



Brussels,
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DRAFT AGENDA

CDG «QUALITY AND PROMOTION »

in Brussels, rue de la Loi 130
11th floor - Meeting room: A
on Monday 10 December 2018, from 09:30 to 18:00

- 1) Approval of the agenda and minutes of the meeting of 29/06/2018
- 2) Elections of Chair and vice-chairs

Promotion (a.m.)

- 3) Implementation of the EU Promotion Policy:
 - a. Implementation of the programmes awarded from the Calls for proposals 2017
 - b. Implementation of the 2018 calls for proposals for simple and multi programmes
 - i. Debriefing and state of play of the 2018 calls for proposals (number of proposals submitted, main targeted actions, sectors, list of programmes accepted etc)
 - ii. Lessons to be learnt – Analysis of successes & mistakes made during the call - Exchange of views
 - iii. Next steps: signature of contracts, start of the implementation of the programmes selected, etc
 - c. Information on technical support services (webinars, SIAL, Info Day, etc)
- 4) Annual Work Programme 2019:
 - a) Presentation of the Annual Work Programme for 2019
 - b) Trade and market prospects for 2020 (*tbc*)
- 5) Own initiatives
 - a) Debriefing on Promotion Seminar in Tehran, CIIE Shanghai
 - b) Information and discussion on the preparation of the next High-Level Missions, Promotion seminars, communication campaigns, participation in fairs

- 6) Update on the interim report to the European Parliament and to the Council on the application of the Regulation (due by 31 December 2018).
 - a) "Information from the Commission on the contributions received relating the Evaluation of the Promotion Policy Roadmap"
- 7) A.O.B.

Quality (p.m.)

- 1) On-going legislative developments in the area of quality policy.
 - a) Implementing and Delegating Act for wine
 - b) New spirit regulation – state of play
 - c) On-going discussions on the CAP related to quality
- 2) External presentations: Blockchain “how to increase the credibility in labels, prevent fraud and increase traceability”.
 - a) Walter Stiers - certified Enterprise Architect at IBM in Brussels, working as an Industry Architect for clients in Distribution (Retail, Transport, Logistics) and FMCG (Food & Beverages, Agriculture). He is a graduate of KU Leuven where he received a Master in Sciences in Geography.
 - b) Frederic Van Outryve - T-mining. T-mining is a startup on blockchain and logistics, collaboration with authorities and private sector to set up a logistical system assured by blockchain, which could also be used to assure e.g. quality schemes
- 3) Food quality certification schemes:
 - a) Follow up: EU best practice Guidelines for voluntary certification schemes for agricultural products of 2010 – presentation by the sector and discussion
- 4) A.O.B.

Please send us your AOB questions in due time before the meeting (e-mail: AGRI-B1-PROMOTION@ec.europa.eu for Promotion matters; AGRI-B3@ec.europa.eu for Quality matters).