

Promotion policy

High-Level Missions to third countries

6 December 2016

Commission's own actions: High-Level Missions to 3d countries

Main format: High-Level Visit of Commissioner Hogan accompanied by a group of representatives of EU businesses of the agri-food sector.

Missions in 2016

Colombia and Mexico (7-12 February 2016)

China and Japan (16-22 April 2016)

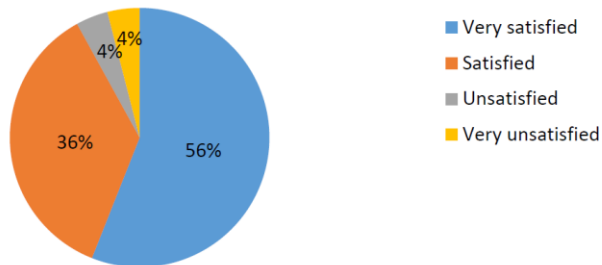
Vietnam and Indonesia (2-9 November 2016)

Visit to Colombia and Mexico (7-12 February 2016)

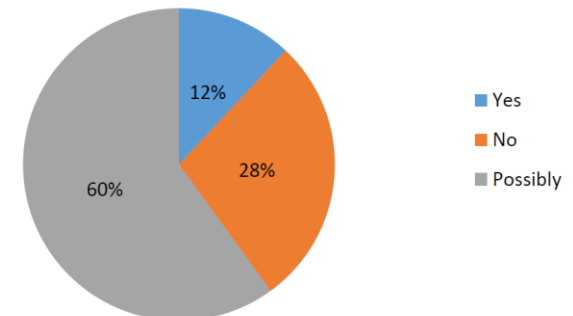
High Level Mission of Commissioner Hogan accompanied by 42 top level EU- business representatives from 14 Member States.

Some feedback:

How satisfied are you in general with your participation in the bussines delegation visit?



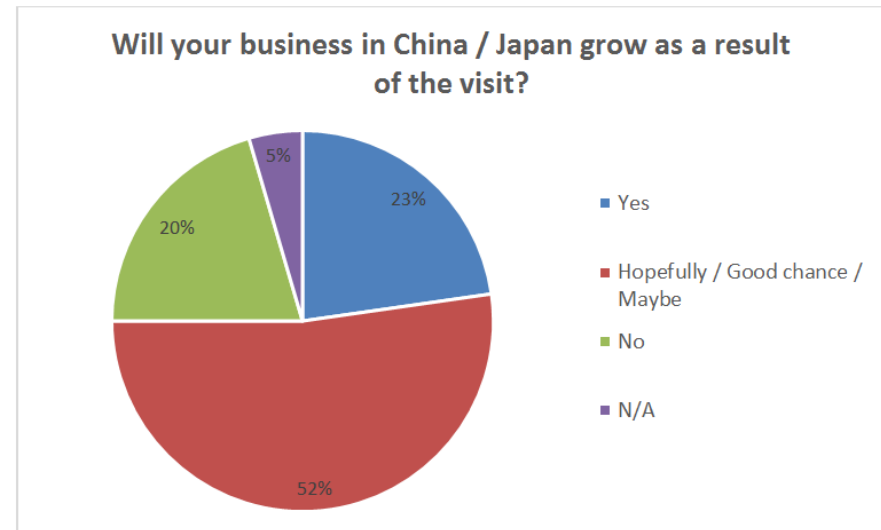
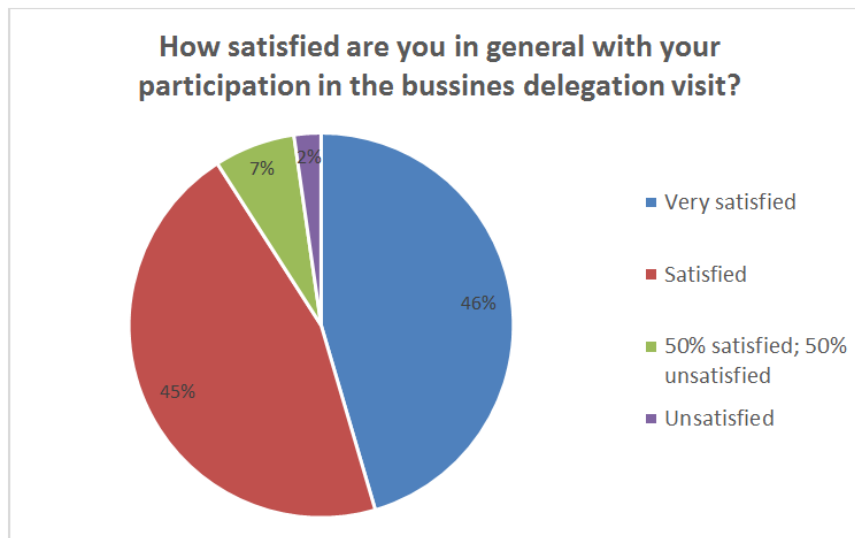
Will your business in Colombia / Mexico grow as a result of the visit?



