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*Brussels*  
*(2023) 11936508*

*Dear Minister,*

*In accordance with my mission as EU Commissioner for Agriculture and Rural Development, to promote Europe's high-quality agri-food products worldwide, I will continue my diplomatic efforts in support of EU agri-food producers from the EU 27 Member States. My fourth high-level mission will therefore take place in China from 21 to 26 April 2024, in conjunction with our presence at the Anuga Select China fair with the EU pavilion.*

*The main objective of my mission to China is to meet relevant political high-level actors, in particular the Chinese Minister of Agriculture and Rural Affairs but also the Minister of Commerce, among other Ministers. The political agenda would contain items related to the barriers to access the Chinese market and to the implementation of the Geographical Indications Agreement. I also want to exchange with my Chinese counterparts on our Green Deal and Farm to Fork ambitions and continue our efforts on innovation for the transition to sustainable agriculture and food systems.*

*As ever, in addition to the political exchanges, an important aspect of my visit in China will be facilitating market access and contacts between the European and Chinese businesses active in the agri-food sector. For this reason, I wish to be accompanied by a delegation of up to 80 senior European executives representing companies from all EU Member States, from SMEs with credible export capacity to large companies, including European and national producers' associations, from key sectors with the most significant potential for the EU's trade and cooperation with China.*

*These would be especially, but not exclusively, 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.*

*Mr Norbert TOTSCHNIG*  
*Federal Minister for Agriculture, Forestry, Regions and Water Management*  
*Stubenring 1*  
*A-1010 WIEN*

*Accordingly, the visit to China will concentrate on providing market intelligence in the food and beverage sector, followed by business-to-business activities. 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.*

*Such a trade mission cannot be accomplished without the assistance of the Member States. For this reason, I would be grateful if you could disseminate this invitation to the appropriate contacts in your Member State.*

*Interested companies and organisations can register their applications for joining the business delegation online following the link:*

[https://ec.europa.eu/eusurvey/runner/HLM\\_China\\_April\\_2024](https://ec.europa.eu/eusurvey/runner/HLM_China_April_2024)

*The final selection of the business representatives to accompany me 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. In order to guarantee a timely organisation of the visit, we would like to receive applications by **19 December 2023** at the latest.*

*Finally, it is important to ensure an adequate promotion of agri-food products from all Member States. Therefore, I would appreciate if the relevant services of Austria could assist the Commission in this respect to ensure that our Chinese counterparts perceive the EU as diverse yet united in its approach to promote and protect Member States' food, enhance its global reach and unique national agri-food heritage.*

*I am sure that I can rely on your full support, and on the help of your Ministry to ensure that the delegation represents a broad spectrum of the EU agri-food industry and has sufficient weight to achieve our purpose.*

*Yours faithfully,*



*Janusz WOJCIECHOWSKI*