



More visualization includes:

1. Quotes
2. Use of attachments
3. Use of images
4. Infographics
5. Tables/lists/tips/boxes
6. Top Banners
7. In-page photos
8. Suggested photo databases



> Quote + Photo + Name

Contents of this page

1. What requirements must sports tourism products comply with to be allowed on the European market?
2. Through what channels can you get sports tourism products on the European market?
3. What competition do you face on the European sports tourism market?
4. What are the prices for sports tourism products on the European market?

Ask your question

1. What requirements must sports tourism products comply with to be allowed on the European market?

European tour operators have to comply with strict requirements to ensure the safety of their customers overseas, as well as to protect them financially. These operators expect foreign suppliers to adhere to their own codes of conduct, and terms and conditions. If you will be selling your sports tourism product to them, it is important that you understand these requirements.

What are the mandatory and additional requirements that buyers have?

The mandatory and voluntary requirements for sports tourism services are common across the sector. Read the CBI's [report on the requirements for tourism services in the European market](#) and familiarise yourself with comprehensive details of legal, non-legal and common requirements, such as:

- The European Package Travel Directive
- General Data Protection Regulation (GDPR)
- Liability insurance and insolvency protection

Rebuilding sports tourism after COVID-19

The COVID-19 pandemic has caused severe long-term problems for the tourism industry worldwide. At the time of writing this report (August 2020), most European countries advised against any travel outside the EU. While restrictions have been gradually easing, they may be restricted again. Under these circumstances, European travellers are only travelling very cautiously and in fewer numbers than before the pandemic. How you communicate with potential travellers will be key to building relationships. You should not try to market your sports travel projects during this time of crisis, but if you have a website, you can keep it regularly updated so your future customers are kept informed of the situation in your region.

Tips:

- ✓ Study the CBI report on [how to respond to COVID-19 in the tourism sector](#) for more targeted information.
- ✓ Read the CBI study [Managing Risks in Tourism](#) to learn about measures to deal while this global crisis as it continues to affect tourism worldwide.

“

Many cycling enthusiasts are looking for new holiday destinations, but only the more adventurous ones are likely to consider Ethiopia. Our clients are those going for more than just the cycling; almost all know something about Ethiopia's rich history. Pricing our tours is a challenge, not least because the airfare alone is typically double that of a European destination. Our average tour duration is 10 days, and once our clients are on tour with us, they never fail to have a great experience. Client reviews and word of mouth count a lot for us.



Richard Nerurkar, International Participant Manager, Great Ethiopian Run, Ethio Cycling Holidays

”

> Without photo or anonymous quote

“

Coconut water is legally defined as fruit juice within the EU. So it has to comply with the EU fruit juice regulation. Any addition of preservatives, water, sugar, SO2, etc. is strictly prohibited. Still, we find food fraud within the coconut water category with origin Asia. In this context, we also highly recommend international food safety certifications (like BRC, IFS) and an SGF/IRMA certification (self-control body of the European fruit juice industry).



1.

2.

3.

Stefan Reiß, managing director, Green Coco Europe GmbH

”

> Max. 2 per study

“

One thing history shows, is that at the beginning of any crisis, people make predictions based on what they want to happen, rather than what they think could happen.



Steve Dunne, Digital Drums

”

“

COVID-19 is more than the sum of all “events” that we have had in the tourism industry at least over the last 40 years and has impacted everyone, everywhere. Tourism will be different in the future guaranteed and so a “we have always done it that way” attitude will not work and in many cases every tourism business will have to re-assess opportunities and actions, even if they never set out in their original plans to do certain things – needs must!



Clive Bishop, Blue Skies Consultancy Group

”

Quotes

> Webinar recording

> PDF or PPT Downloads

Entering the European market for cashew nuts

Takes 32 minutes to read

Food safety certification combined with reliable and frequent laboratory testing helps create a positive image for cashew nut producers wishing to export to Europe. Sustainable production and the implementation of corporate social responsibility measures will help emerging suppliers gain an additional advantage. The toughest existing competitors for new suppliers of shelled cashew nuts are Vietnam and India. Vietnamese and Indian companies have the power to keep prices of cashew nuts relatively low because of their large-scale production and mechanised processing methods.

Contents of this page

1. What requirements must cashew nuts comply with to be allowed on the European market?
2. Through what channels can you get cashew nuts on the European market?
3. What competition do you face on the European cashew nut market?
4. What are the prices for cashew nuts?

1. What requirements must cashew nuts comply with to be allowed on the European market?

What are the requirements?

All foods, including cashew nuts, sold in the European Union (the EU) must be safe. Imported products are no exception. Additives must be approved. Limits are placed on levels of harmful contaminants, such as pesticide residues and mycotoxins. It should also be clear from the labelling that nuts can cause allergies.

Contaminant control in cashew nuts

The European Commission Regulation sets maximum levels for certain contaminants in food products. This regulation is frequently updated and, apart from the limits set for general foodstuffs, a number of specific limits apply to contaminants in particular products, including cashew nuts. The most common requirements regarding contaminants in cashew nuts relate to the presence of mycotoxins, pesticide residues, micro-organisms, and heavy metals.

Share this on:

Download this research

The Market Entry

Download this research

Updated on 06 May 2020

Do you have questions about this research?

Ask your question

Webinar recording

30 November 2020



Home > Market information > Processed Fruit and Vegetables at

What is the demand for processed fruit and vegetables on the European market?

Takes 26 minutes to read

European imports of processed fruit and vegetables grew steadily in the 2014–2018 period, but dropping slightly in 2018. A considerable share of these imports comes from developing countries. The leading European importing countries are Germany, the Netherlands, France and the United Kingdom, which offer particularly good opportunities for developing country suppliers. The products with the most potential currently are cashew nuts, frozen fruit, canned tropical fruit, peanuts, tropical fruit juices and walnuts. Consumers perceive these products as contributing to a healthy lifestyle, a strong factor in their expected continued growth for the next few years.

Contents of this page

1. What makes Europe an interesting market for processed fruit and vegetables?
2. Which European markets offer most opportunities for processed fruit and vegetables?
3. Which products from developing countries have the most potential in the European processed fruit and vegetables market?

1. What makes Europe an interesting market for processed fruit and vegetables?

Home > Market information > Apparel > What is the demand?

What is the demand for apparel on the European market?

Takes 23 minutes to read



Europe is a strong, continuously growing apparel market, home to some of the world's biggest and most renowned apparel companies. Europe's apparel import market was valued at €177.3 billion in 2019, growing at an average rate of 5% a year. Imports from

Download this research

What is the demand?

Download this research

Updated on 10 December 2019

Do you have questions about this research?

Ask your question

Processed fruit and vegetables import trends in Europe

Download the Annex

Share this on:

Download this research

What is the demand for apparel on the European market?

Download this research

Updated on 24 November 2020

Do you have questions about this research?

