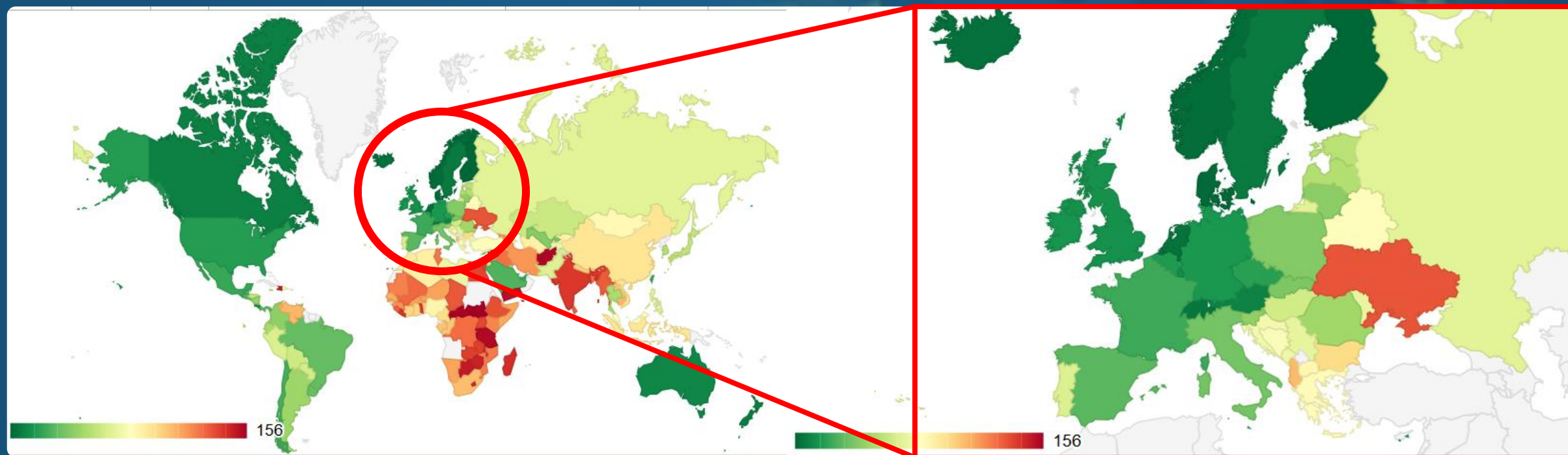


SOCIAL ENVIRONMENT & CULTURE IN THE EU

The background of the slide is a blurred image of the European Union flag, featuring a circle of twelve gold stars on a blue field. The text is overlaid on this background.

SOCIAL ENVIRONMENT

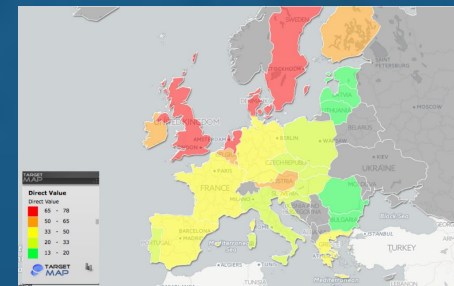
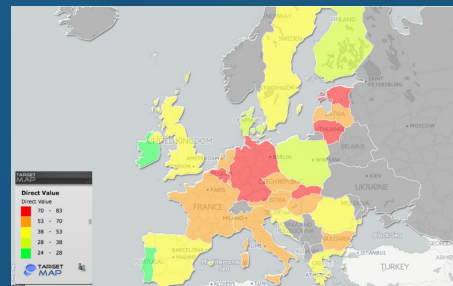
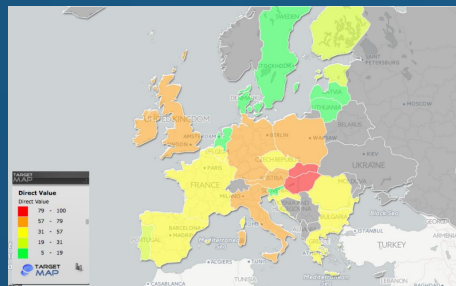
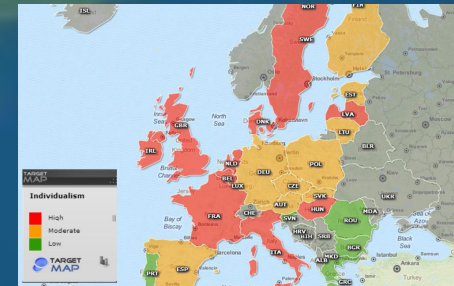
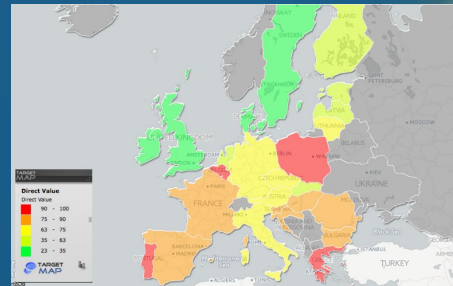
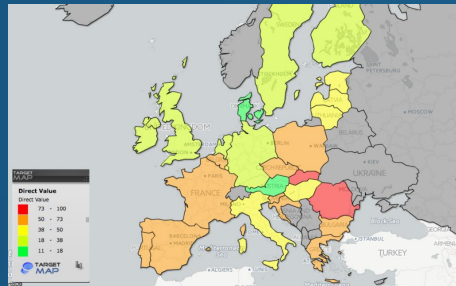
HAPPIEST COUNTRIES IN THE WORLD.



HOFSTEDE'S CRITERIA

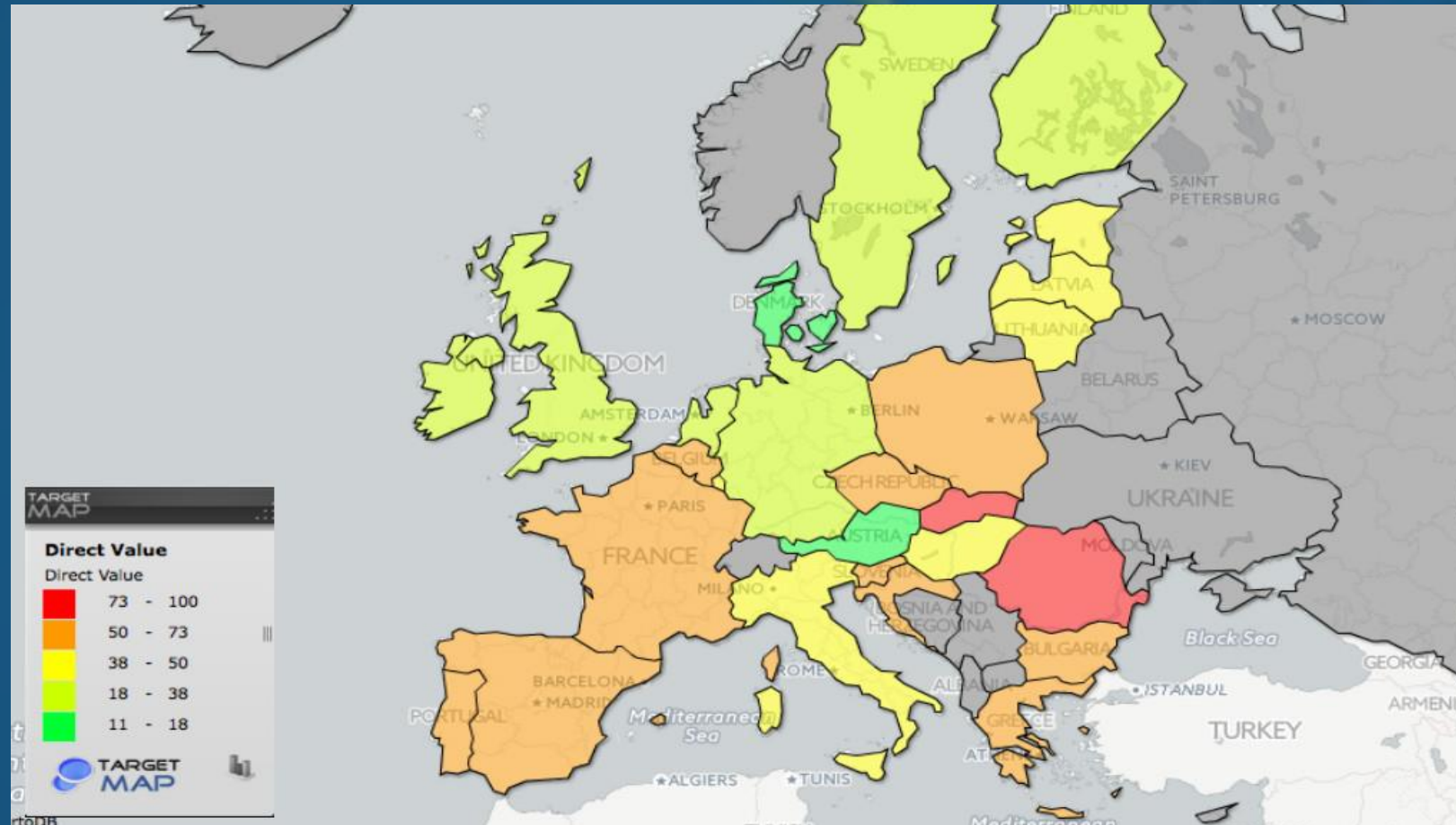
THE SCALES OF POWER DISTANCE, MASCULINITY/FEMININITY, AND INDULGENCE VARY TOO MUCH.

HOWEVER, CULTURES IN THE EU PREFER INDIVIDUALISM, WANT TO AVOID UNCERTAINTY AND AMBIGUITY, AND MOSTLY PREFER A LONG-TERM ORIENTED.



