



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
The Director

Brussels,
AGRI.DDG1.B/NSV

AGENDA

«CDG QUALITY AND PROMOTION »

in Brussels, Rue de la Loi 130

meeting Room: 11.A

on Friday 6 December 2019 from 09:30 to 18:30

1. **Elections** of the Civil Dialogue Group on Quality and Promotion

MORNING – QUALITY POLICY

2. State of play of BREXIT, in particular in relation to GIs and Promotion Policy
3. Follow-up: EU best practice Guidelines for voluntary certification schemes for agricultural products [2010/C 341/04] – Euromontana presentation, followed by questions and discussion
4. Marketing Standards: Update on the survey and evaluation process (timeline, next steps, etc.)
5. Evaluation as regards Quality and GIs – highlights from the Mission Letter to the new Commissioner Wojciechowski
6. Geneva Act: update on recent approval and consequences for the EU Geographical Indications
7. Update on the *e*Ambrosia database
8. Annual Report on Food Fraud 2018 with a focus on Geographical Indications

AOB

AFTERNOON – PROMOTION POLICY

1. 2019 calls for proposals – statistics on submissions and funded projects
2. Presentation by the Commission on the Annual Work Programme 2020. Overview of the contributions, highlighting foreseen differences with the previous year.
3. Own initiative campaigns by the Commission – SPS seminars, ongoing campaigns and activities 2020
4. Evaluation of the Promotion Policy: state-of-play
5. INFO session on the 2020 AWP for potential applicants
6. Implementation of the EU promotion policy – Stakeholder presentations, followed by questions and discussion. Presentation by Christian Jochum for COPA-COGECA

AOB

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