Ask your question

Related research

- > Buyer Requirements
- > Trends

Attachments



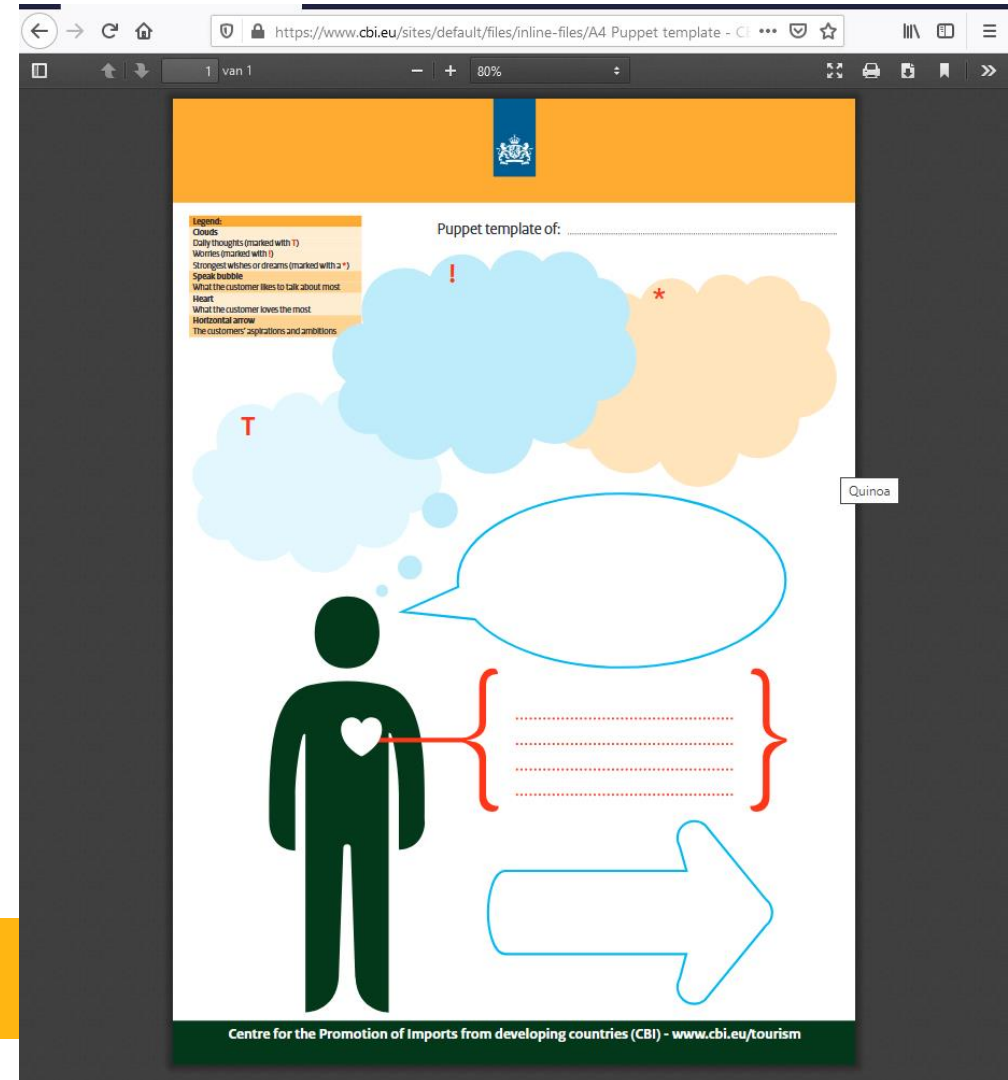
- > Xerox OBT (graphic design) can help put PDF's attachments that you have in the CBI corporate style

Tips:

- ✓ Involve people in your business or community to assist you with understanding the language or the culture of the customer.
- ✓ They may help you with making puppet templates and with grouping the templates into types of tourists.
- ✓ Download and use of [the print version of the puppet template](#) shown in Figure 3.

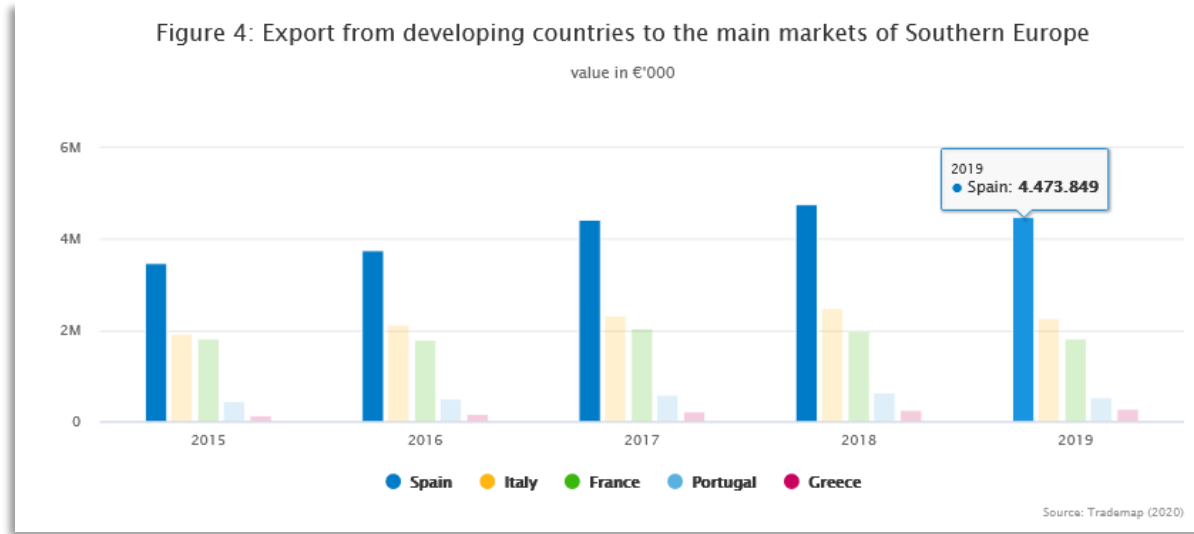


- > PDF in CBI style from, 'How to manage get started developing your tourism product'

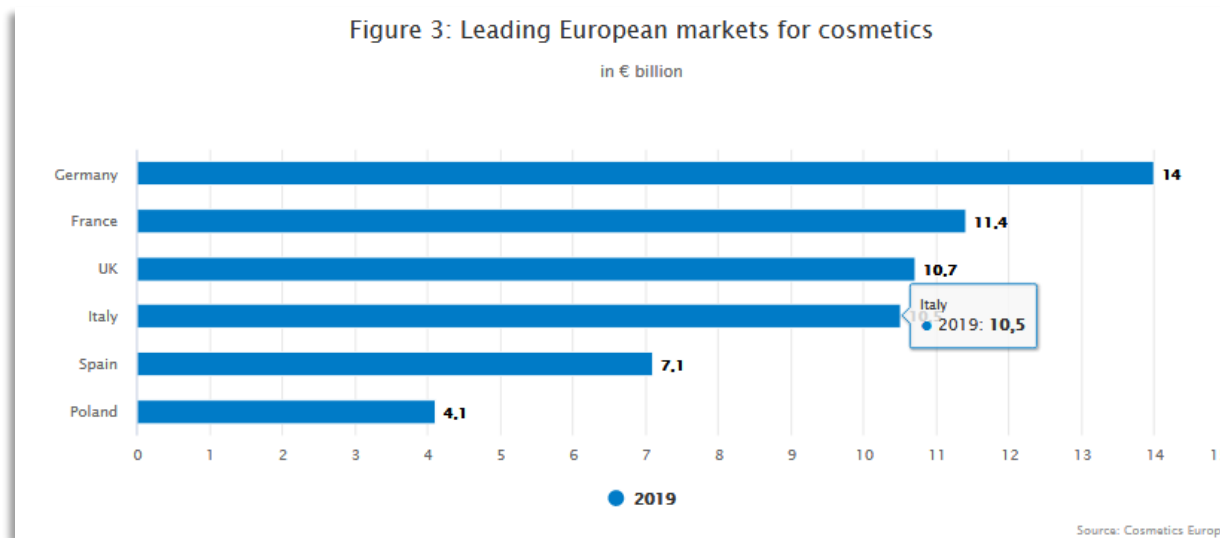


Attachments

- Make as often as you can use, of interactive **Highcharts** and **Highmaps (!)**