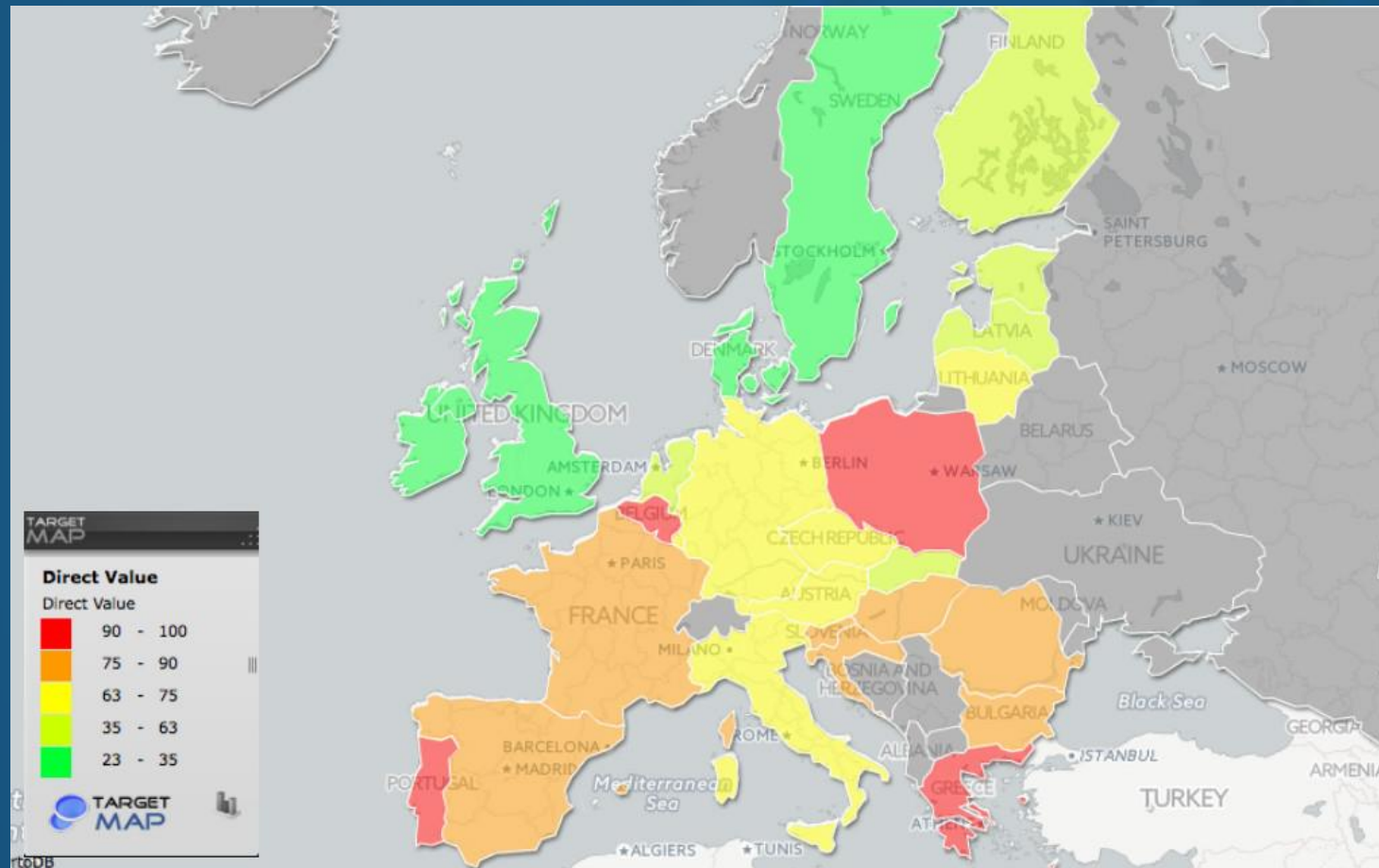
POWER DISTANCE

THERE ARE BIG DIFFERENCES, GETTING LOWER SCORES THE NORTHERN COUNTRIES.



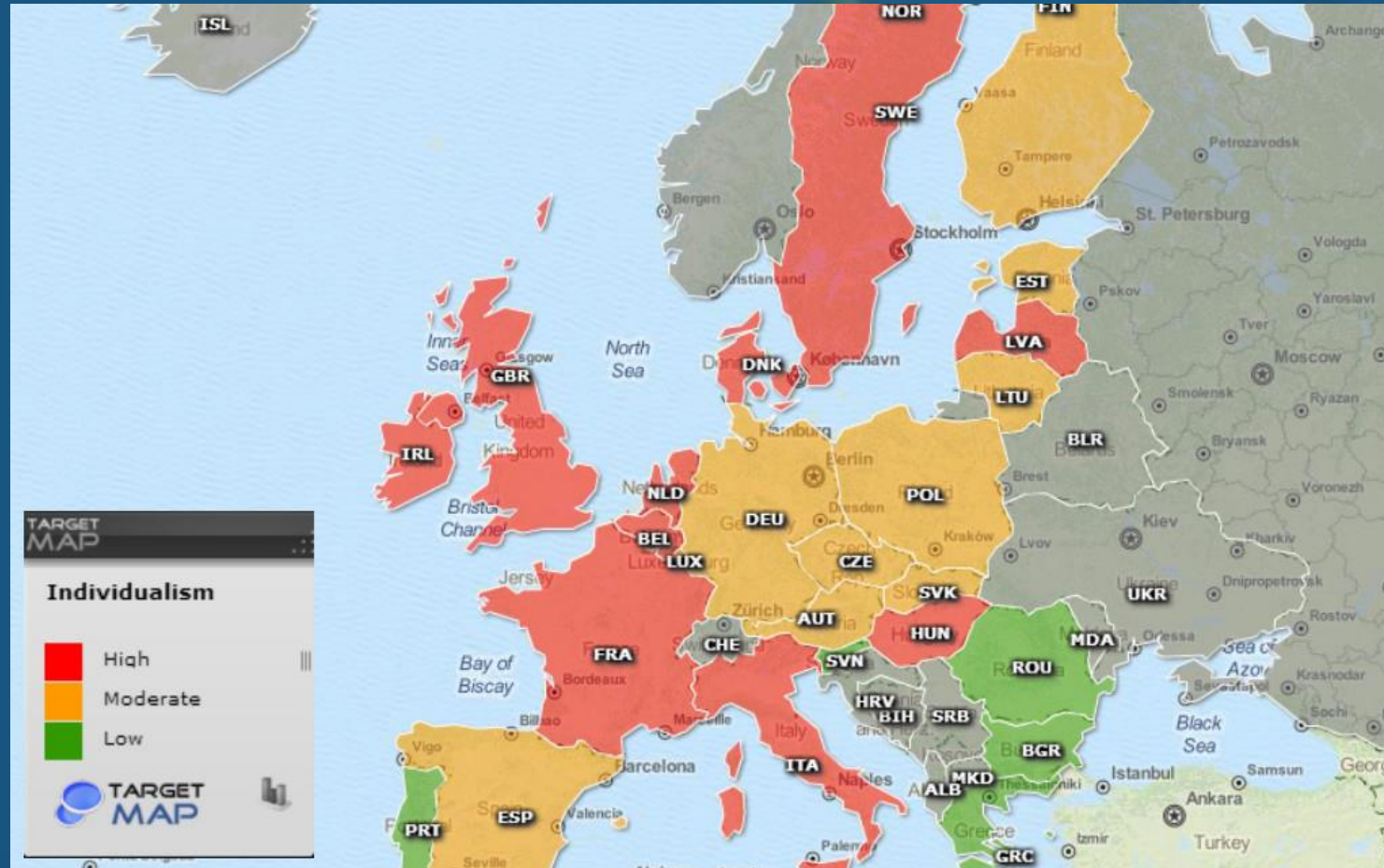
UNCERTAINTY AVOIDANCE

DESPITE THE UNITED KINGDOM (AND IRELAND) AND THE NORTHERN COUNTRIES, EUROPEANS LIKE SECURITY.



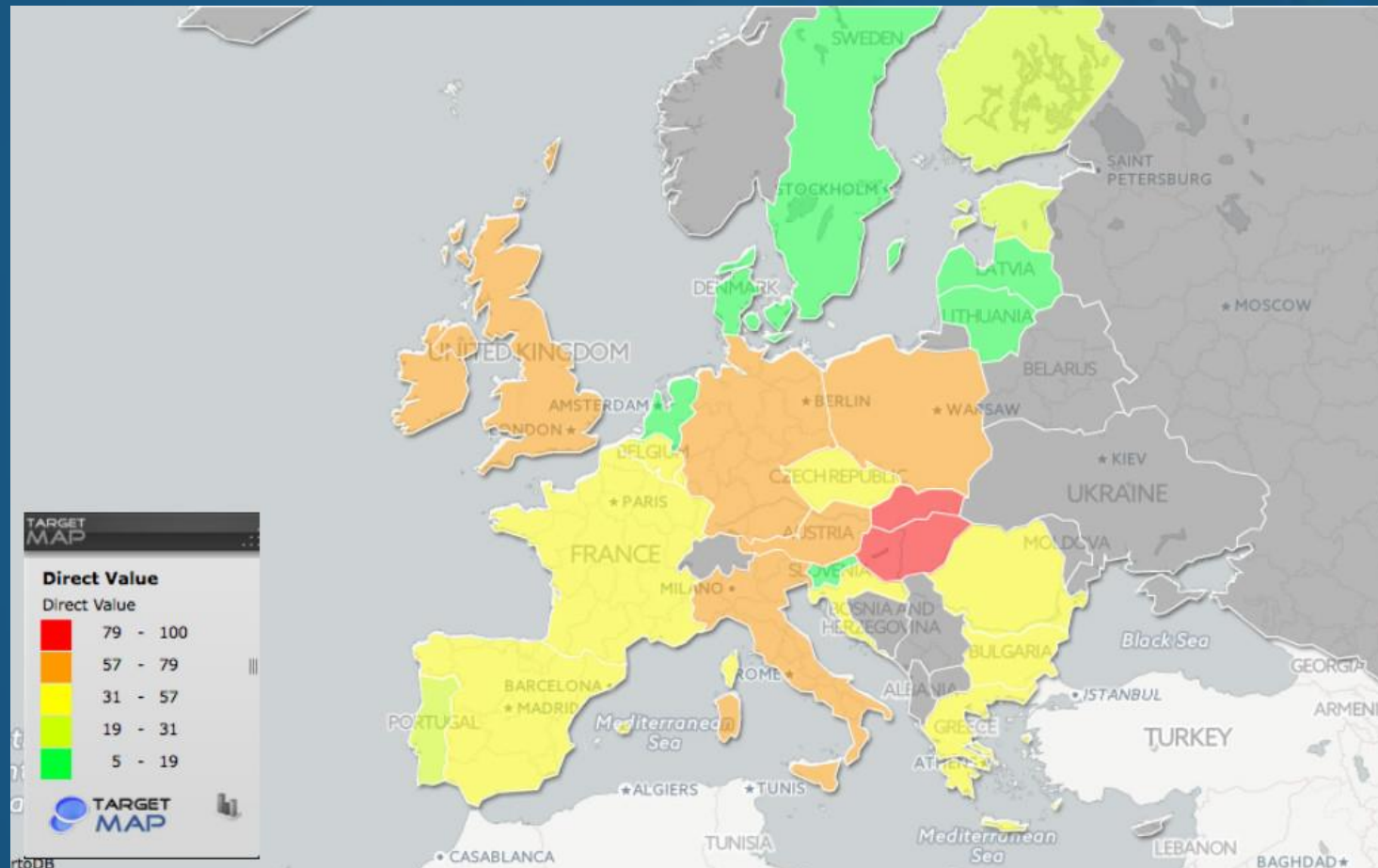
INDIVIDUALISM VS COLLECTIVISM

MOST EUROPEANS ARE CLEARLY INDIVIDUALISTS.



