



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach  
B.1. External communication and promotion policy

**HIGH LEVEL MISSION TO CHINA (14-19 MAY 2018)**  
**DRAFT PROGRAMME**

|                               |   |
|-------------------------------|---|
| <b>Day 1 (14 May) Monday</b>  |   |
| evening                       | <p><b>Arrival of the delegation in Shanghai, travel to hotel</b></p> <p><b>Internal Briefing</b> for the BD in presence of Commissioner Hogan (depending on his availability) (with EU MS counsellors)</p> <p><b>Internal Dinner (Buffet style)</b> for the BD only</p> <p>(TBC specific expert presentation)</p> <p><i>Venue: tbc</i></p>  |
| <b>Day 2 (15 May) Tuesday</b> |   |
| am                            | <p><b>Working Breakfast with Commissioner per category of products (2) TBC</b></p> <p><b>Introductory Seminar (parallel sessions)</b></p> <p><b>1) (newcomers) how to do business in China</b>, generic part followed by specific sessions (up to 8) per category of products in order to ensure the most tailor made information for each delegate</p> <p><b>2) (BD with experience in the market)</b></p> <p><b>- specific market access (SPS, technical barriers, various sectors, etc)</b></p> <p><i>The purpose of this event would be to give the delegates concrete information regarding sanitary, regulatory framework for trade with the country, consumer trends as well as specificities (e.g. importance of e-commerce), necessary official contacts etc, main competitors for the EU products from third countries for the main sectors (US/Brazil).</i></p> <p><i>Venue: tbc (hotel)</i></p> |
| noon                          | <p><b>Lunch (Buffet style) in presence of MS's representatives and BD</b>, table arranged per Member State</p> <p><i>Venue: tbc (hotel)</i></p>   |
| pm                            | <b>'B2B' presentations from Chinese high business representatives (Focus</b>  |

|                                 |  |
|---------------------------------|--|
|                                 | <p><b>on e-commerce / retailers (large + specialized) / distributor) + Q/A Session</b></p> <p><i>Venue: tbc</i></p>  |
| evening                         | <p><b>Business dinner hosted by Commissioner Hogan</b> in presence of BD,EU MS Ambassadors, counsellors, leading agri-food enterprises, retailers (tbc : government officials, local authorities) etc.</p> <p>Dinner will feature selected EU food products, including GI's and wines<br/><i>Possible pairing of EU and Chinese GIs by a famous EU chef</i></p> <p><i>Venue: tbc</i></p>   |
| <b>Day 3 (16 May) Wednesday</b> |  |
| am                              | <p><b>Working Breakfast with Commissioner per category of products (2)</b></p> <p><b><u>SIAL visit:</u></b></p> <p><b>-Official opening of the SIAL by Commissioner Hogan</b> in presence of the BD (tbc) and official tour of the SIAL together with BD</p> <p>Official opening of EU Pavilion (with ceremony – cocktail, tasting)</p> <p><b>'One-on-one' interview with media (to be continued)</b></p> <p><b>Conference on GI's agreement and policy aspect combined with Business Forum (concrete case studies presented by a selection of Delegates)</b></p> <p>in presence of a large audience of local stakeholders and authorities</p>   |
| noon                            | <b>Free lunch</b>  |
| pm                              | <p><b>'B2B matchmaking' at SIAL (organised in cooperation with SIAL)</b></p> <p><b>'One-on-one' interview with media (to be continued)</b></p> <p><b>Free visit of SIAL</b></p>  |
| evening                         | <b>Free time</b>   |
| <b>Day 4 (17 May) Thursday</b>  |  |
| am                              | <p><b>Working Breakfast with Commissioner per category of products (2)</b></p> <p><i>Debriefing of the mission by Commissioner Hogan in presence of the delegates (timing TBC)</i></p> <p><b>Retail visits</b> in 3 to 4 supermarkets : large / medium / specialized retailers – if possible visit shops showcasing EU co-financed campaign activities (tasting)</p> <p><i>The purpose of retail visits is to familiarise the representatives of EU companies and organisations with practicalities of the Chinese sector, availability of products, exposition and presentation, and to offer insights into consumer preferences. To be arranged with shop/chain management – visit led</i></p> |

|                                |   |
|--------------------------------|---|
|                                | <i>by Shop Director and Category managers + Q/A Session.</i>  |
|                                | <p><b>Field trips</b> such as for example 'Wholesaler Market' where potential Chinese buyers could be met</p> <p><i>Site visits may be envisaged in order to showcase the characteristics of the Chinese food processing sector and/or supply chain in more detail. It would also be an opportunity for the Chinese side to demonstrate the needs or achievements of its agro-food sector.</i></p> <p><i>*NB: All visits to be arranged taking into account composition / interest of the EU Business Delegation, traffic conditions and time necessary to travel between the venues.</i></p> |
| noon                           | <b>Lunch (Buffet style)</b> or in a typical Chinese Restaurant  |
| pm                             | <p><b>Field trips</b></p> <p><b>Retail visits</b></p> <p><b>(continued)</b></p>   |
| evening                        | <b>Networking evening at SIAL</b>   |
| <b>Day 5 (18 May) Friday</b>   |   |
| Am                             | <b>Travel to Shenzhen</b>   |
| Pm                             | <b>Field visit TBC</b>  |
| Evening                        | <b>Networking event / Dinner with local businesses (presentation by local authorities – tbc)</b>  |
| <b>Day 6 (19 May) Saturday</b> |   |
| AM                             | <b>Field visit TBC</b>  |