



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Multilateral relations, quality policy
Director

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**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 Vietnam, Singapore and Indonesia, 2 – 9 November 2016

Dear Madam, Dear Sir,

As already announced, Commissioner Hogan will be visiting **Vietnam** and **Indonesia** in the period 2-9 November 2016 accompanied by a delegation of senior representatives of European companies/producer organisations. This trip will combine official visits by Commissioner Hogan to the relevant Vietnamese and Indonesian counterparts, and promotion activities attended by the business delegation, such as seminars, business-to-business meetings and media events. In addition, and in order to explore in full the potential of this fast growing region, a stop for the business delegation only with a programme of business activities is foreseen in **Singapore** on 6 and 7 November.

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 meat and dairy products, fruits and vegetables, beverages) are welcome to take part. Indonesia in particular is recommended for operators having interest in halal foods.

Participants can choose which part(s) of the trip they want to join: the mission will start with a visit to Hanoi (2-3 November), followed by Ho Chi Minh City (4-5 November), Singapore (6-7 November) and Jakarta (8-9 November). An important element of the visit to Indonesia will be the inauguration of the SIAL Interfood 2016 fair, including the official opening of the EU pavilion on 9 November.

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 **16 August 2016** on the link:

<https://ec.europa.eu/eusurvey/runner/HLMAGRIVietnamSingaporeIndonesia2016>

We will then be able to confirm participation by mid-September.

Practical questions will be addressed directly by promotion agency CHAFEA to which I propose to guide interested representatives of the agri-food business sector (email: chafea-agri-events@ec.europa.eu).

EU Pavilion at SIAL Interfood 2016

I would like to inform you that independently of the participation in the high-level mission of Mr Hogan, it is possible for European companies active in the agri-food sector to participate at the SIAL Interfood 2016 fair (9-12 November 2016) with a booth at the EU pavilion.

The aim is to introduce European F&B products to the Indonesian market. A large Indonesian audience will be present: end-consumers but also distributors and importers as well as retail companies. European F&B products and introduction of European culture will feature under a large European pavilion.

The European pavilion will provide a comprehensive platform for all companies to introduce their home country and their products.

The EU-Indonesia Business Network which is in charge of the pavilion will make available a range of activities and services to give the opportunity to the European companies to present themselves and to meet with their end-consumers and potential importers. The EIBN will provide market information, and assist the European companies on the spot in meeting with potential local partners (importers, distributors, retail companies, etc.). In parallel, EIBN will facilitate a space in the European pavilion for workshops and various programs to be provided by European embassies and companies (such as workshops, product tasting, cooking demo, etc.).

Details for registration and participation are provided in the annex.

Yours faithfully,



Diego CANGA FANO

Annex 1: Draft Agenda of the trade mission accompanying Commissioner Hogan

Annex 2: Information about the participation in the EU pavilion at SIAL Interfood 2016