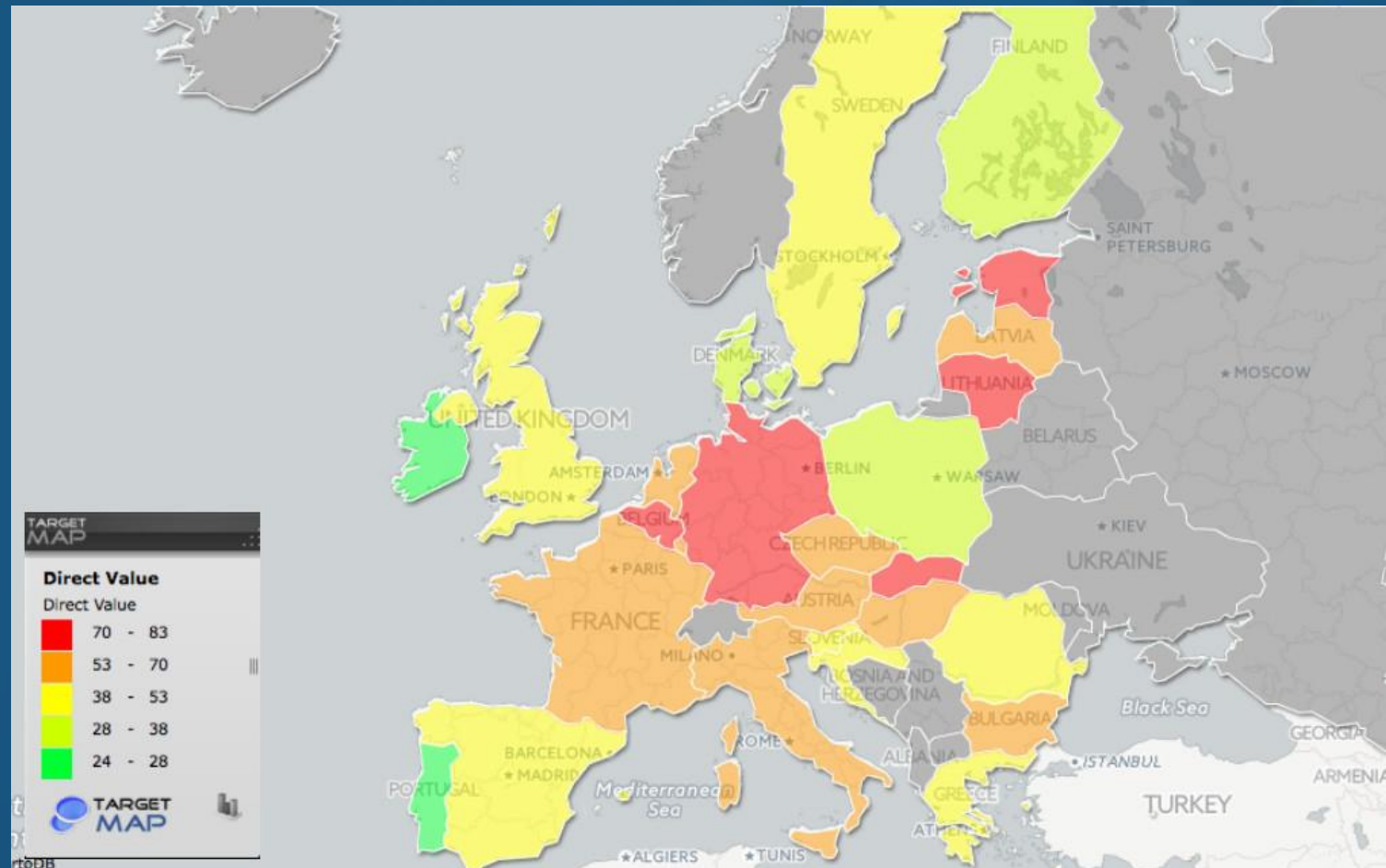
MASCULINITY VERSUS FEMININITY

IN GENERAL, EUROPEANS DIFFERENTIATE THE GENDER ROLES, BUT THERE IS A TREND TO ERADICATE THAT



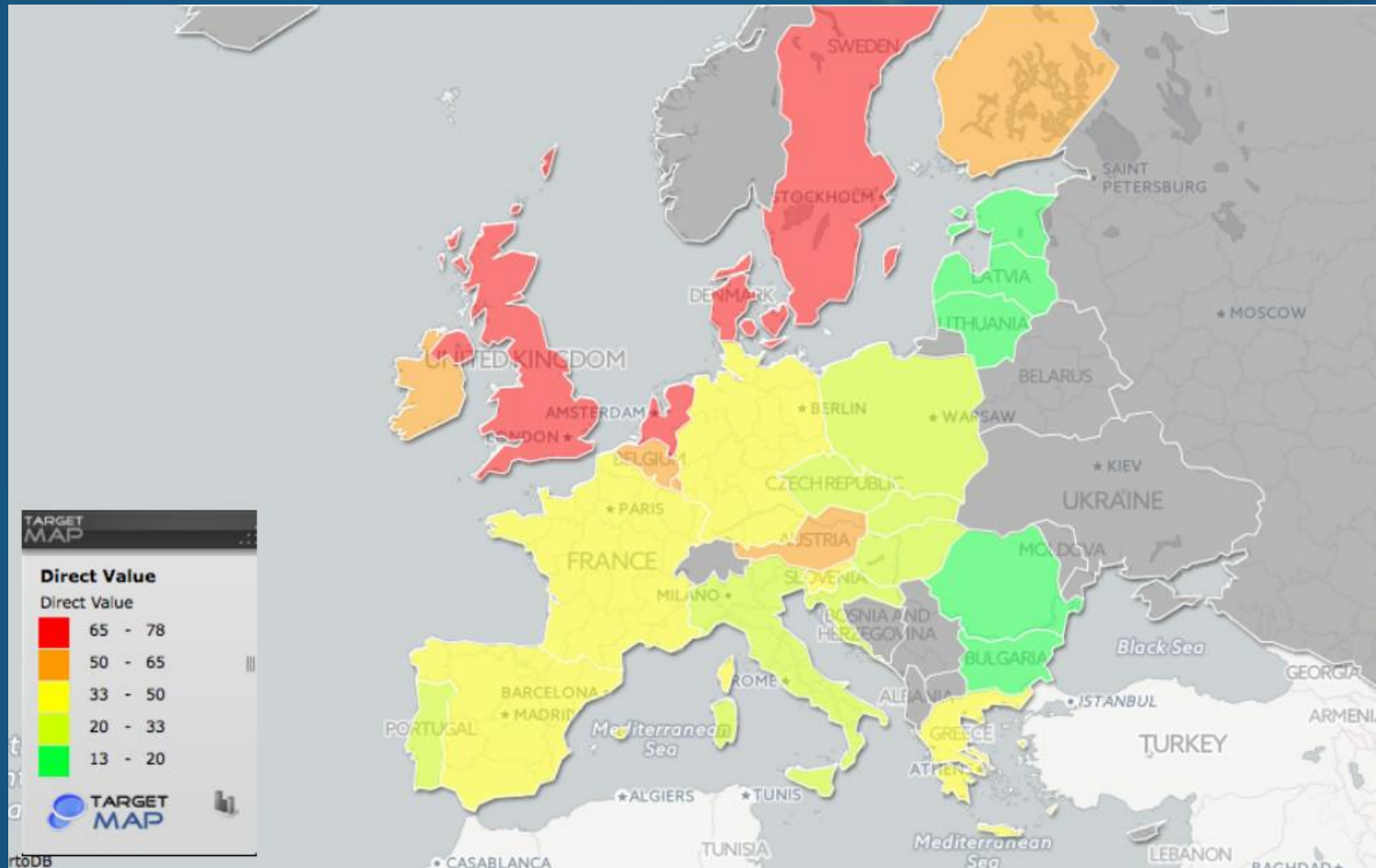
TIME ORIENTATION

MOST EUROPEAN COUNTRIES ARE LONG-TERM ORIENTED, WHICH IS RELATED WITH THE UNCERTAINTY AVOIDANCE.



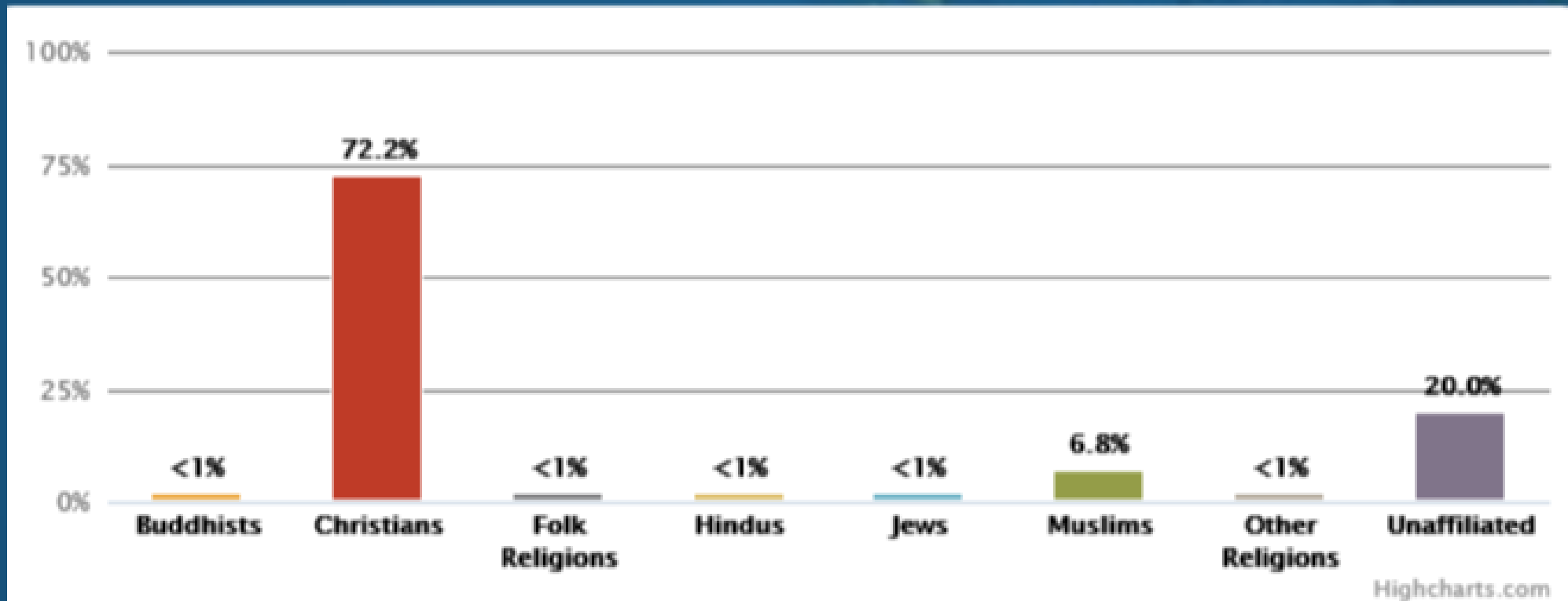
INDULGENCE VERSUS RESTRAINT

WHILE NORTHERN COUNTRIES TEND TO BE INDULGENT, IN SOUTHERN COUNTRIES SOCIAL NORMS HAVE A STRONG PRESENCE.

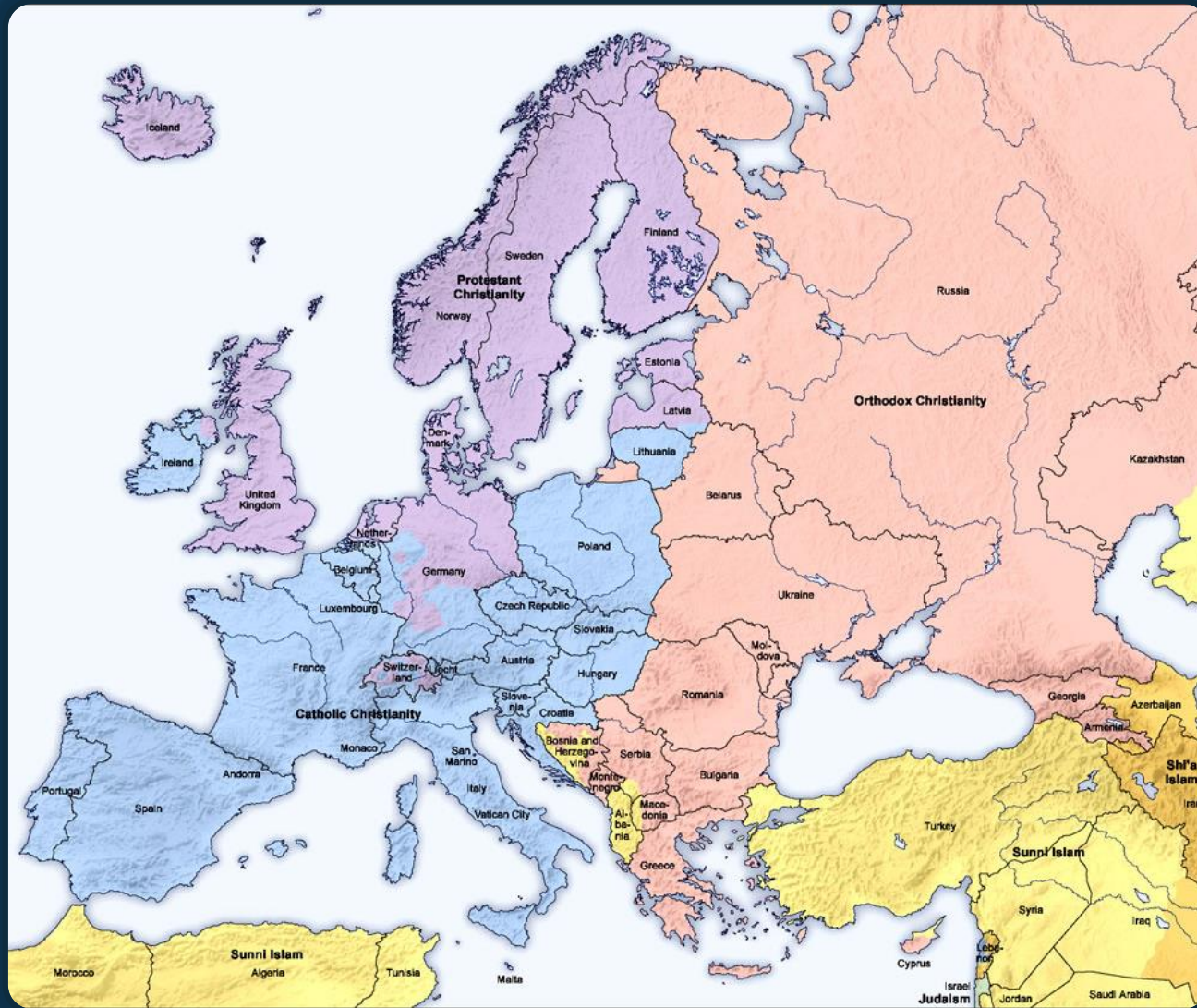


CULTURE: IT IS RELIGION STILL IMPORTANT?