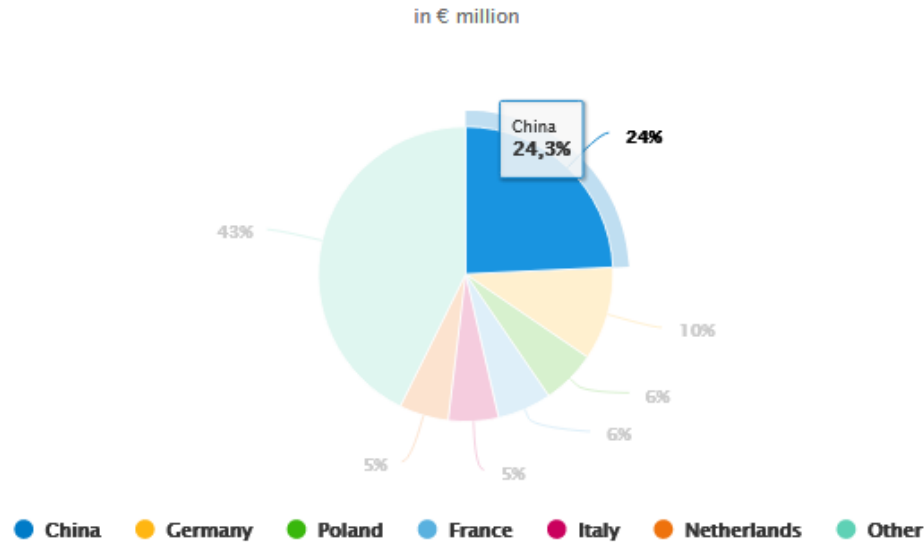
- **Column chart** – Demand for Fish Study



- **Bar chart** – Demand Natural Ingredients for Cosmetics study

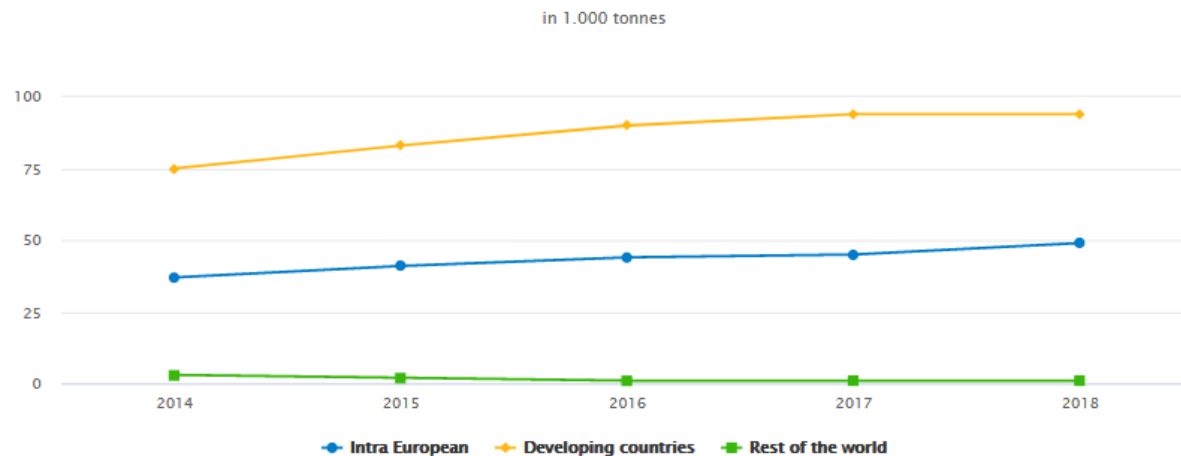
- > Make as often as you can use, of interactive **Highcharts** and **Highmaps (!)**

Figure 2: European imports of home decoration and home textiles, 2018



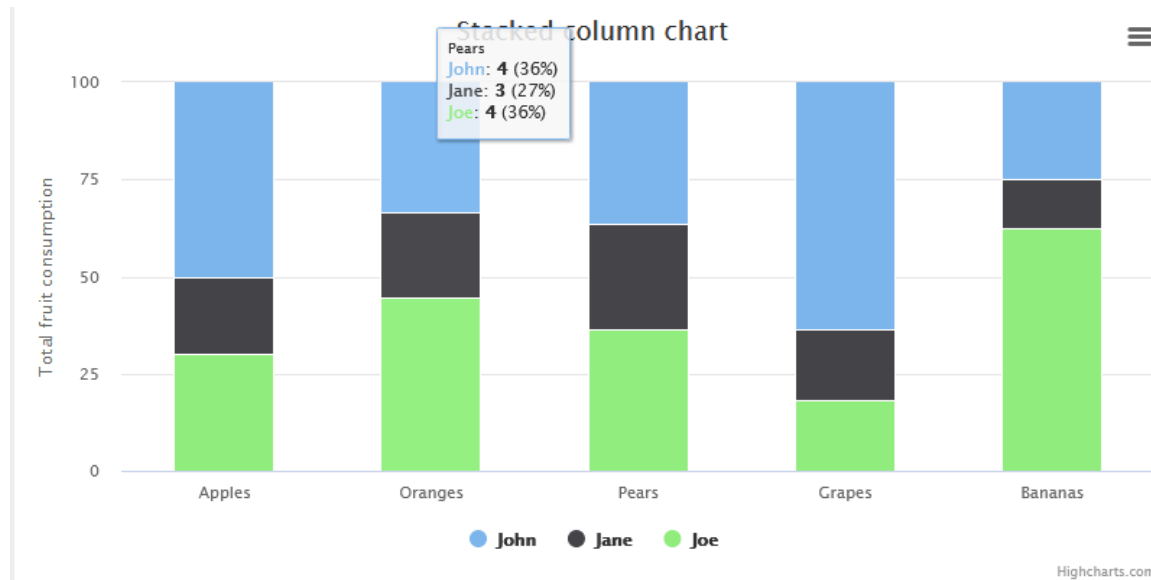
- > **Pie-chart** - Demand study, Home decoration Home Textiles

Figure 1: European imports of dried chillies



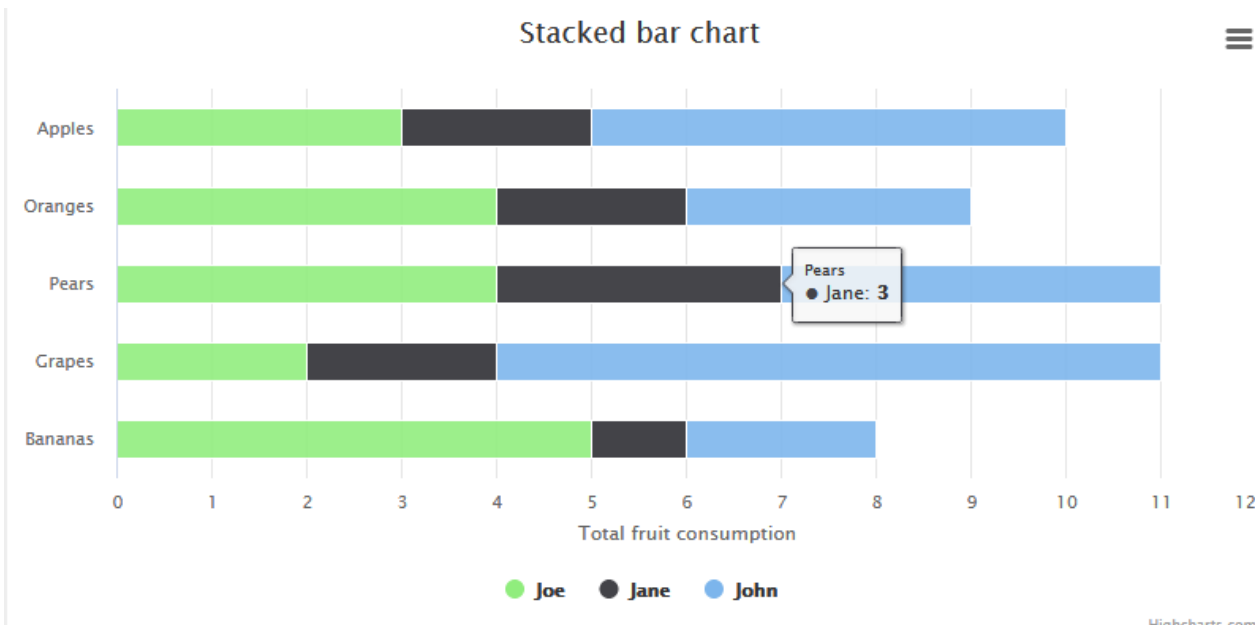
- > **Line chart** - Market Analysis Dried Chillies study

