



High level mission to China

14-19 May 2018

Brussels, 29 June 2018

Agriculture
and Rural
Development



High-level mission of Commissioner Hogan = Diplomatic offensive

BUSINESS DELEGATION

- 68 Delegates
- 21 Member States
- Main category of products:
 - Dairy
 - Alcoholic Beverages
 - Meats & Meat products (Pork; Beef; Poultry)
 - Fruits & Vegetables
 - Confectionary and Cereals
 - Olive oil

EU PAVILION at SIAL-Shanghai

- 168 m2
- Close co-operation with MSs and National Pavilions and
- 3-days programme:
16 – 18 May

Visit and matchmaking
opportunities at SIAL



Business delegation



Objectives

MARKET KNOWLEDGE

- Market Entry Handbook
- Business seminars
- Retail visits
- Field trips
- Networking

Networking opportunities

- Matchmaking meetings
- Business forum
- Sial Visit
- Networking dinners

VISIBILITY

- Official Opening of SIAL fair
- Media opportunities

Business Delegation – Programme in Shanghai

- DAY 1 - Welcome
 - Arrival at the hotel
 - Networking dinner
- DAY 2 Business activities at the hotel
 - Business Forum
 - Workshops per product categories
- DAY 3 – Business activities at SIAL
 - B2B activities at SIAL
 - Fair inauguration
- DAY 4 – Visits
 - Retail visits (*Metro, Hema Alibaba; Carrefour*)
 - Field visits (*Bright Food Group; AiSen; Free Trade Zone; DIG; Yummy Research Centre*)

Business Delegation – Programme in Shenzhen

- DAY 1 - Welcome
 - Workshop on e-commerce
 - Networking dinner
- DAY 2 – Field visits
 - SF Group; World Food Trading Exposition City; HiGreen; E-Matou



Results – Evaluation by BD

- 56% response
- Global: 92% satisfaction rate

Highest score:

- Market Entry Handbook (95%)
- Presence of EU Pavilion at SIAL (87%)
- Interaction with the media (81%)
- Enough opportunities to network with Commissioner and his team (81%)
- Briefing meeting in Brussels (74%)

Lowest score

- B2B meetings (50%)

Results – Evaluation by BD

- Forecast for future business : 76%
- Interest in future missions : 97%
- New evaluation planned after 1 year



More info on High Level Missions

- DG Agri http://ec.europa.eu/agriculture/promotion_en



Thank you for your attention.