MOST EUROPEANS IDENTIFY THEMSELVES AS CHRISTIANS, BUT ATHEISM AND AGNOSTICISM ARE ARISING



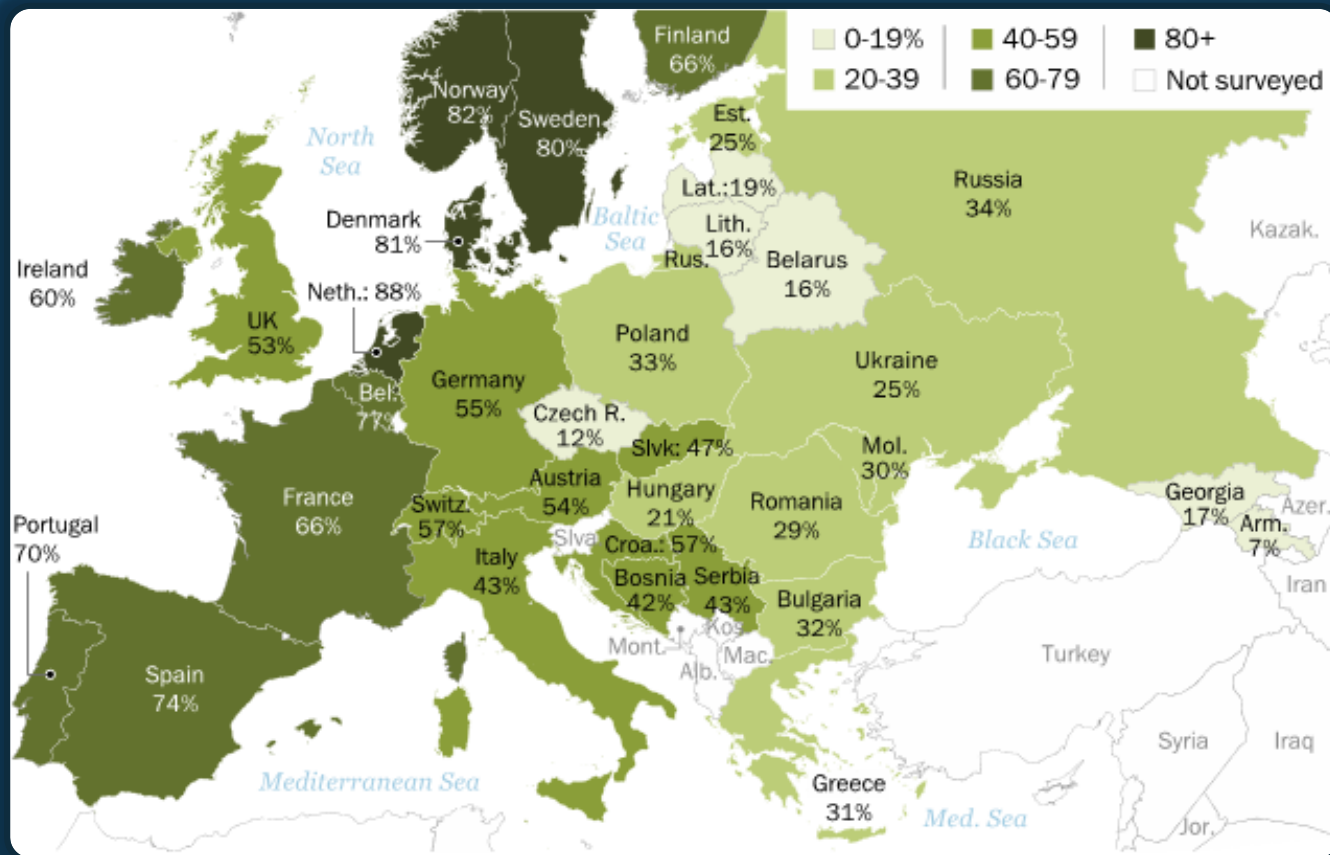
Data retrieved from globalreligiousfutures.org



RELIGION TOLERANCE

CATHOLICS, ANGLICANS
AND PROTESTANTS
CONVIVE NOWADAYS
WITHOUT ANY KIND OF
CONFLICTS, BUT...

Data retrieved from one-Europe.net



RELIGION TOLERANCE

... BIG PART OF EUROPEANS SAY THEY ARE NOT WILLING TO "RELATE" WITH MUSLISM PEOPLE

Percentage of people that answered they would be willing to have a muslim in their family.

Data retrieved from pewforum.org

BUSINESS MANNERS

IMPORTANT FACT: THEY DIFFER FROM COUNTRY TO COUNTRY

Punctuality
& Greeting

Dress code

Body
expression &
eye contact

Conversation
&
Negotiations

Gifts



EASTERN
EUROPE

NORTHERN
EUROPE

UNITED
KINGDOM

SOUTH
CENTRAL
EUROPE

CENTRAL
EUROPE

SOUTH
WESTERN
EUROPE

PUNCTUALITY & GREETING



ARRIVE JUST A LITTLE BIT BEFORE THE MEETING, NO MORE THAN 10'.



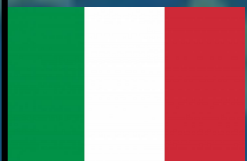
ARRIVE AT LEAST 10 MINUTES BEFORE THE MEETING



ALWAYS GREET WITH A HANDSHAKE



DRESS CODE



**ALWAYS
FORMAL**

**A SUIT IS
EXPECTED**

**DEPENDING
ON THE
INDUSTRY**



**BUSINESS
CASUAL IS THE
GENERAL
RULE**



BODY EXPRESSION & EYE CONTACT

- ✓ IT MATTERS TO ALL EUROPEANS
- ✓ ALWAYS KEEP EYE CONTACT
- ✓ MAINTAIN A LISTENING ATTITUDE



CONVERSATIONS & NEGOTIATIONS

BUSINESS CONVERSATIONS ARE ADDRESSED DIRECTLY IN EASTERN, NORTHERN AND CENTRAL EUROPE.

IN SOUTHERN EUROPE AND THE UK ARE PRECEDED BY SMALL TALKING.



CONVERSATIONS & NEGOTIATIONS

IN CENTRAL AND SOUTHERN EUROPE NEGOTIATIONS ARE DRIVEN BOTH FORMALLY AND INFORMALLY.

IN EASTERN AND NORTHERN EUROPE AND THE UK THEY OCCUR ALWAYS IN THE OFFICES.

GIFTS



Gifts could be seen as
offensive



Invitation to meal is
accepted



Small gifts, as wine,
liquor or chocolates are
expected



The background of the slide is a blurred image of the European Union flag, featuring a circle of twelve gold stars on a blue field. The text is overlaid on this background.

POLITICAL ENVIRONMENT IN THE EUROPEAN UNION

THE EU MEMBERS GAVE COMPETENCES TO THE EUROPEAN INSTITUTIONS

THE **EUROPEAN COMMISSION** - PROPOSES EU LEGISLATION, IMPLEMENTS IT, AND MONITORS COMPLIANCE

THE **EUROPEAN COUNCIL** - THE ULTIMATE CONTROLLING AUTHORITY WITHIN THE EU

THE **COUNCIL OF MINISTERS** – A PRIMARY LEGISLATIVE BODY THAT DEBATES AND VOTES ON NEW LEGISLATION

THE **EUROPEAN PARLIAMENT** - DEBATES LEGISLATION PROPOSED BY THE COMMISSION AND FORWARDED TO IT BY THE COUNCIL

THE **COURT OF JUSTICE** - THE SUPREME APPEALS COURT FOR EU LAW

EUROSCEPTICISM

BUT AS WE SAID "THE HISTORY OF EUROPE IS A CYCLE OF UNIFICATIONS AND CONFLICTS"

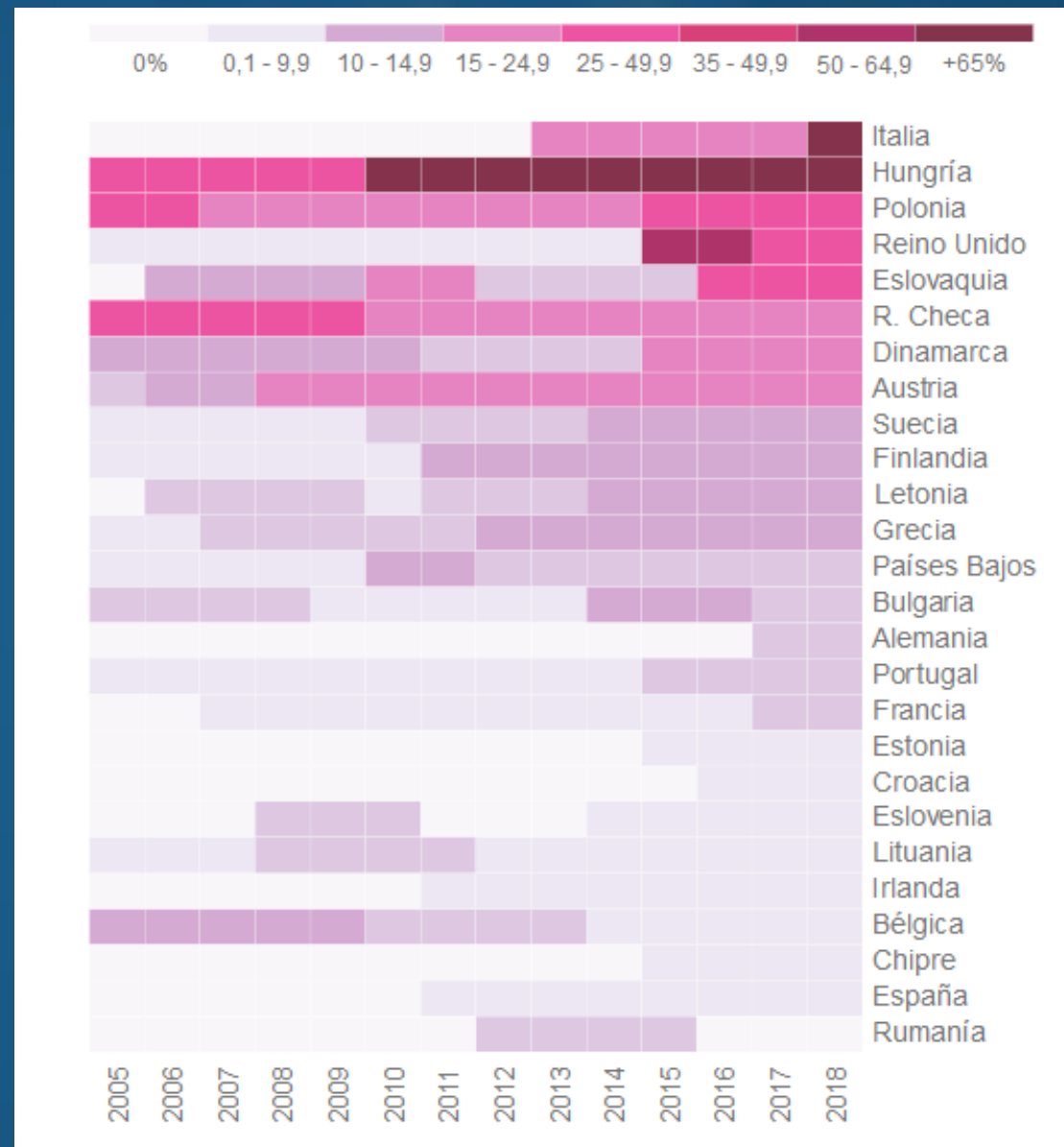


NOWADAYS EURPSCEPTICISM IS ARISING IN MANY COUNTRIES DUE TO REASONS LIKE:

- THE INCREASE OF ILLEGAL IMMIGRATION
- INCREASING NATIONALIST FEELINGS
- THE FINANCIAL CRISIS
- THE UPSWING OF POPULISM

EUROSCEPTICISM

THE UPSWING OF
EUROSCEPTICISM HAS
BEEN A TREND IN MANY
EASTERN COUNTRIES AS
WELL AS IN THE UK.