- > Make as often as you can use, of interactive **Highcharts** and **Highmaps (!)**



- > **Stacked Column chart**

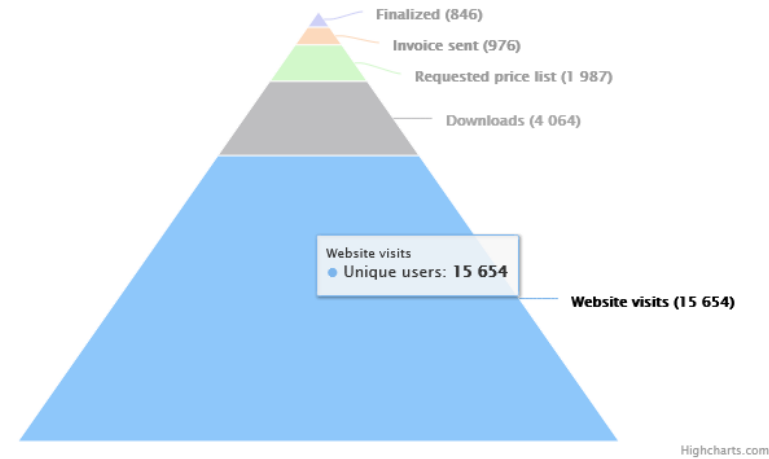
- Absolutes (numbers)
- Percentages %



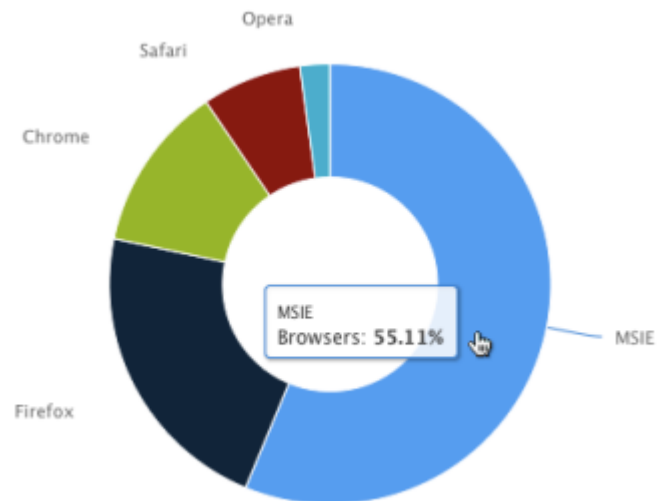
- > **Stacked Bar chart**

- Absolutes (numbers)
- Percentages %

- > Make as often as you can use, of interactive **Highcharts** and **Highmaps (!)**



> **Pyramid chart**

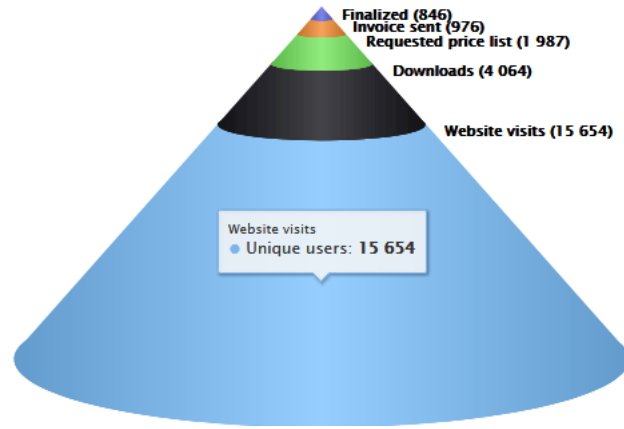


> **Donut chart**

- ✓ - None -
- Basic Bar
- Basic Column
- Basic Line
- Map (Europe)
- Map (Africa)
- Map (Asia)
- Map (World)
- Pie
- Donut
- Pyramid
- Stacked Bar
- Stacked Column
- Stacked Column (percentage)

The following are also available as 3-D highchart

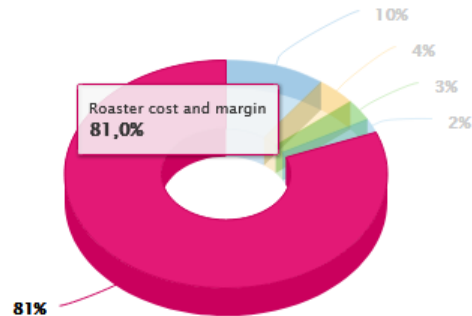
Highcharts Pyramid3D Chart



> 3-D Pyramid

Figure 2: Wholesale coffee value distribution per actor

in %

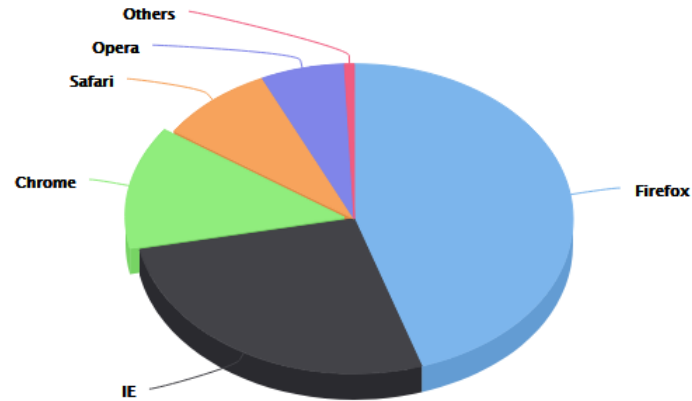


> 3-D Donut

● Grower ● Processor ● Transport ● Exporter/trader ● Roaster cost and margin

The following are also available as 3-D highchart

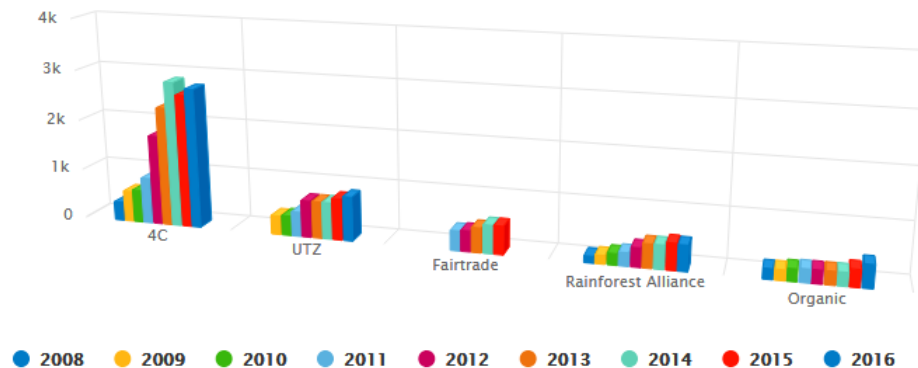
Browser market shares at a specific website, 2014



