



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Multilateral relations, quality policy
Director

Brussels, 26.01.2016
DDG1.B5/NC/db D(2016)431487

**NOTE FOR THE ATTENTION OF THE COMPETENT AUTHORITIES OF THE MEMBER STATES
RESPONSIBLE FOR PROMOTION**

Subject: Promotion of agricultural products: invitation for participation in the business delegation accompanying Commissioner Hogan in his trade mission to China and Japan, 16-22 April 2016

Dear Madam, Dear Sir,

As already announced, Commissioner Hogan will be visiting China and Japan in the period 16-22 April 2016 accompanied by a limited delegation of senior representatives of European companies/producer organisations. This trip will combine official visits by Commissioner Hogan to the relevant Chinese and Japanese counterparts, and promotion activities attended by the business delegation, such as seminars, business-to-business meetings and media events.

We would like to ask you to **disseminate this invitation to companies and organisations from your Member State interested in participating in the business delegation**. Senior level representatives from both producer organisations and individual companies from key sectors in the EU trade with the two countries (such as, but not limited to dairy products beef/veal, pork, wines and spirits, processed agricultural products and products bearing a geographical indication) are welcome to take part.

Participants are expected to attend the whole programme which lasts 6 days: China – April 16-19 and Japan - April 20-22. The mission will start with a visit to Shanghai (16 and 17 April), followed by Beijing (18-19 April) and Tokyo (20-22 April).

Participants are expected to give presentations and speeches during business seminars and press events. 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 attached application form and send it by email to agri-promotion-business-delegation@ec.europa.eu by 15 February 2016. We will then be able to confirm participation by 1 March 2016. The decision on the composition of the group will be based on product and geographical balance of the delegation. Candidates are welcome to include a short description of their position on Chinese and/or Japanese markets, specific questions and problems in that relation, as well as their expectations from the visit (see annex).

For any questions, please write to the functional mailbox agri-promotion-business-delegation@ec.europa.eu or call Mr Nikos Chatzoudis of Unit B.5 in charge of organising this high level event (phone+32 229 85526).



Diego CANGA FANO

Annex: Application form



APPLICATION FORM

**Registration for participation in the business delegation accompanying
 Commissioner Hogan in his trade mission in China and Japan
 (16-22 April 2016)**

Company/association details	
Please provide the name of your company or association	
Please indicate the country	
Whom are you representing?	
Please indicate its turnover	
Product(s) concerned	
Please provide a brief description of your company/organisation	
We want to participate in the mission to	<input type="checkbox"/> China <input type="checkbox"/> Japan <input type="checkbox"/> both
Which products would you like to present during the mission?	
Is your organisation already present in the targeted market(s)?	
Contact details	
Please provide the name of the contact person	
Please provide the name and the position of the person who will be present during	

the mission	
Telephone number	
Postal address	
Email	
Website	
Main interest during the mission	
What would you like to achieve from your participation in the trade mission?	
Which activities interest you most?	<input type="checkbox"/> Seminars on the targeted markets <input type="checkbox"/> B2B matchmaking meetings <input type="checkbox"/> Retail visits <input type="checkbox"/> Product presentations <input type="checkbox"/> Networking
How will you ship product samples?	
Please indicate the requirements for storage of your products (e.g. refrigerator)	
Which other services would you need during the trade mission?	
Which of the following could you provide?	<input type="checkbox"/> Presentation during seminar <input type="checkbox"/> Presentation during press conference <input type="checkbox"/> Product presentation/tasting
Please include any other information which you find important for your participation in the trade mission	

PLEASE COMPLETE AND RETURN THE APPLICATION FORM BY EMAIL TO AGRI-PROMOTION-BUSINESS-DELEGATION@EC.EUROPA.EU BY 15 FEBRUARY 2016.