

Economic Diplomacy High Level Missions

*Head of Unit Lene Naesager
DG Agriculture and Rural Development
European Commission
Brussels, 10 March 2017*

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)

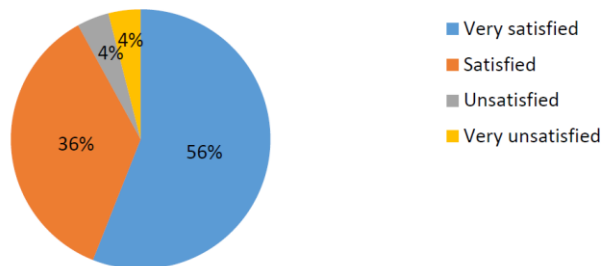
Vietnam and Indonesia (2-9 November 2016)

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

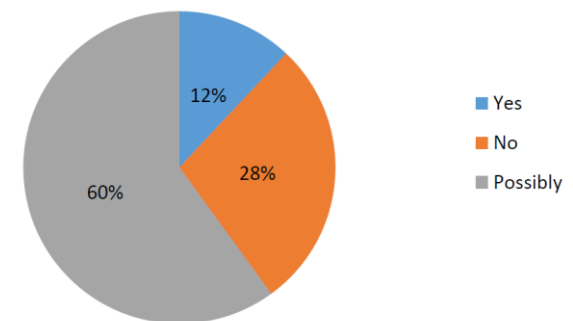
High Level Mission of Commissioner Hogan accompanied by 42 top level EU- business representatives from 14 Member States.

Some feedback:

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



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

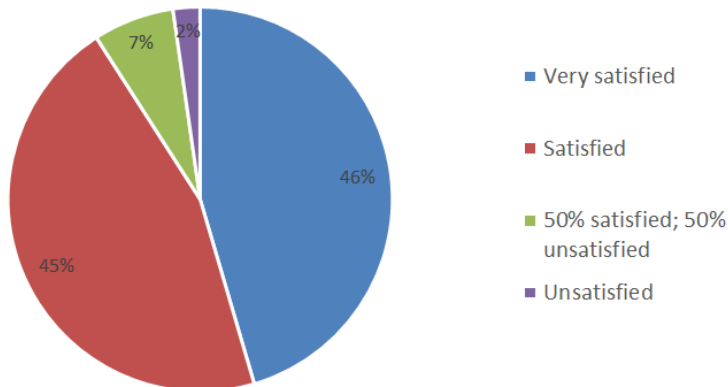


Visit to China and Japan (16-22 April 2016)

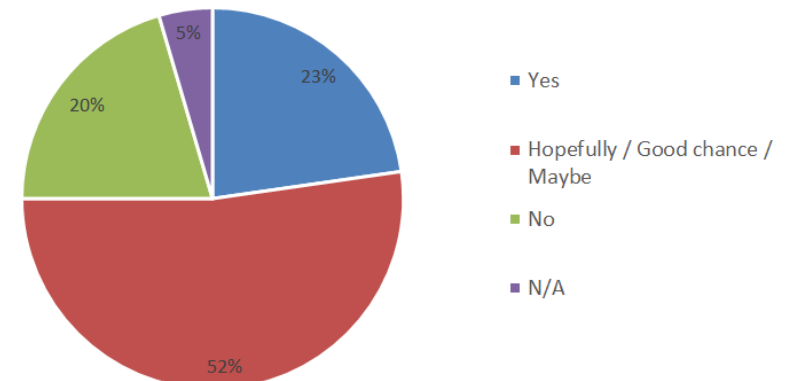
High Level Mission of Commissioner Hogan accompanied by 45 top level EU-business representatives from 15 Member States in each country.