> **3-D pie chart**

Figure 1: Evolution of coffee production per certification scheme

in 1.000 tonnes

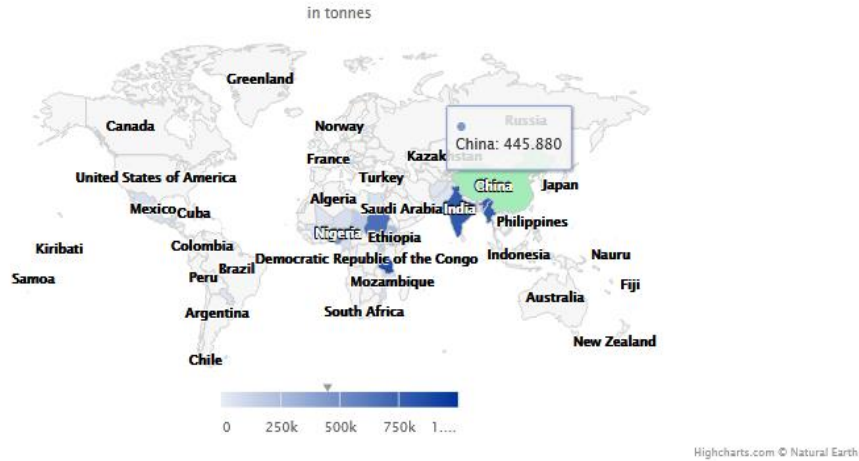


> **3-D column chart**

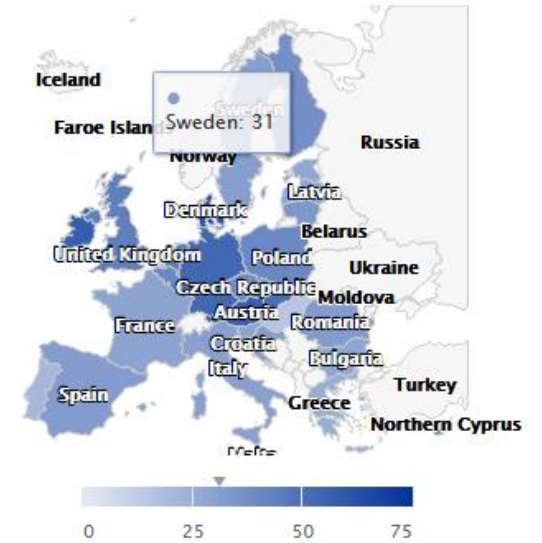
> Make as often as you can use, of interactive **Highcharts** and **Highmaps (!)**

> **Map (World)**

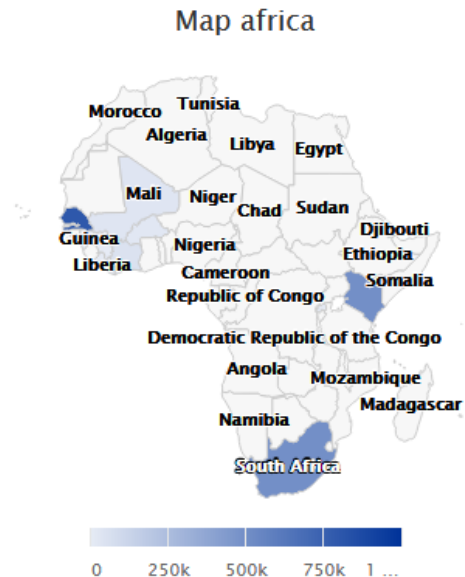
Figure 3: Average production 2014–2018 of the global key sesame producers



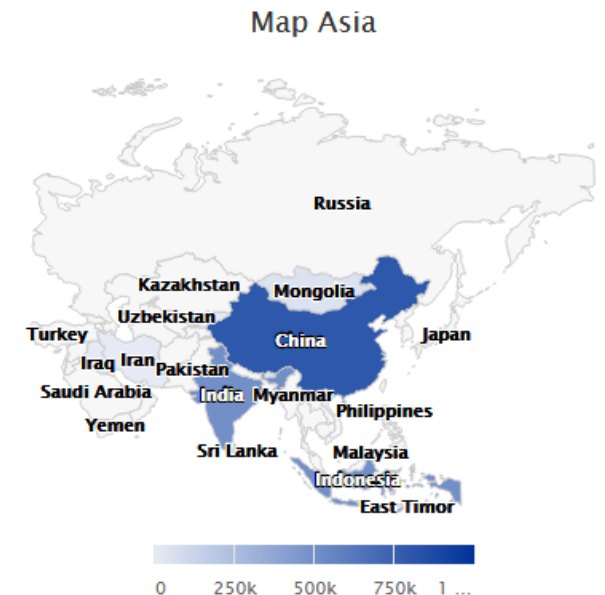
> **Map (Europe)**



> **Map (Africa)**



> **Map (Asia)**

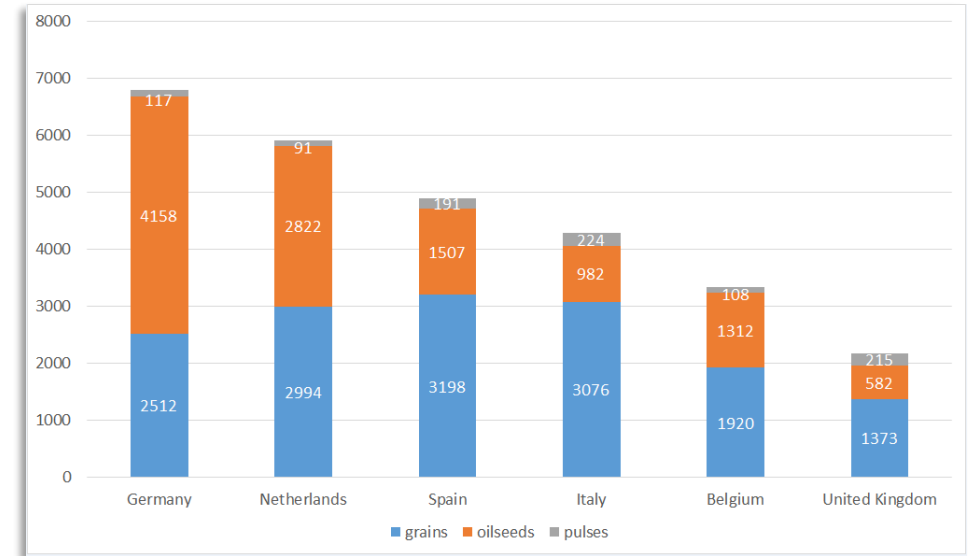


- > Be creative and make your own images/charts/schemes/compilations:

