



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate F – Outreach, Research & Geographical Indications
The Director

Brussels
AGRI.F.1/LM

**NOTE FOR THE ATTENTION OF THE MEMBERS OF THE CIVIL DIALOGUE GROUP ON
QUALITY AND PROMOTION**

Subject: Promotion of agricultural products: invitation for participation in the business delegation accompanying Commissioner Wojciechowski in his trade mission to China, 21-26 April 2024

Dear Madam, Dear Sir,

As already announced, Commissioner Wojciechowski will be visiting China on 21-26 April 2024 accompanied by a **delegation of up to 80 senior representatives of European companies/producer organisations of the agri-food sector**. This trip will combine official meetings of the Commissioner with the relevant governmental counterparts, and promotion activities attended by the business delegation in conjunction with the European Commission's presence at Anuga Select China fair with an EU pavilion.

The visit to China will concentrate on providing market intelligence in the food and beverage sector, business-to-business activities, as well as retail and site visits. The programme of the business delegation will provide the representatives of the European agri-food sector with an excellent platform to discover the Chinese market and to make direct business contacts both in Shanghai as well as in Shenzhen (mainly at Anuga Select China fair).

Business delegates attending this mission should represent particularly, but not exclusively, the sectors of meat products, chocolate, cereals and pasta, confectionery and bakery, dairy, wines, beer and spirits, olive oil and vegetable oils, infant food and baby milk powder, geographical indication products, commodities such as grains, oilseeds and animal feed, pet food, fruits and vegetables.

The Commissioner would like to include in his business delegation European and national producers' organisations and companies from all EU Member States with strong export potential that preferably have not participated in such EU projects before. The final selection of the business representatives will be based on product and geographical balance of the delegation. In this context, the candidates' representativeness of a given

sector, their capacity to conduct international business and accessing challenging markets will also be taken into account.

We would like to ask you to **disseminate this invitation among your members and within your networks in order to attract attention of companies and organisations potentially interested in participating in the business delegation.** Senior level representatives from both producer organisations and individual companies are welcome to take part. Participants are expected to attend the whole programme.

The participants shall cover their travel and accommodation expenses. Please note that only one person per company/organisation will officially take part in the business delegation. Other representatives may accompany the group but might be refused to take part in certain events if the size of the group needs to be kept limited.

Interested organisations/companies are invited to complete the online application form **by 19 December 2023** via the link: [EUSurvey - Survey \(europa.eu\)](#)

Practical questions will be addressed directly by the Research Executive Agency, to which I propose to guide interested representatives of the agri-food business sector (email: REA-AGRI-EVENTS@ec.europa.eu).

DG AGRI's announcement of the event is available here: https://agriculture.ec.europa.eu/events/agri-food-business-mission-china-2024-04-21_en

Yours faithfully,

Electronically signed

Diego CANGA FANO
Director