

Economic Diplomacy High Level Missions

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European Commission
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Commission's own actions: High-Level Missions to 3d countries

Missions in 2016:

Colombia and Mexico (7-12 February 2016)

China and Japan (16-22 April 2016)

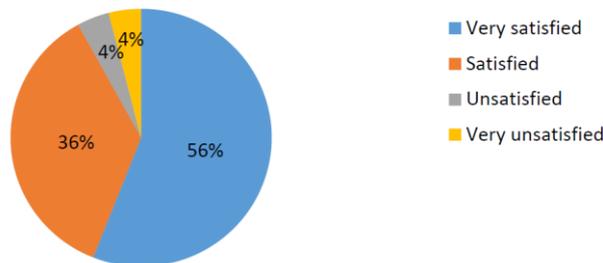
Vietnam and Indonesia (2-9 November 2016)

Visit to Colombia and Mexico (7-12 February 2016)

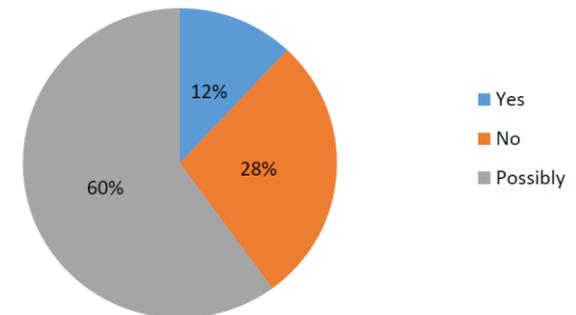
High Level Mission of Commissioner Hogan accompanied by 42 top level EU- business representatives from 14 Member States.

Some feedback:

How satisfied are you in general with your participation in the bussines delegation visit?



Will your business in Colombia / Mexico grow as a result of the visit?

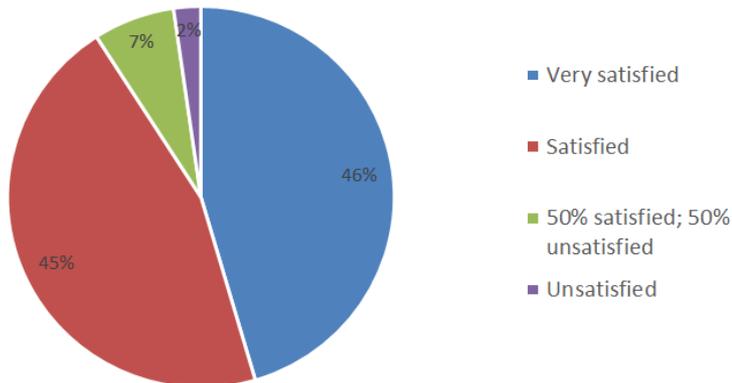


Visit to China and Japan (16-22 April 2016)

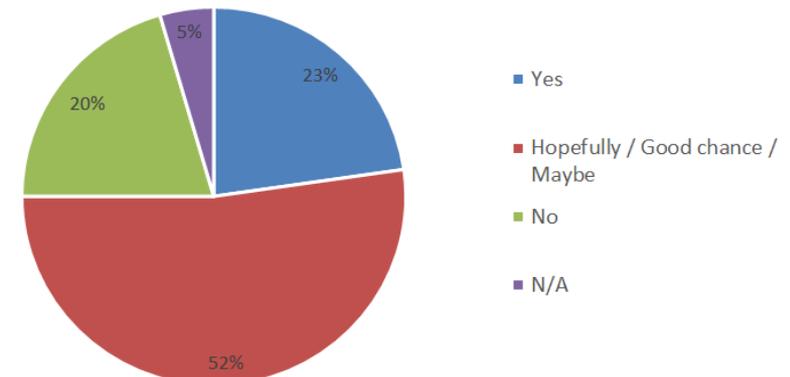
High Level Mission of Commissioner Hogan accompanied by 45 top level EU-business representatives from 15 Member States in each country.

Some feedback:

How satisfied are you in general with your participation in the bussines delegation visit?



Will your business in China / Japan grow as a result of the visit?



Visit to Vietnam, Singapore and Indonesia (November 2016)

High Level Mission of Commissioner Hogan accompanied by 52 top level EU-business representatives from 16 MS plus EU organisations.