Visit to China and Japan (16-22 April 2016)

High Level Mission of Commissioner Hogan accompanied by 45 top level EU-business representatives from 15 Member States in each country.

Some feedback:



Visit to Vietnam, Singapore and Indonesia (November 2016)

High Level Mission of Commissioner Hogan accompanied by 52 top level EU-business representatives from 14 MS plus EU organisations.

Mission dates: 2-9 November 2016

Vietnam: 2-4 November (42 delegates)

Singapore: 5-7 November (36 delegates)

Indonesia: 7-9 November (38 delegates)

On 9 November Commissioner Hogan and the Business Delegation inaugurated the SIAL Interfood Exhibition in Jakarta.

Visit to Vietnam, Singapore and Indonesia (November 2016)

Mission with several novelties:

1. The BD visited a country **without** the Commissioner (Singapore)
2. Mission was linked to a **major trade event** (SIAL Interfood Jakarta)
3. An **introductory briefing** was organised in Brussels before the mission
4. Benefited from the **cooperation** of national promotional activities and events organised by EU co-funded programmes

Visit to Vietnam, Singapore and Indonesia (November 2016)

Vietnam 2-4 November

B2B meetings



EU-Vietnam FTA Seminar

Visit to Vietnam, Singapore and Indonesia (November 2016)

Vietnam 2-4 November

Balade en France



Supermarket visit



Visit to Vietnam, Singapore and Indonesia (November 2016)

Singapore, 5-7 November

B2B meetings

SINGAPORE MEETINGS - 7th November 2016 - 1.30 PM to 4.30 PM

Topic	Attendees	Time	Location	Notes
Introduction	...	1.30 - 1.45
...
...
...
...



Supermarket visit

Visit to Vietnam, Singapore and Indonesia (November 2016)

Indonesia, 7-9 November

EU-Indonesia business dialogue



Supermarket visit

Visit to Vietnam, Singapore and Indonesia (November 2016)

Indonesia, 9 November

Inauguration of the
SIAL Interfood



Visit of EU Pavilion

Feedback and debriefing on missions organised in 2016

31 January 2017 14:00-18:00

CCAB Building, Room AB-1A, Rue Froissart 36 – 1049 Brussels

Debriefing with all participants in the three High-Level Missions of 2016 including:

- Feedback from the Commission services
- Presentation of success stories
- Discussion on how to improve such missions

Invitations for this event will be launched very soon.

Missions for 2017

1. Canada

Mission to take place in **May 2017** and will be linked to the SIAL Toronto trade fair.

Invitations to be sent out soon.

EU is **Region of Honour** in the SIAL Toronto 2017 with its own pavilion.

2. Iran

Mission to take place during the **2nd half of 2017**, possibly connected to with a visit to a second country.



For further information

Europa web-site:

http://ec.europa.eu/agriculture/promotion/index_en.htm

Contact:

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Thank you for your attention!