Chart 7: Tourism Crisis Management Process



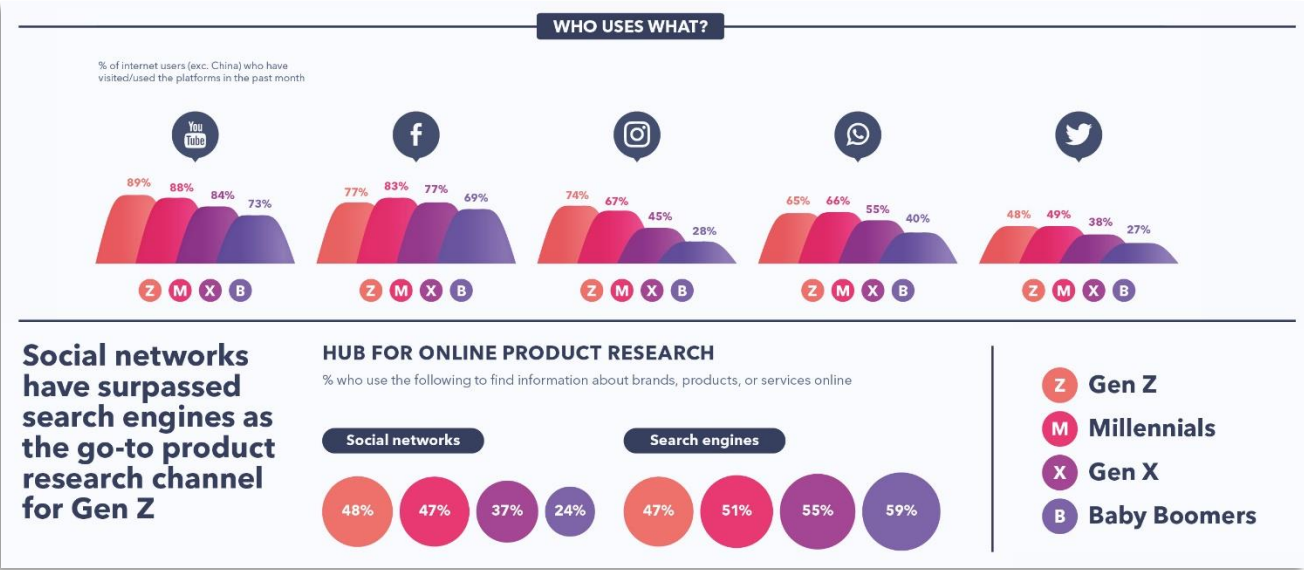
- > Visualization, how to manage risks in tourism study



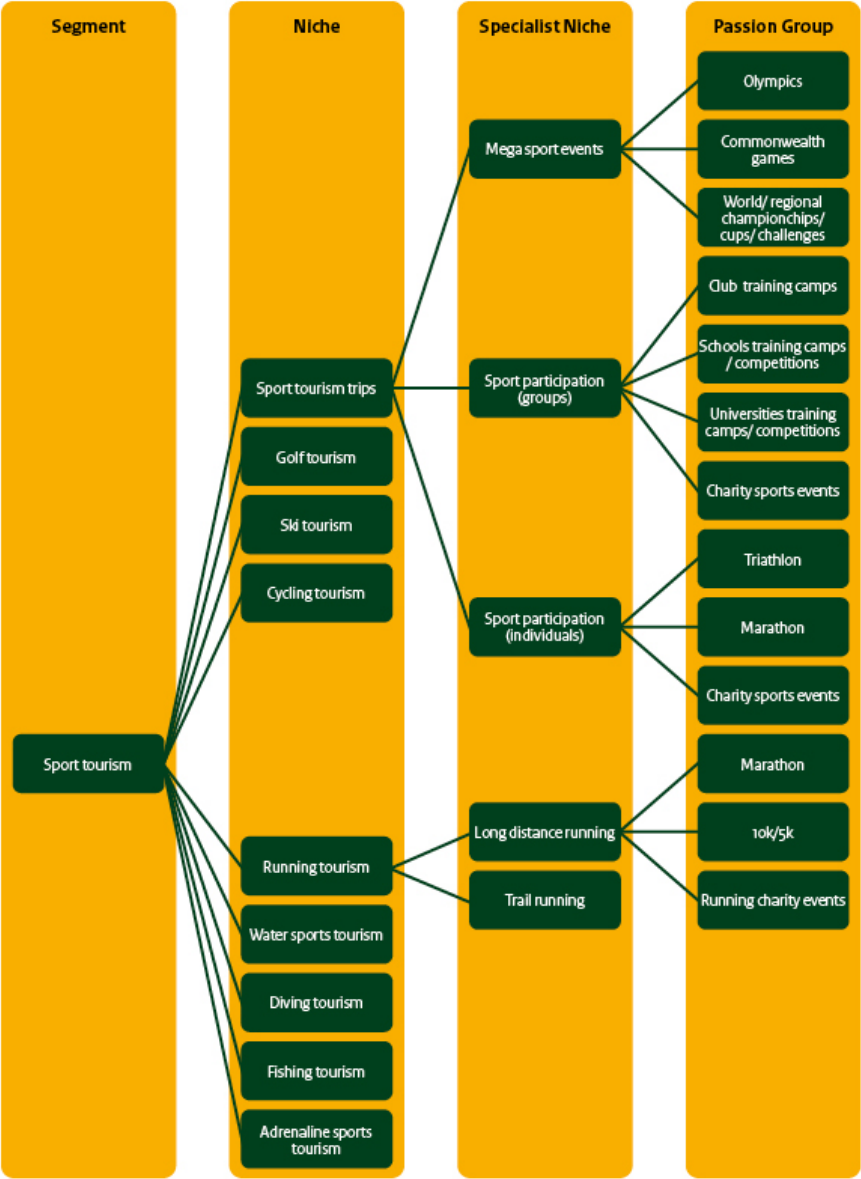
- > Stacked chart – Demand for Grains, pulses, oilseeds study

Use images

- > Xerox OBT (graphic design) can re-draw images, make compilations of images, create new design etc. etc.
- > Compilation of existing images, How to be successful online, tourism study