Vietnam: 2-4 November (42 delegates)

Singapore: 5-7 November (36 delegates)

Indonesia: 7-9 November (38 delegates)

- 38 newcomers

- Turnover: 170 Billion EUR

Results: Average satisfaction 96%

PR Value > 213.000 EUR

1 out of 4 of participants already closed business deals

Visit to Vietnam, Singapore and Indonesia (November 2016)

Mission with several novelties:

1. An **introductory briefing** was organised in Brussels before the mission
2. The BD visited a country **without** the Commissioner (Singapore)
3. Mission was linked to a **major trade event** (SIAL Interfood Jakarta)
4. Benefited from the **cooperation** of national promotional activities and events organised by EU co-funded programmes
5. **Working breakfasts with Commissioner** to discuss specific issues **per category of products**



The image shows a large, colorful grid chart titled "SINGAPORE MEETINGS" for November 2016. The chart is organized into columns representing dates and times, and rows representing different product categories. Each cell in the grid contains a small, colorful icon or logo, likely representing a specific product or company. The chart is a detailed schedule of meetings, with columns for dates from November 1st to 10th, and rows for various product categories. The icons are arranged in a grid pattern, with some cells containing multiple icons. The chart is a complex visual representation of the mission's activities.

KEY LEARNING POINTS

1. Business delegation composition

- increasing number of delegates
- better representation of the 28 MSs
- high weight / turnover

2 - Programme of activities

Most useful activities = to improve the knowledge of the business delegates about the local market and its business culture, e.g.:

- Market entry handbook,
- B2B meetings,
- Introductory seminars,
- Retail visits,
- Networking activities

Developing familiarity with local business conditions = a priority for these business visits.

Different **networking opportunities with the Commissioner** (breakfast meetings with Commissioner per sector)

Future improvements

1 – Preparatory phase

Business composition:

- priority to newcomers
- broader publicity of the online registration in order to attract newcomers

Briefing meeting with Business delegates: to be organized enough in advance - ideally 3 months - in order to include suggestions from Delegates (topics / activities etc.)

Future improvements

2. Implementation

'B2B' meetings: inform the BD about the planning in order to prepare for this key activity

Shipment of samples: Improve the logistic service

Involvement of the MS embassies would be useful to address market access issue

Press activities: Announce well in advance participation to Commissioner press conference in order to prepare



Follow up

Follow-up meeting (Debriefing meeting)

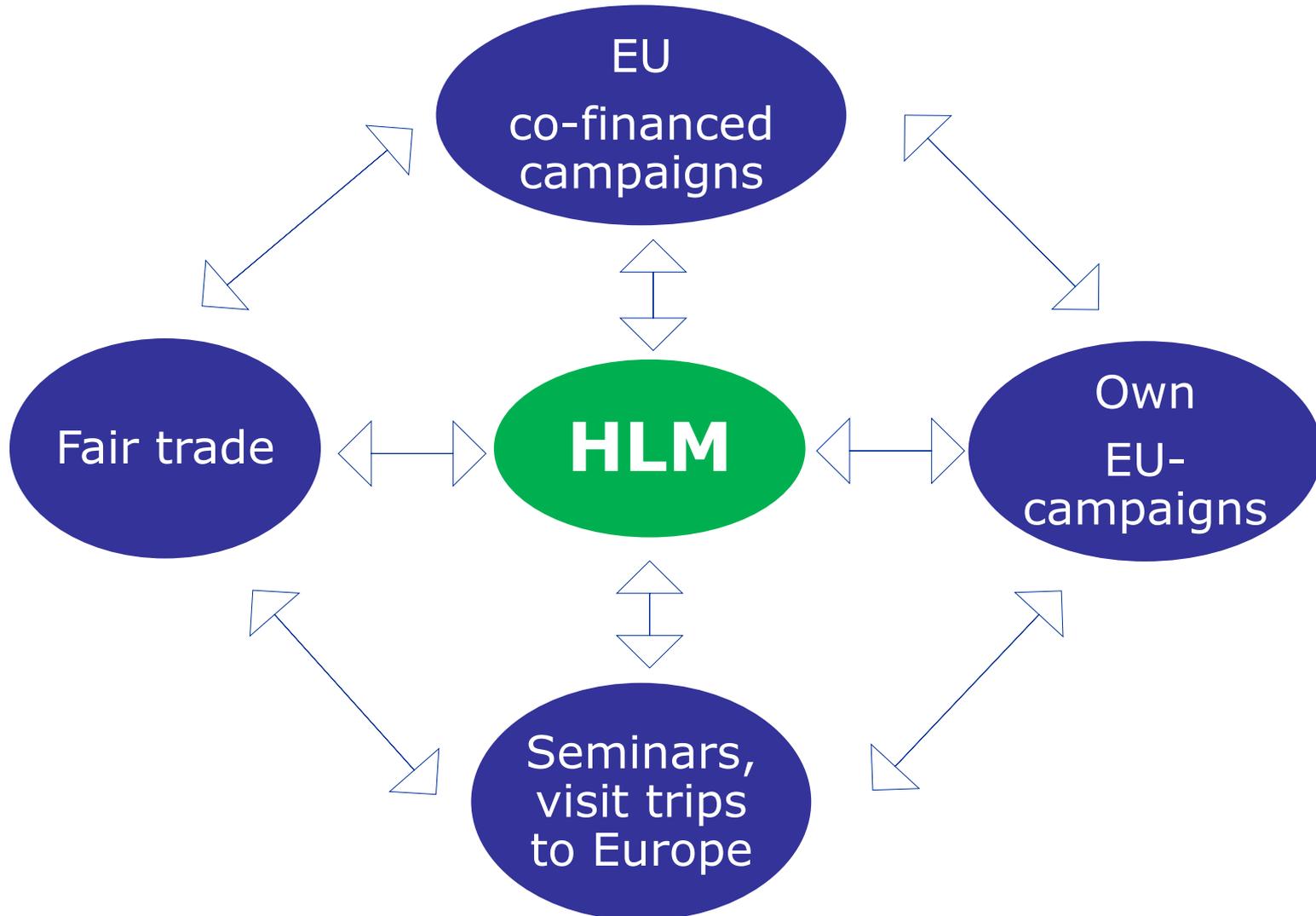
Follow-up survey to gather concrete outcome / business results, 6 months and 1 year after the mission