TO BREXIT OR TO EXIT BREXIT

THE PROCESS IS FACING ITS CRITICAL MOMENT IN THE COMING WEEKS

June 2016 **51.89%** of UK citizens vote to leave the EU.

March 2017 UK PM triggered the article 50.

January and march 2019 UK MPs voted **against** the withdrawal agreement

12th April or 22nd May

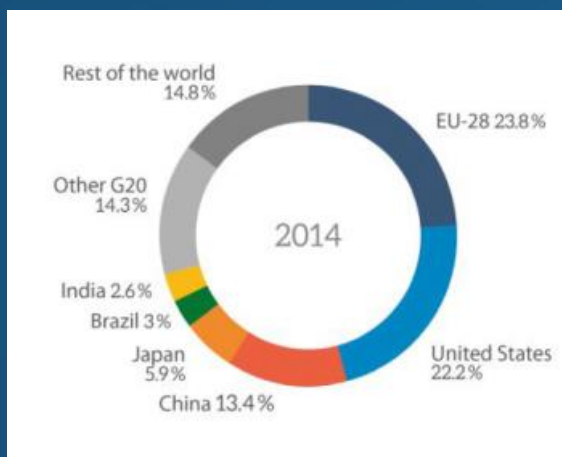


ECONOMICS

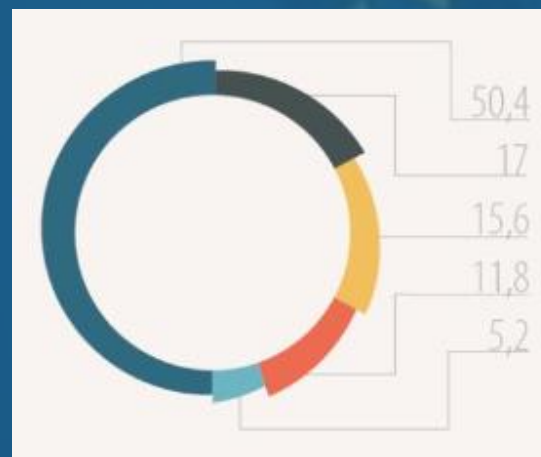
IN THE EUROPEAN UNION

ECONOMIC CHARACTERISTICS

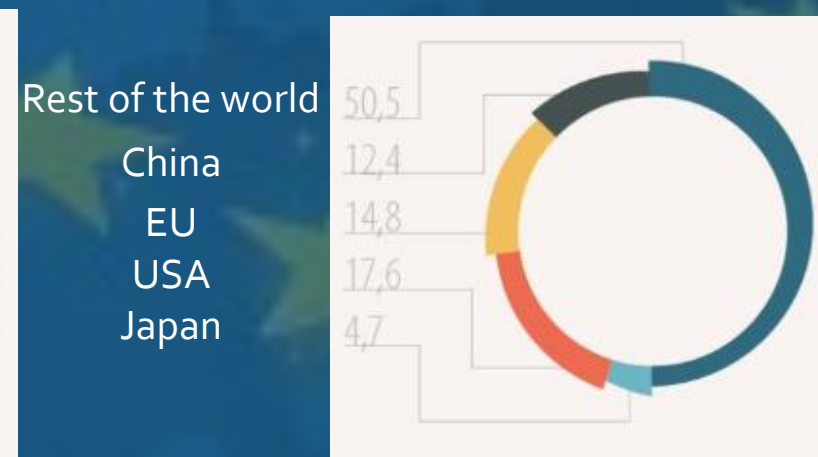
THE EU IS THE BIGGEST ECONOMIE OF THE WORLD



EU's GDP ACCOUNTS FOR THE 23.8% OF WORLD GDP



EU's EXPORTS REPRESENT THE 15,6% OF GLOBAL EXPORTS



EU's IMPORTS REPRESENT THE 14,8% OF GLOBAL EXPORTS

THE BIG MAC INDEX

THE EURO IS 2.6% OVERVALUED

Choose a base currency

US dollar

Show index at

Jan 2019

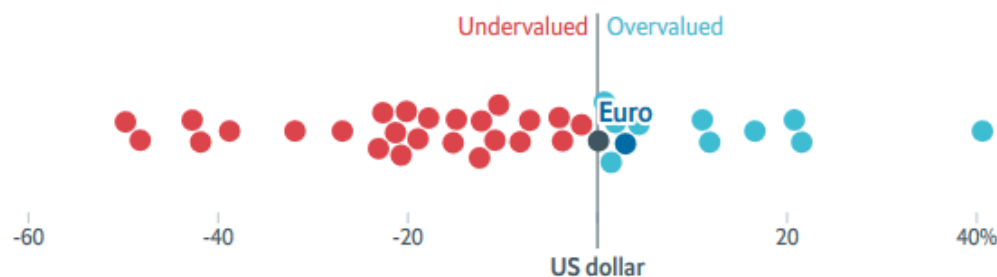
Adjust the index to account for GDP per person

Raw index

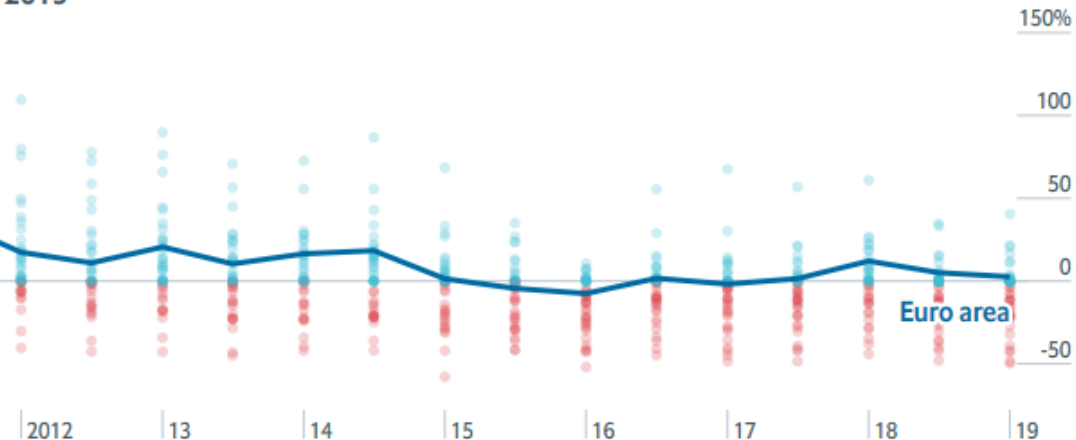
GDP-adjusted

The euro is 3% overvalued against the US dollar

January 2019



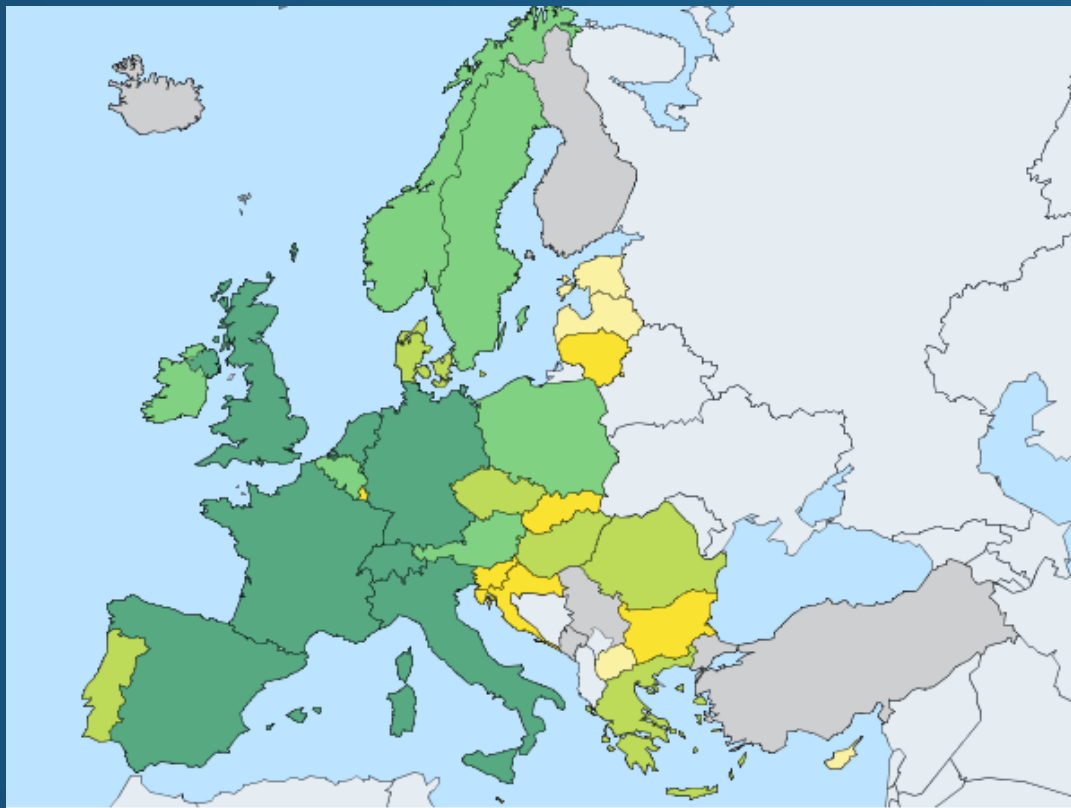
2011-2019



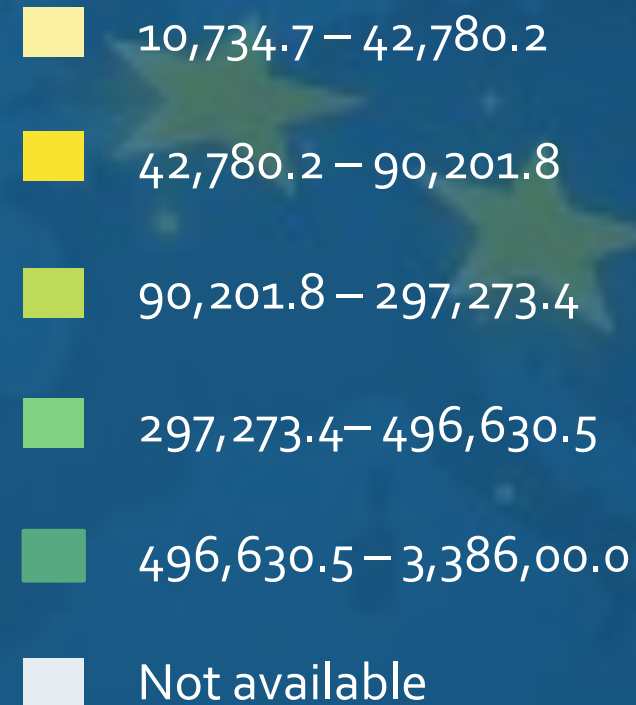
A Big Mac costs 17% less in the euro area (US\$4.64) than in the United States (US\$5.58) at market exchange rates. Based on differences in GDP per person, a Big Mac should cost 19% less. This suggests the euro is 2.6% overvalued