- > Scheme (new), Sports tourism study



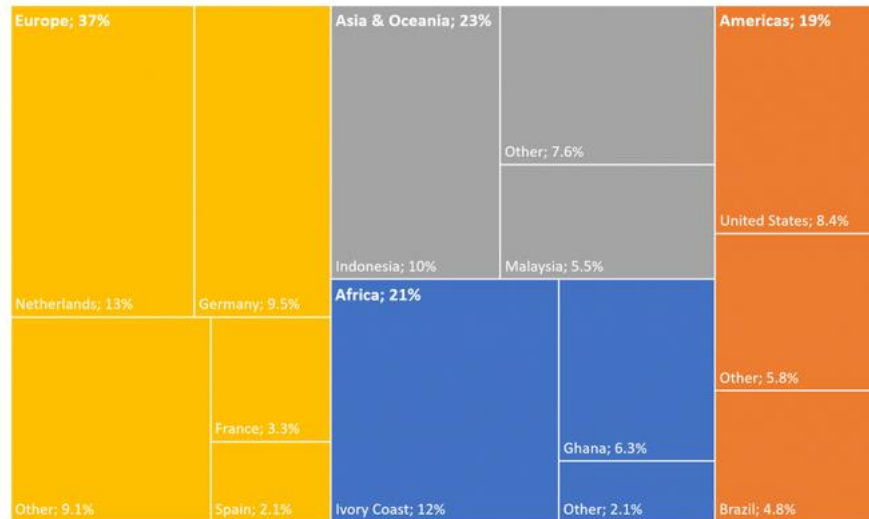
Use images



> Make as often as you can use, existing infographics

Example 1: ITC – Cocoa Demand study

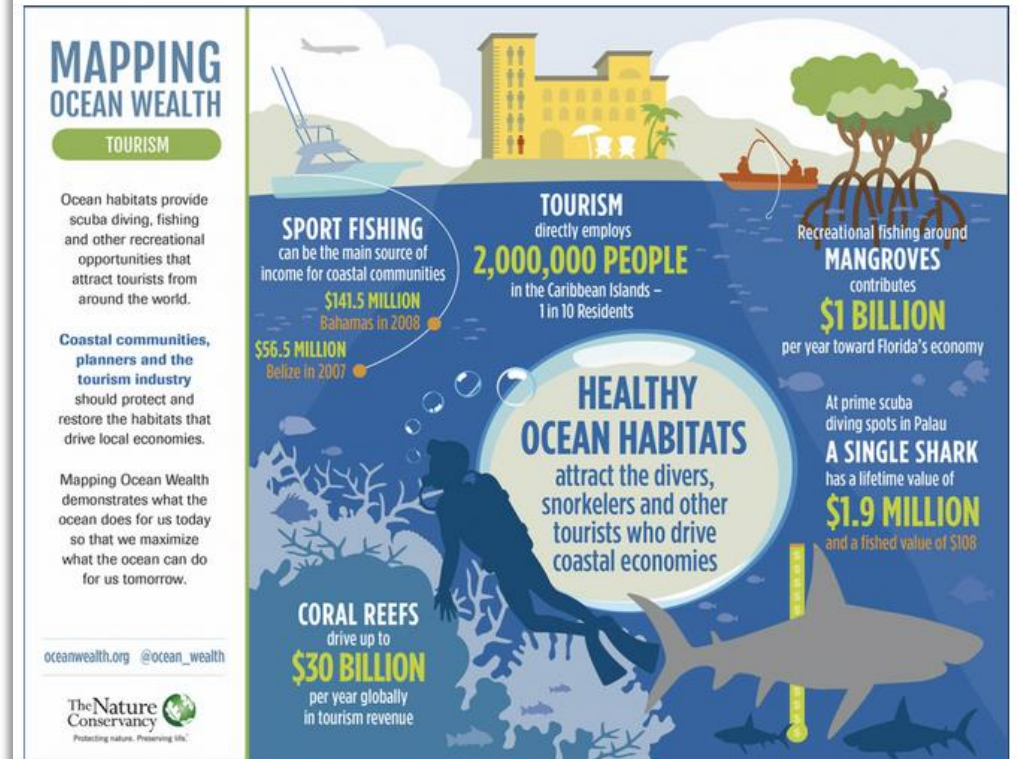
Table 1: Estimated cocoa bean grinding by region and country in % of the world's total, 2018/2019



Source: International Cocoa Organization (ICCO), 2020

on the promotion of local communities and the conservation of natural resources. This infographic shows how healthy oceans play a crucial and valuable part in attracting tourists from all over the world and in driving local economies, providing they are sustainably managed.

Chart 1: Mapping Ocean Wealth – Tourism



Source: The Nature Conservancy

This report, [Blue Tourism – The Transition Towards Sustainable Coastal and Maritime Tourism in World Marine Regions](#) provides a detailed examination of the sector and seeks to better

Use of Infographics



- > Create new static and dynamic infographics with CBI (depends on budget)

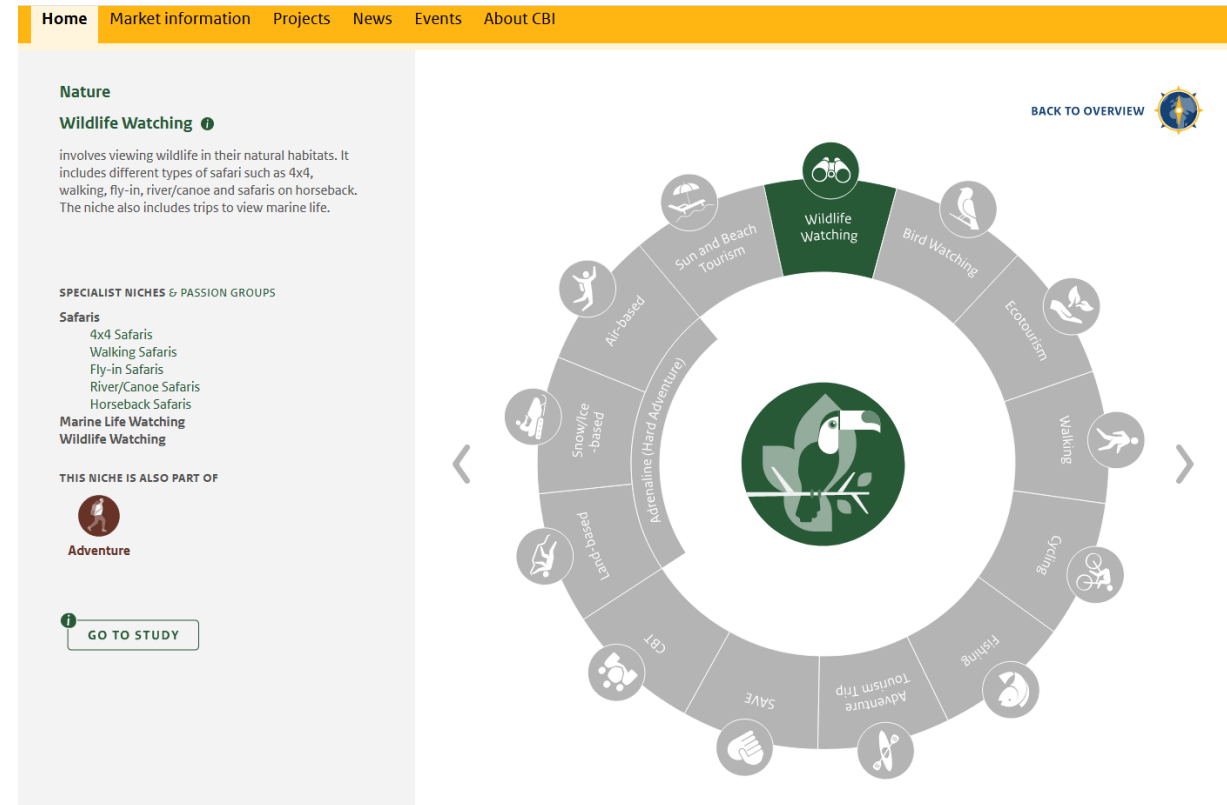


Which market segments and niches?

Which European tourism market segments and niches should you target?

[Go to the infographic](#) [How to use it](#)

- > Tourism homepage > dynamic infographic



Home Market information Projects News Events About CBI

Nature
Wildlife Watching ⓘ

involves viewing wildlife in their natural habitats. It includes different types of safari such as 4x4, walking, fly-in, river/canoe and safaris on horseback. The niche also includes trips to view marine life.

SPECIALIST NICHES & PASSION GROUPS

Safaris
4x4 Safaris
Walking Safaris
Fly-in Safaris
River/Canoe Safaris
Horseback Safaris

Marine Life Watching
Wildlife Watching

THIS NICHE IS ALSO PART OF

Adventure

[GO TO STUDY](#)

[BACK TO OVERVIEW](#)

The infographic is a circular diagram with a central green circle containing a toucan. Surrounding it are 14 segments, each with an icon and a label. The segments are: Wildlife Watching (green), Bird Watching, Ecotourism, Walking, Cycling, Fishing, Adventure Trip, SAVE, CBT, Land-based, Snow/Ice-based, Air-based, Sun and Beach Tourism, and Wildlife Watching (green). The central circle is labeled 'Adrenaline (Hard Adventure)'.

Use of Infographics



- > Within the content management system (CMS) there exist a number of standard graphic options that can be applied in the studies:

- > Table

Table 1: Products in the product group of almonds

Combined Nomenclature Number	Product
08021290	Sweet fresh or dried almonds, shelled
08021190	Sweet fresh or dried almonds in shell
08021210	Fresh or dried bitter almonds, shelled
08021110	Fresh or dried bitter almonds in shell

- > From: Almonds study

- > List/Steps

- 1 Mitigation – immediate actions just as the crisis hits, to save your business.
- 2 Preparedness – to prepare your organisation to face the current crisis and focus on working on the next two steps.
- 3 Response– to respond to the crisis and to utilise all the available resources to tackle and implement an effective response
- 4 Recovery – The road to recovery to prepare and work on the strategies to get back to normal and beyond.

- > From: How to manage risks in tourism study



- > Within the content management system (CMS) there exist a number of standard graphic options that can be applied in the studies:

- > Tips box

Tip:

- ✓ Research the average salaries for software developers in your European target country. For example via [Payscale](#), a global database for salary profiles.