More precise analysis of ROI is a MUST for the future of such missions

Synopsis of the different EU- activities :

- how best to support the BD after the mission / define strategic action plan in each targeted country
- how to make the most of it thanks possible integration - for the benefit of the BD and other beneficiaries
- How to find synergies between different promotion activities?

ACTIVITIES in THIRD COUNTRIES





Missions for 2017

1. Canada

Mission to take place from **1 - 3 May 2017** and will be linked to the opening of SIAL Toronto trade fair.

EU is **Region of Honour** in the SIAL Toronto 2017 with its own pavilion, dedicated to promotion activities.

Programme of activities in cooperation with MS and National pavilions

2. Saudi Arabia & Iran

Mission to take place **7-12 November 2017**



For further information

Europa web-site:

http://ec.europa.eu/agriculture/promotion/index_en.htm

Contact:

agri-promotion-business-delegation@ec.europa.eu

chafea-agri-events@ec.europa.eu

DRAFT AGENDA

Business delegation (BD) accompanying Commissioner Phil Hogan during his high-level mission to Canada, May 2017

<u>CANADA</u>	
DAY 1: Sunday 30 April 2017 - Travel to Toronto	
all day	<ul style="list-style-type: none"> - Travel / Arrival from Europe to Toronto. - Pick-ups arranged from airport to the hotel. - Registration of participants and check in the hotel.
DAY 2: Monday 1 May 2017 - TORONTO	
am	- Introductory seminar on doing business in Canada and meetings with local & national authorities, followed by specific session per category of products with EU DEL / MS Embassies.
pm	<ul style="list-style-type: none"> - Business Forum inviting local buyers, importers, distributors. - 'B2B matchmaking' meetings, presentations on European products and food tasting products / displays. For Wine & Spirits category only: Due to monopoly situation in 'W&S' sector, collective meeting with: 'LCBO' / 'SAQ' followed by individual meetings. - 'One-on-one' interviews with journalists.
DAY 3: Tuesday 2 May 2017 – TORONTO (SIAL VENUE)	
am	<ul style="list-style-type: none"> - Working breakfast with Commissioner, per category of products. - 'B2B matchmaking' meetings presentations on European products and food tasting products.
noon	- 'One-on-one' interviews with journalists.
pm	<ul style="list-style-type: none"> - General information's session on CETA agreement focus on main concrete benefits for business, Q&A. Opening by Commissioner & Canadian Minister of Agriculture, in presence of the media. - Official Opening of SIAL in presence of Commissioner Hogan and local authorities. Tour of the SIAL and Official Opening of the EU Pavilion. - Free time to visit SIAL & EU pavilion. OPTION: Participation to 'Cocktail network evening' at SIAL organized by government of Ontario / Quebec.
evening	- Official dinner with Commissioner, EU Embassies and government officials, representative of SIAL National pavilions, presence of key buyers & media.
DAY 4: Wednesday 3 May 2017 - TORONTO	

am	<ul style="list-style-type: none">- Working breakfast with Commissioner, per category of products.- Retail visits in at least 3 different shops, big & smaller shops, Q/A session with shop Director and Category manager(s). If possible select store(s) where EU-cofinanced promotion campaigns are currently running.
pm	<ul style="list-style-type: none">- Field trip visits (3 to 4 groups per category of products).
evening	<ul style="list-style-type: none">- End of the official programme.- Travel back to Europe

Thank you for your attention!