EU GDP

EU GDP IS CONCENTRATED IN WESTERN EUROPE
BUT HIGHEST GROWTH RATES ARE IN EASTERN EUROPE

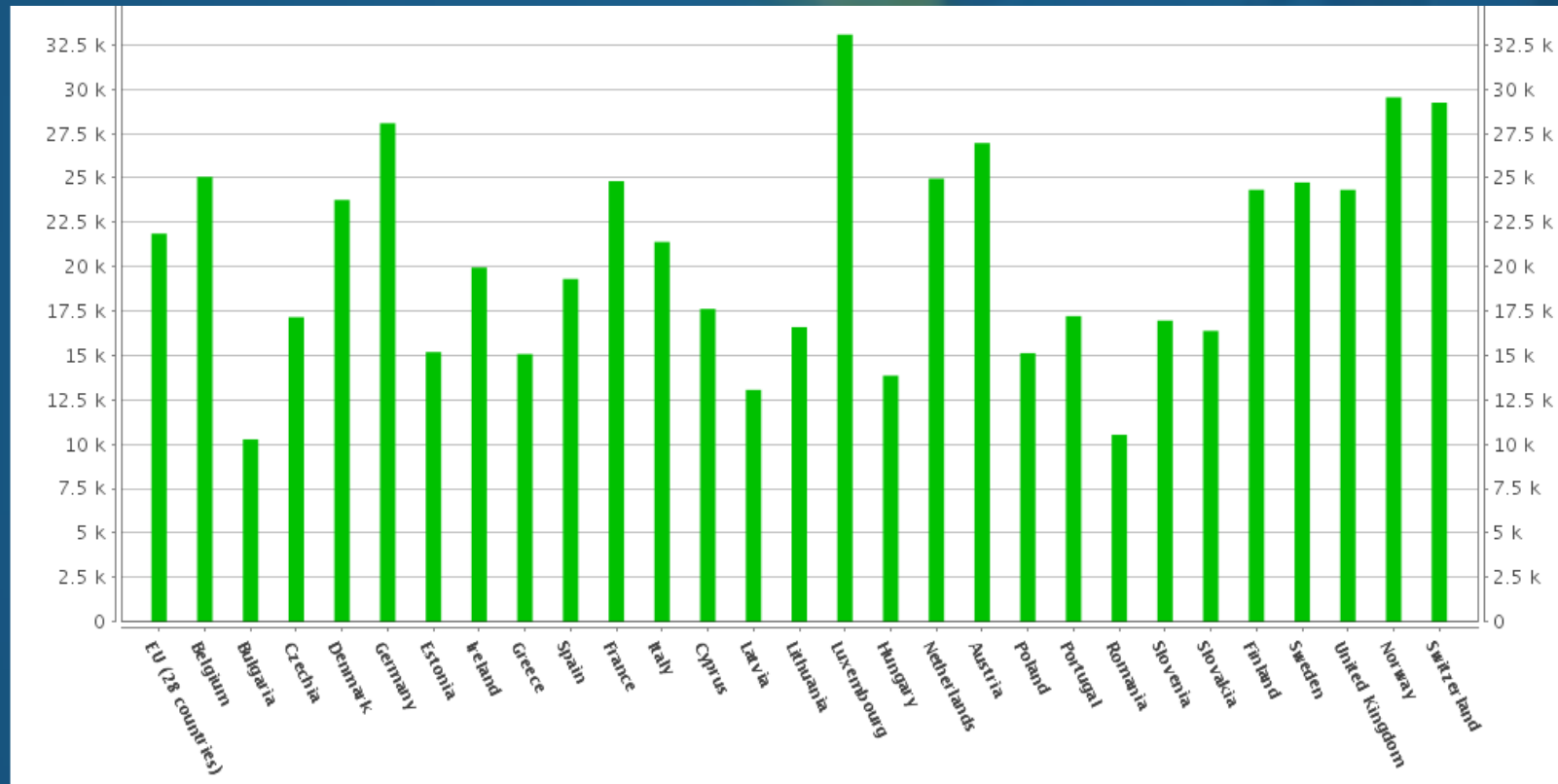


GDP (in millions of €)



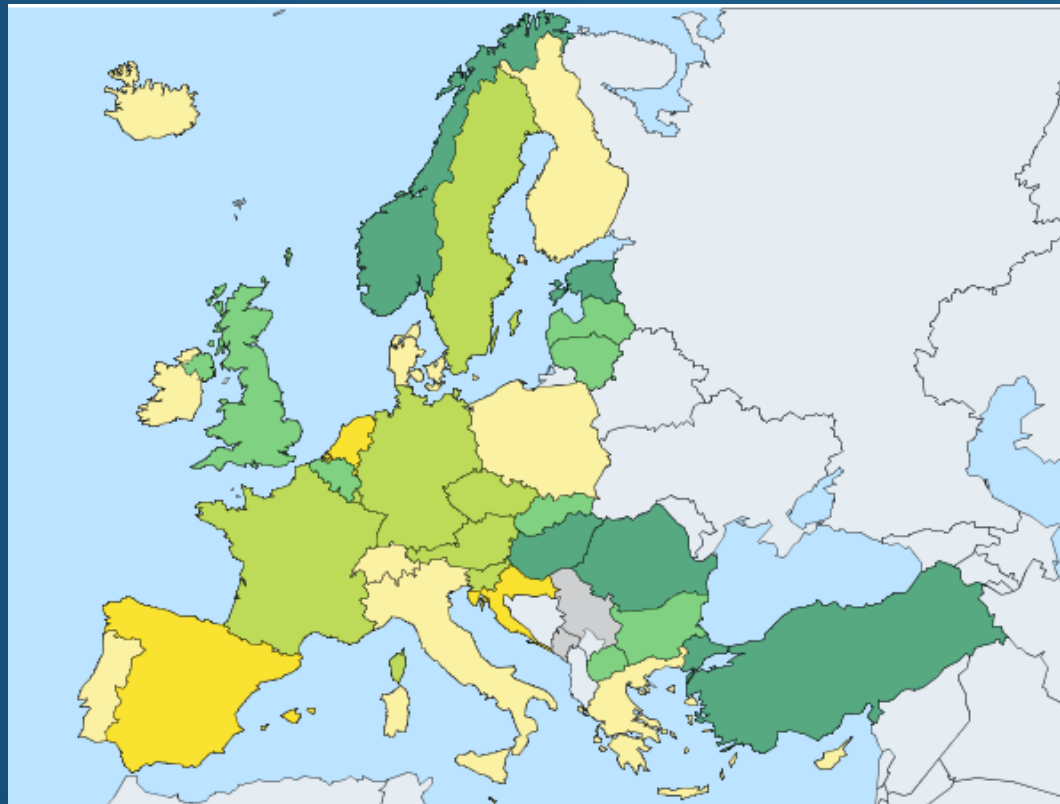
EU GDP

THE GDP PER CAPITA IS MORE EQUALLY DISTRIBUTED.

