



Brussels,
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AGENDA

«CDG QUALITY AND PROMOTION»

Brussels, rue de la Loi 130
11th floor - Meeting room: B
on Thursday 28 March 2019, from 09:30 to 18:00

Quality:

1. 'Study on The Civil Dialogue Groups for the Common Agricultural Policy – Analysis of EU Policy Consultation' – presentation by the external contractor
2. State of play of the discussions and exchange of views with the group on the CAP aspects related to quality
3. Update on the action of the Union following its accession to the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications
4. Food quality certification schemes:
 - Follow-up: EU best practice Guidelines for voluntary certification schemes for agricultural products of 2010 – presentation by the sector and exchange of views

Promotion:

1. Implementation of the EU Promotion Policy:
 - a) Final uptake of programmes from the Call for proposals 2018
 - b) Lessons learnt during the 2018 Calls (i.e. eligibility, use of visuals, etc.)
 - c) Exchange of experiences on running campaigns (on implementation of activities and on contract management)
 - d) Exchange on methods used to attract new applicants and use of the toolbox prepared by Chafea (videos, visual material) for this purpose
2. Annual Work Programme 2020:
 - a) New trade agreements and opportunities
 - b) Exchange of views and preparation of the upcoming Annual Work Programme 2020

3. Own initiative campaigns from the Commission:
 - a) Debriefing of the High Level Mission to Dubai in February 2019
 - b) Information and discussion on the preparation of the next High-Level mission to Japan in May
 - c) Information and exchange of views on promotion/communication actions planned by the Commission to promote EU agricultural products

OR: De-briefing on the latest EU Presences at International Fairs and update on current communication campaigns
4. Update and exchange of views with the group on the evaluation of the EU agricultural promotion policy (tender specifications, selection of contractor, etc.)
5. AOB

Please send us your AOB questions in due time before the meeting (e-mail: AGRI-B3@ec.europa.eu).