- > From: Blockchain study

- > Coloured (green) box

Crisis Example 1: Nepal earthquake response

Following the [earthquake in Nepal in 2015](#), when 9,000 people lost their lives and more than 800 monuments were damaged, the nation's image suffered from negative international reporting and tourist arrivals fell by more than one-third in the year, from 790,000 in 2014 to 539,000 in 2015.

However, the Nepal Tourism Recovery action group quickly launched the [I AM IN NEPAL NOW #NepalNOW #stillsmiling](#) social media campaign to counter the vast numbers of negative stories circulating on the Internet. The campaign encouraged international visitors to Nepal to post images of themselves holding placards featuring the slogan.

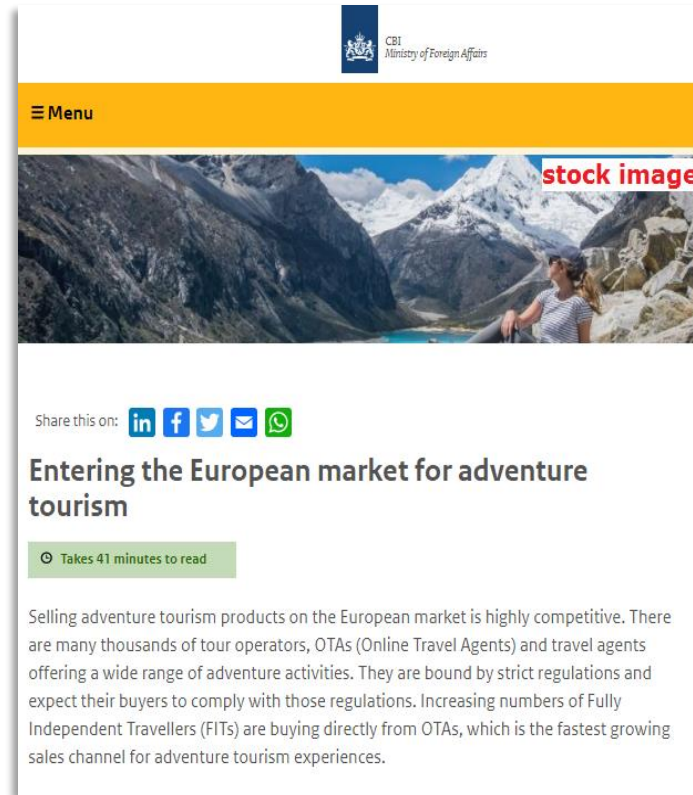
The campaign and positive stories on the accompanying website, [nepalNOW](#), generated a significant amount of positive coverage and, alongside rebuilding, rebranding and additional communications such as the infographic displayed below, helped to stimulate tourism growth. By the end of 2018, tourist arrivals had exceeded 1 million for the first time, with the country welcoming 1.2 million arrivals.

- > From: How to manage risks in tourism study

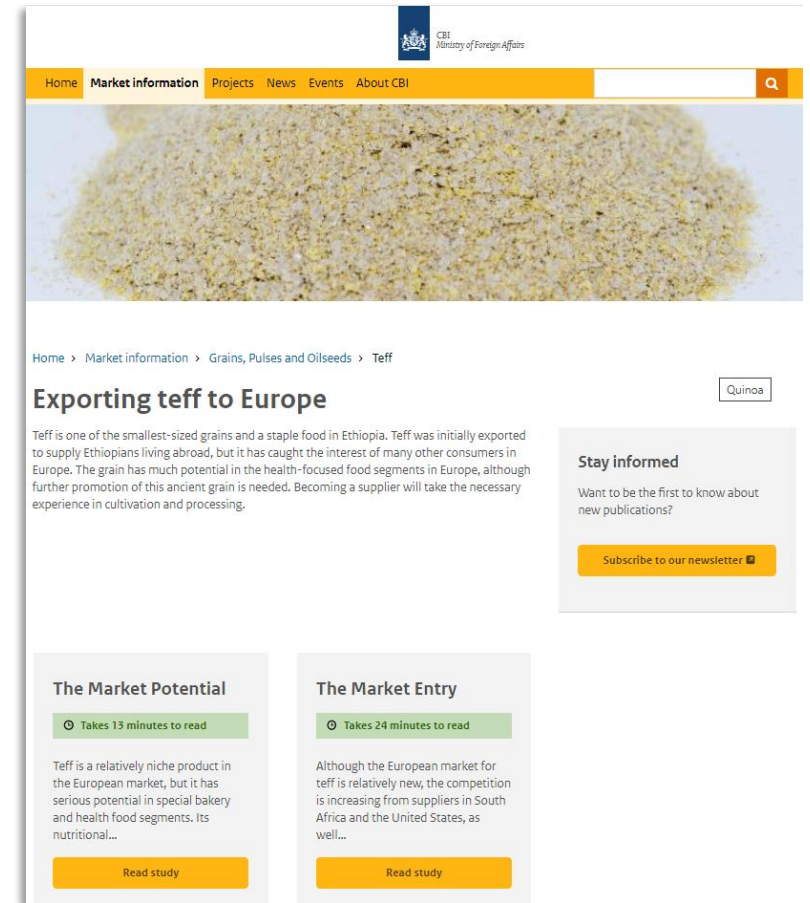
Tips / coloured boxes

> Make use of product & generic photos

- > Above study
 - CBI image (for Agro sectors)
 - Stock/other image for Apparel, Tourism, HDHT, ITO



> Above overview page



Top Banners

> Include photos in studies (white background preferred)

Consumption of organic macadamia nuts is also increasing in Germany, led by promotion by specialised suppliers such as the German-Kenyan macadamia nut company – [Limbua](#).

Picture 5: Macadamia nut spread produced in Germany Picture 6: Macadamia nut chocolate in Germany



Picture 4: Retail packaging of in-shell walnuts



Source: UNECE

This study covers general information regarding the walnut developing countries. Please see Table 1 for the products an

Table 1: Products in the product group of walnuts

Combined Nomenclature Number	Product
08023100	Fresh or dried walnuts, in shell
08023200	Fresh or dried walnuts, shelled

Product specification

Quality

The basic quality requirements for walnuts are:

- When walnuts are traded in-shell, the shell must be whole and not broken. However, small surface cracks are allowed.
- Both shelled and in-shell walnuts must be practically free of any visible foreign matter. For in-shell walnuts, small pieces of adhering husk (not more than 100) are allowed.

Examples of German macadamia nut importers include [Seeberger](#), [Horst Walberg Trockenfrucht Import](#), [Kluth](#) or [PALM Nuts & More Nuß und Trockenfrucht](#). Some retail brands are [Lorenz](#), [Seeberger](#) or [Farmer's Snack](#).

Tips:

- ✓ Find German traders of macadamia nuts on the websites of the specialised German Association - [Waren-Verein](#) and in the [German company directory](#) – Wer Liefert Was.
- ✓ Learn about how to promote macadamia nut consumption in the German market from the German Edible Nuts Promotion Organisation – [Nucis](#) (website in German only).

Product brands are usually developed within Europe and added value from supplying countries is often limited to basic processing including cleaning, milling, crushing or popping. However, if you are able to make a consumer product that is suitable for the European market, you can target specialised distributors that are open to engage in such ventures. Bolivian company [Coronilla](#), for example, has introduced pastas made with local Bolivian quinoa and amaranth in Germany, the United Kingdom and Spain.

Image: Bolivian pasta brand made from brown rice, amaranth and quinoa



Source: Coronilla

Tips:

- 
1. Exporters in network
 2. Importers in your network
 3. Free stock-photo databases
(photos are attribution free)
 4. Stock photos
(photos you purchased the
rights for)

Suggested sources



*Happy to work together in reaching results in
sustainable economic development*



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