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**



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)

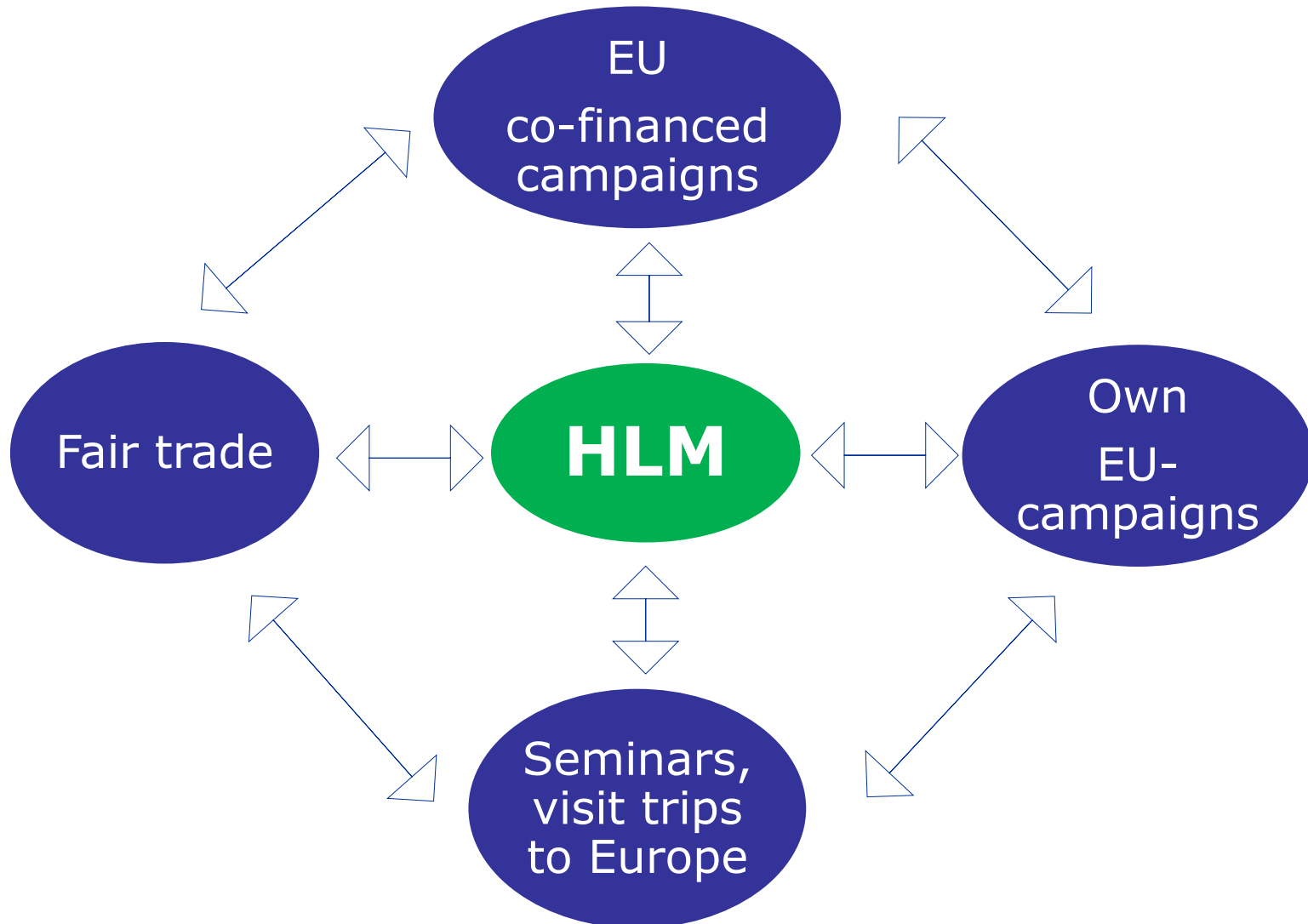
Follow-up survey to gather concrete outcome / business results, 6 months and 1 year after the mission

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

CANADA	
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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - '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	<ul style="list-style-type: none"> - 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!