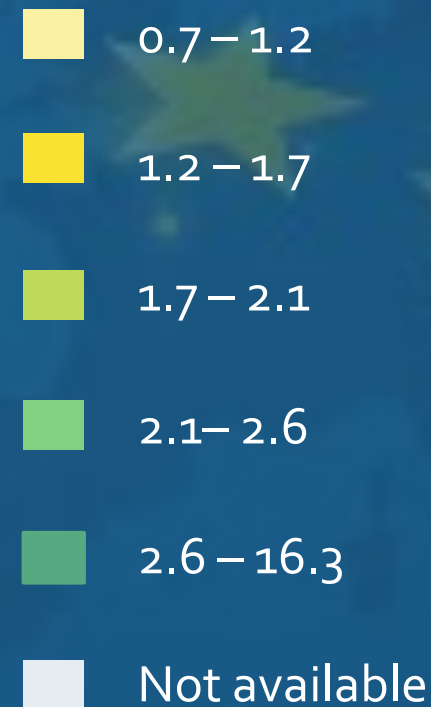


EU INFLATION

INFLATION IS UNEQUALLY DISTRIBUTED WITHIN THE EU

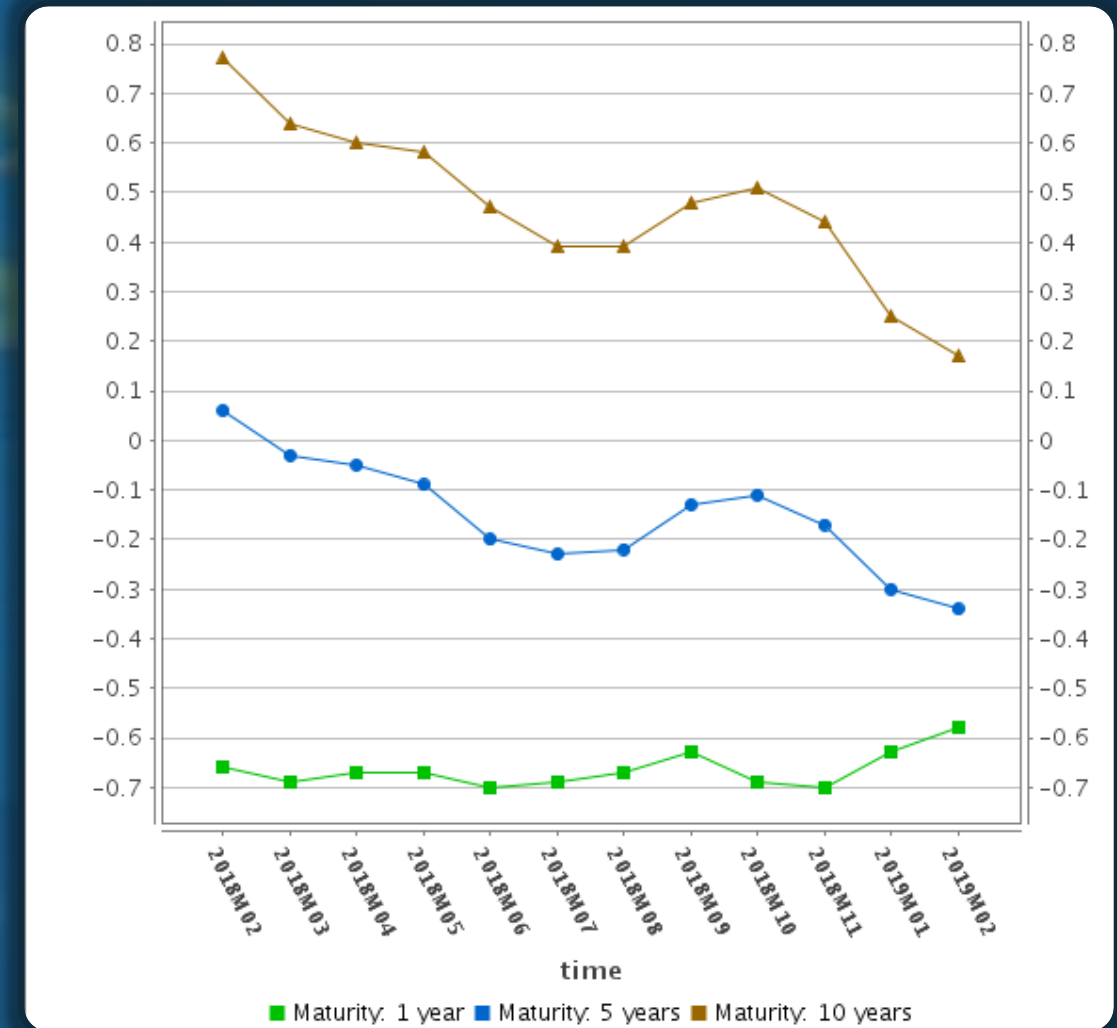


INFLATION RATE



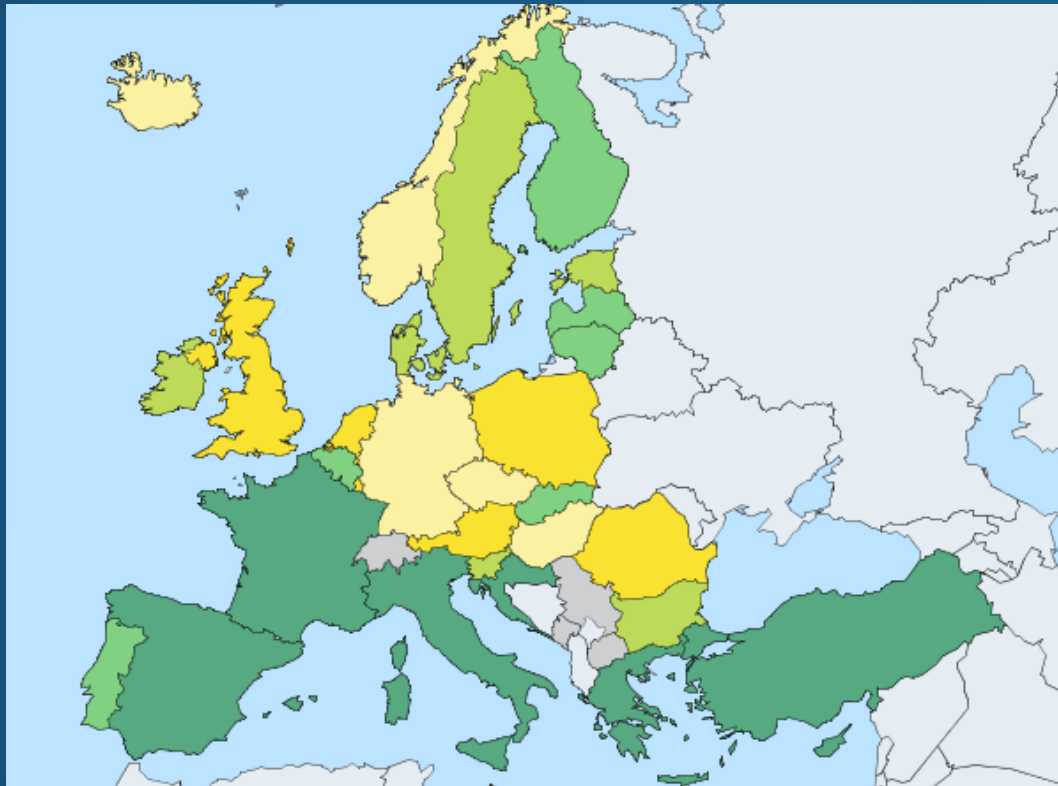
EURO INTEREST RATE

ACCES TO FINANCE IS EASY
AND CHEAP AS BOND
INTEREST RATES ARE AT
LOW LEVELS

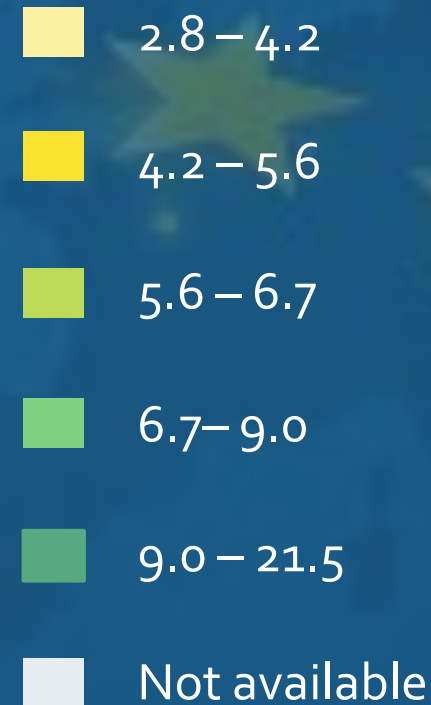


EU UNEMPLOYMENT

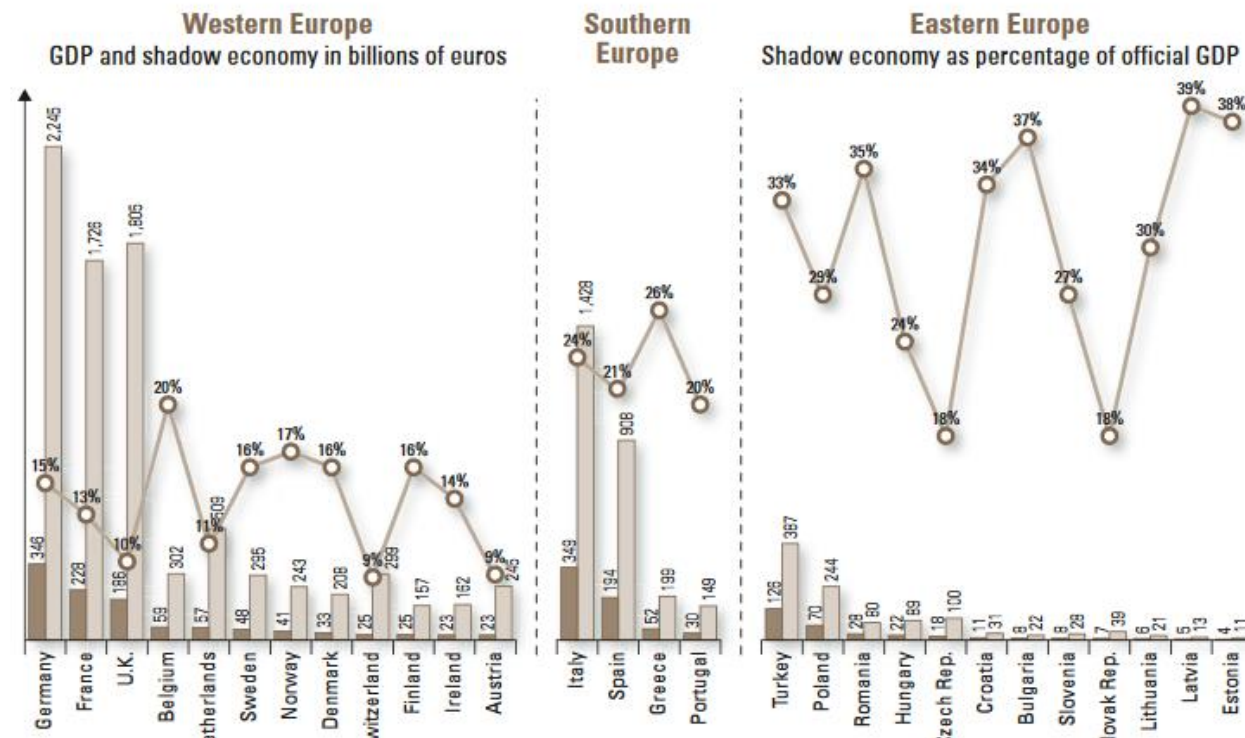
10 YEARS AFTER THE FINANCIAL CRISIS, UNEMPLOYMENT IS STILL HIGH



UNEMPLOYMENT RATE



The shadow economy in relation to total GDP



EU SHADOW ECONOMY

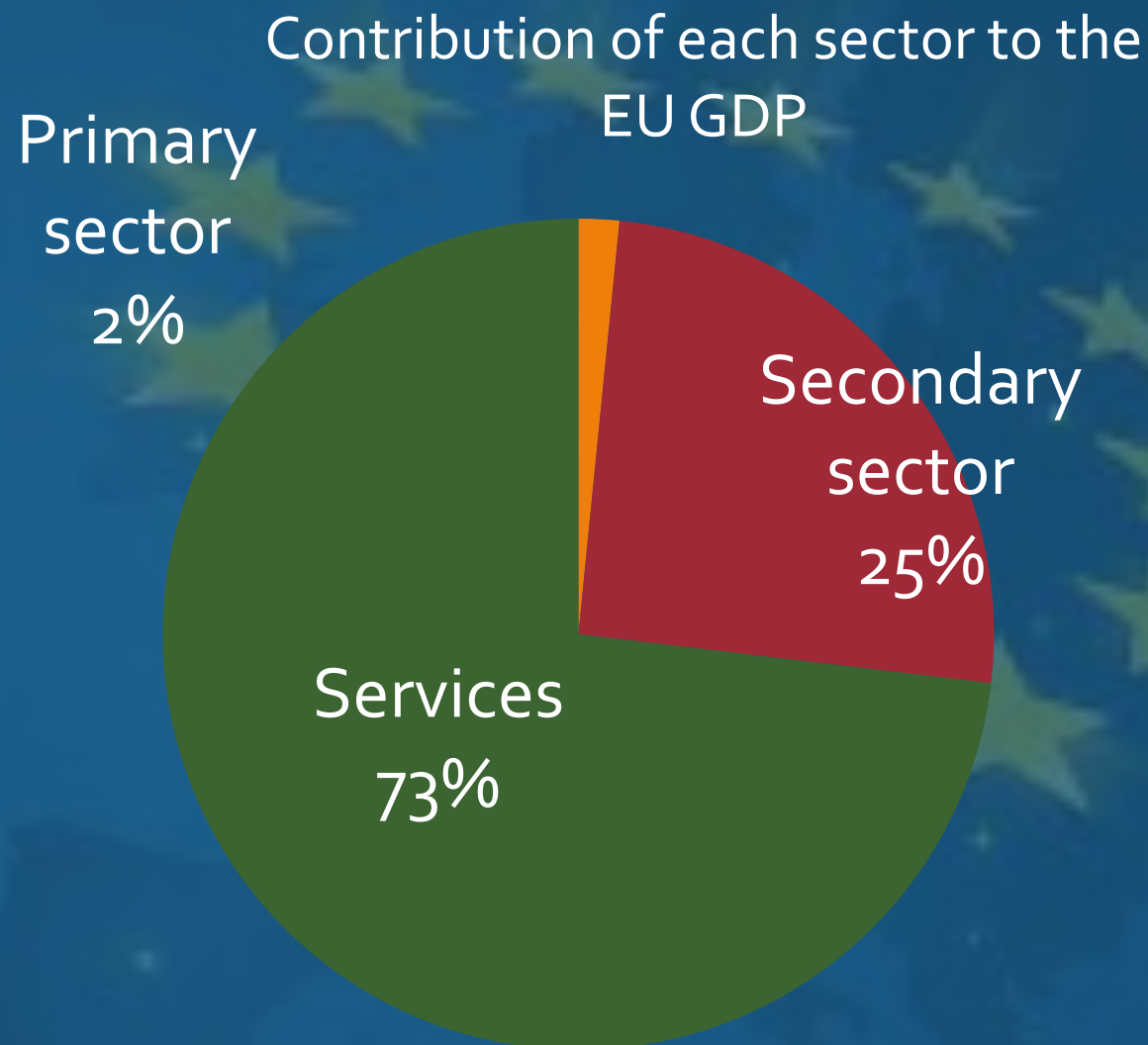
EU SHADOW ECONOMY
ACCOUNTS FOR 20% OF
THE GDP, MEANING THAT
EUROPE IS RICHER
THAN THE WHAT
STATISTICS SHOW

The background of the slide is a blurred image of the European Union flag, featuring a circle of twelve gold stars on a blue field. The text is overlaid on this background.

