

EU Campaign Introduces Organic Juices to Saudi Arabian FMCG Distributers & Traders

An information event to promote Organic juices. Took place on 13th Nov. 2018, at Holliday Getaway- Jeddah, through the EU campaign "European Organic Juices".

JEDDAH, KSA, SAUDI ARABIA, January 16, 2019 /EINPresswire.com/ -- This event was focused towards the promotion of organic fruit juices ([cherry](#), apple and pomegranate juice) to Middle Eastern markets; mainly in UAE, Saudi Arabia and Kuwait. Each product is represented by one European Union member partner. Organic pomegranate juice is represented by ASOP a producer's organization, organic cherry juice is represented by BNHU a non-profit trade organization and organic apple juice is represented by BIOROMANIA, an association of entities (organization and production) that are activated in the organic farming sector in Europe.



Therefore, as part of Middle Eastern promotional effort; a team of representatives travelled to Kuwait and Jeddah as program operators to participate in Jeddah [FOODEX](#) Exhibition & Trade Show 2018. During this visit; they took the opportunity to also host a promotional event to create awareness, pique interest & generate sales leads for their individual EU Organizations.

Mr. Vlad Ciocianou a representative of Bioromania and Mr. Slavi Trifono a representative of Bulgarian National Horticultural Union.

The guest list for this event included a group of targeted individuals, distributors, market owners, traders, Importers & Journalists. The team held brief presentations about each [Organic Juice](#) product, its properties and health benefits; accompanied by a juice tasting as well as a Q&A session. Following that guests were invited to enjoy a dinner along with the opportunity to have B2B meetings with the representatives.

High interest was shown by representatives of the Saudi Arabian trade world for the excellent organic juices from Europe. Both tastes and quality match perfectly with the claims, making Saudi Arabia a new potential market.

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