



HIGH LEVEL MISSION TO CHINA (14-19 MAY 2018)
DRAFT PROGRAMME

Day 1 (14 May) Monday	
All day	Arrival of the delegation in Shanghai, travel to hotel
All day	Transfer from airport to hotel
18:00	Welcome dinner
Day 2 (15 May) Tuesday	
9:00 – 12.45	Introductory Seminar : "Making business with China" <ol style="list-style-type: none">1. Introduction2. Consumer trends3. Digital marketing4. IPR <i>Venue: Hotel Shanghai</i>
12:45	Working Lunch (business delegation and Member states) <i>Venue: Hotel Shanghai</i>
14:30 – 16:30	Workshops per Product categories <ol style="list-style-type: none">1. Beef2. Pork3. Poultry4. Dairy5. Wine and spirits6. Fruit & vegetables, olive oil7. Cereals, confectionary <i>Venue: Hotel Shanghai</i>
18:00	Welcome reception and European Business dinner hosted by Commissioner Hogan <i>Welcome address by Commissioner Hogan</i>

Day 3 (16 May) Wednesday	
9:30	Visit at SIAL
9:30	<i>Official opening of the SIAL Fair by Commissioner Hogan</i>
9:45	<i>Official Opening tour of the Fair (SIAL)</i>
11:30	Official opening of the EU Pavilion
	<ul style="list-style-type: none"> - Speech of Commissioner Hogan - Tasting and cocktail
12:30	Media opportunity for business delegation
noon	Free lunch
14:00	'B2B matchmaking' at SIAL
	'One-on-one' interview with media
	Free visit of SIAL
Evening	Free programme
Day 4 (17 May) Thursday	
9:30 –	Retail visit (Metro Pudong)
10:30	
11:00 –	2nd Retail visit – Hema Alibaba
12:30	
12:30 –	Lunch (Buffet style) or in a typical Chinese Restaurant
13:30	
14:30	Field trips
19:00 (tbc)	Networking evening at SIAL (optional)
	Free evening
Day 5 (18 May) Friday	
Am	Travel to Shenzhen
	Transfer to the hotel / check in
	Info desk for BD

15:00 – 17:00	E-commerce workshop <i>Location : Hotel Shenzhen</i>
+/- 17:30	Networking business event / dinner <i>Venue : Hotel Shenzhen</i>
Day 6 (19 May) Saturday	
AM	Site / Retail visits ⇒ Interwine Fair (Ghanzhou) ⇒ HiGreen Market (Shenzhen) ⇒ <i>(more to be added)</i>
Noon	Lunch
PM	Site / Retail visits (continued)
17:00	<i>End of Programme</i>