



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

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

Brussels,
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AGENDA

«CDG QUALITY AND PROMOTION»

via Videoconference (Interactio)

on Thursday 1 July 2021 from 10:00 to 16:30 (break from 12:00 to 14:30)

Morning session: Quality (from 10:00 to 12:00)

- Revision of marketing standards: state of play
- EU trilogue negotiations on the CMO Regulation - Update focused on Geographical Indications
- Review of the Geographical Indications policy: state of play and next steps
- Voluntary Quality Schemes: example presented by COOP Italy

Afternoon session: Promotion (from 14:30 to 16:30)

- Promotion programmes: signing of Grant Agreement 2020 and submission statistics 2021
- AWP 2022: presentation by EC Commission and sector position
- Reform of the promotion policy; consultation of stakeholders (first evaluation) and sector position
- Law of the People's Republic of China on Administration of Activities of Overseas Nongovernmental Organizations in Mainland China of 28 April 2021 and implication on promotion programme

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