CURRENT BUSINESS TRENDS IN THE EUROPEAN UNION

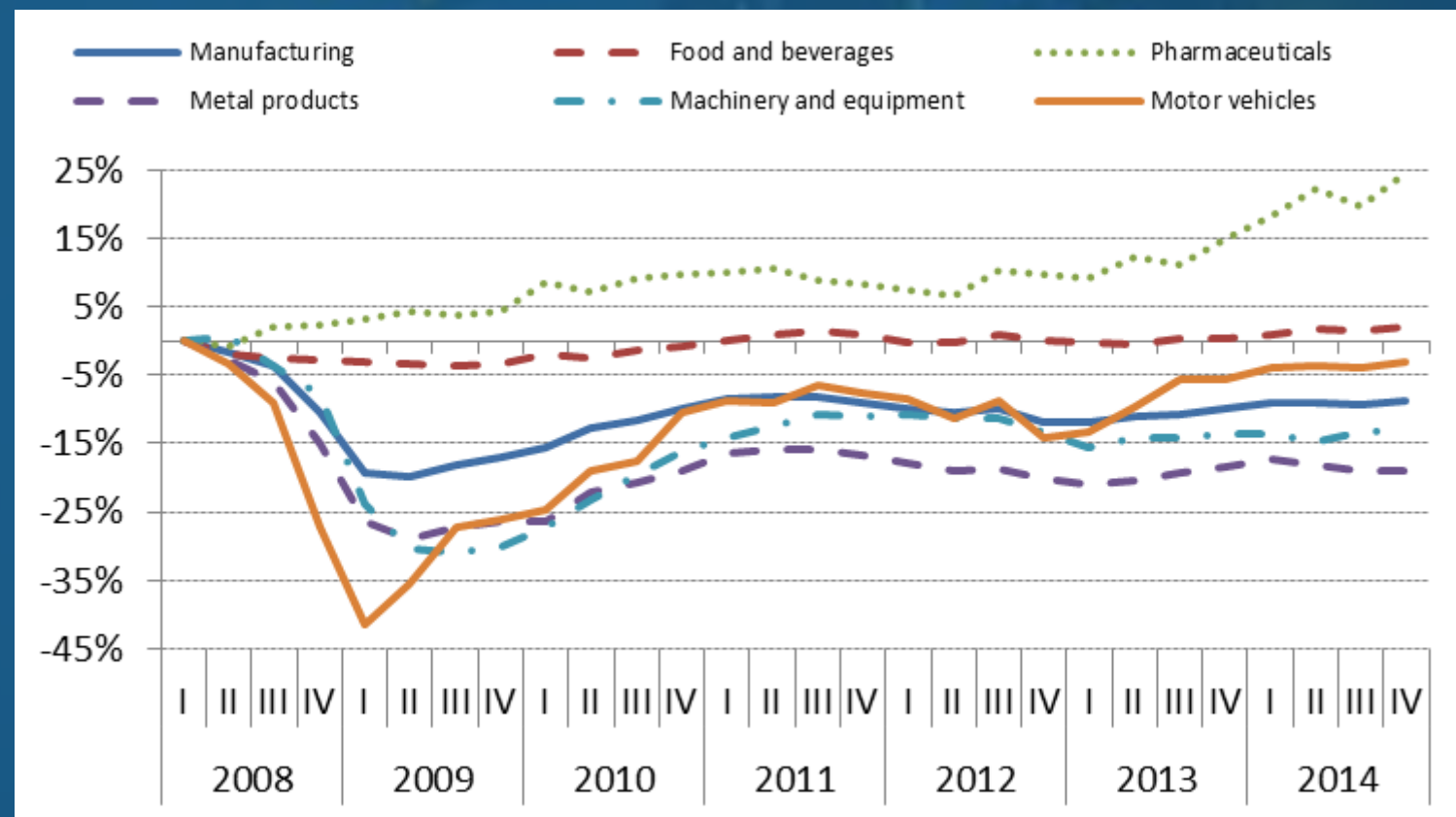
EU ECONOMIC SECTORS

THE MAIN SECTOR IN THE EU ECONOMY IS THE TERTIARY, In which the main players are the governments



GROWTH RATE OF EU INDUSTRIES

THE PHARMA,
FOOD & BEVERAGES
AND
MOTOR VEHICLES
INDUSTRIES HAVE THE
HIGHEST GROWTH
RATE



THE PHARMA INDUSTRY HAS GOOD FINANCIAL FIGURES, BUT IT IS NOT ATTRACTIVE.

MAIN COMPANIES (and their revenues)



49.77 bn
€



47.28 bn €



42.88 bn €

WHY IT IS NOT ATTRACTIVE?



Over
regulation



Huge initial
investment



Competitiveness



Time to
enter the
market

FIGURE	2000	2010	2016	2017
Production	127,504 M €	199,400 M €	248,053 M €	258,000 M €
Trade balance	22,094 M €	71,533 M €	94,871 M €	98,000 M €
R&D expenditure	17,849 M €	27,920 M €	33,949 M €	35,200 M €
Total pharmaceutical market value at ex-factory prices	89,449 M €	153,685 M €	199,234 M €	207,000 M €

AUTOMOTIVE INDUSTRY IS WORSENING FINANCIALLY AND REGULATORY



Retrieved from [RACE 2050 by McKinsey](#)

✓ Loss of profitability

Regulatory content and other improvements increased production costs by 3-4% per annum.

Those cost increases have not been reflected in increased prices.

✓ Increasing regulation and costs

The large number of new initiatives in the Commission's pipeline - including new CO₂ standards for the post-2020 period - will increase manufacturing costs further.

✓ Demand and competitiveness

The sector is suffering from a multitude of competitive pressures:

- Demand is still 20% lower than it was in 2007.
- It has lost its leadership in both global sales and production.
- It continues to suffer from overcapacity - despite an increase in global sales equal to the EU's entire production.
- Its market share has not improved either in the EU or abroad.

Let's step up to the plate

Europe's Food and Drink Industry
Priorities for the EU Institutions

2019  2024



FOOD & BEVERAGES

- ✓ **BIGGEST MANUFACTURING SECTOR IN TERMS OF JOBS AND ADDED VALUE**
- ✓ **LEGISLATION IS HIGHLY HARMONISED**
- ✓ **THE SECTOR BENEFITS SIGNIFICANTLY FROM THE OPPORTUNITIES OFFERED BY THE EU SINGLE MARKET.**

THE SECTOR HAS GOOD FINANCIAL FIGURES, AND GROWTH IS FORECASTED.

1.109 BN €

TURNOVER: LARGEST MANUFACTURING SECTOR IN THE EU

13.8%

CONSUMPTION OF HOUSEHOLD EXPENDITURE ON FOOD AND DRINK PRODUCT

90%

SALES WITHIN THE SINGLE MARKET

294,000

COMPANIES

48.1%

SMEs

MEAT PRODUCTS AND DRINKS ARE THE PRODUCTS WITH THE HIGHEST TURNOVER



INDUSTRY TURNOVER DISTRIBUTION

STEPS TO ENTER THE MARKET

ENTRERING THE SINGLE MARKET CAN BE A TEDIOUS TASK DUE TO ALL THE EUROPEAN REGULATIONS

1

CHOOSING THE COUNTRY

When a company decides to enter in the Euro market the first step is to settled in one of its State Members.

The most decisive factor in determining the location for your business is understand where your potential customers and suppliers are.

2

COMPLY WITH THE REGULATIONS

Companies not only have to comply with the EU regulations, but also with the national regulations.

In the food & beverages industry, as the regulation is highly harmonized, complying with the EU regulation means complying with the national regulations too.

To find more about regulations visit this [site](#).

3

SETTING A STRATEGY

Each member state has its own supply and demand needs and characteristics. While a pan-European business strategy is critical, individual market entry plans must be developed on a country-by-country basis.

Further information to implement a pan-European strategy can be found [here](#).

Also, country individual guides for US companies are available [here](#).

SETTING UP THE SUPPLY CHAIN

THE FOOD & BEVERAGE INDUSTRY IN THE EU IS CHARACTERIZED FOR THE LOW BARGAINING POWER OF SUPPLIERS AND CLIENTES



SUPPLIERS

MORE THAN 10 MILLION COMPANIES SUPPLIES RAW MATERIALS IN THE EU FOR THE FOOD & BEVERAGES INDUSTRY.



DISTRIBUTION

THERE ARE MORE THAN 250,000 WHOLESALE AND NEAR 1 MILLION RETAIL AND STORES IN THE SECTOR



LOGISTICS

LOGISTICS WOULD DEPEND ON THE TYPE OF PRODUCT, BEING COMMON DIRECT STORE DELIVERY.



eCommerce

ONLINE GROCERY IS BECOMING AN INCREASINGLY IMPORTANT SOURCE OF REVENUE FOR BOTH RETAILERS AND CPG MANUFACTURERS. ACCORDING TO SOME FORECASTS, IT COULD CAPTURE UP TO 15 PERCENT OF THE GROCERY MARKET IN SELECTED EUROPEAN COUNTRIES BY 2030

MARKETING THE PRODUCTS

THE MARKETING STRATEGY WOULD DEPEND ON THE COUNTRY OF COMERCIALIZATION AND ON THE TYPE OF PRODUCT.





THE MARKETING MIX SHOULD HAVE TO CONSIDER CURRENT TRENDS IN CONSUMPTION

THE MAIN CURRENT TRENDS ARE:

- PLEASURE
- HEALTH
- PHYSICAL
- ETHICS
- CONVENIENCE

CONSUMERS ARE LESS PRICE SENSITIVE TO HEALTH OR PLEASURE PRODUCTS, WHILE THEY ARE MORE SENSITIVE WHEN PURCHASING CONVENIENCE PRODUCTS

PRICING



PROMOTION & ADVERTISING TOPICS

TRADITIONAL PROMOTION AS IN-STORE SAMPLING, AS WELL AS MULTIMEDIA ADVERTISING IN INTERNET AND THE TV ARE THE MOST EFFECTIVE MARKETING STRATEGIES.

PLEASURE PRODUCTS



- Exoticism
- Sophistication
- Fun
- Variety of senses

HEALTH PRODUCTS



- Vegetal
- Natural
- Medical

HEALTH PRODUCTS



- Slimness
- Well-being
- Energy
- Cosmetics



- Time saving
- Nomadism
- Easy to handle

CONVENIENCE PRODUCTS



- Solidarity
- Ecology

ETHIC PRODUCTS

OTHERS?

THE EU, AS AN ENTITY FORMED BY DIFFERENT STATES, HAS A WIDE VARIETY OF SOCIAL, POLITICAL AND ECONOMIC CHARACTERISTICS.

GIVEN THAT, IT IS DIFFICULT TO MAKE GENERAL ASSUMPTIONS ABOUT BUSINESSES IN THE EU.

BUT SOME CONCLUSIONS CAN BE REACHED



BUSINESS MANNERS TREND TO BE FORMAL



IT IS EASY TO ACCESS AND KNOW THE REGULATION



ALL THE INFORMATION FOR DOING BUSINESS IS PUBLIC WHICH MADE IT EASIER



TRADITIONAL MARKETING STRATEGIES HAVE TO BE MIXED WITH ECOMMERCE

CONCLUSIONS



DOING BUSINESS IN
THE EUROPEAN UNION

THANK YOU!

CARLOS SARRIÓ YUSTE

26 MARCH 2019

ANNEX: USEFUL RESOURCES

- [Practical guide to doing business in Europe](#)
- [Information for U.S. companies to implement a pan-European strategy](#)
- [Country individual guides for US companies](#)
- [European database](#)
- [EU industrial structure report](#)