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The first campaign, *European Dairy - the sustainable choice for Asia*, will see dairy promoted in Japan, Malaysia, Vietnam, Thailand and the Philippines while the second campaign, *Working with Nature - European Beef and Lamb* will be targeting trade buyers in China, Japan, South Korea and the US.

Starting in 2022, the three EU campaigns will be rolled out across a total of nine market territories between Asia, Europe and the US, each of which will have a specific target audience, product focus and tailored promotional activities. Targeting importers, retailers, foodservice providers, chefs and media outlets, the campaigns will concentrate on digital media, PR, trade fairs, seminars and inward visits to Ireland

Bord Bia has already identified the growth potential of Asia for Irish food and drink exports in Japan with the opening a Bord Bia office in Tokyo in 2019 to add to its significant presence in Shanghai and an office in Singapore. The Singapore office is focused on the South and East Asian countries of Indonesia, Japan, Malaysia, The Philippines, Singapore, South Korea,