



# Promotion Policy High-Level Missions to Third Countries

Civil Dialogue Group  
International Aspects of Agriculture  
Brussels – 3 March 2016

**Diego Canga Fano**

European Commission

DG Agriculture and Rural Development

Director – Multilateral Relations and Quality Policy

## Commission's own actions: High-Level Missions to 3d countries

Legal basis: Art. 9 of Regulation (EU) No. 1144/2014

"Offensive trade diplomacy" announced by Commissioner Hogan to the Council in September 2015.

### Objectives:

- Explore opportunities for EU agricultural products;
- Open doors for new exports;
- Help to remove trade barriers, SPS issues.
- Open or advance negotiations on organic agriculture, GIs etc.

## Commission's own actions: High-Level Missions to 3d countries

Main format: High-Level Visit of Commissioner Hogan accompanied by a group of representatives of EU businesses of the agri-food sector.

### Schedule for 2016

Visit to Colombia and Mexico (7-12 February 2016)

Visit to China and Japan (16-22 April 2016)

Visit to Vietnam and Indonesia (1<sup>st</sup>-2<sup>nd</sup> week of November 2016)

## **Commission's own actions: High-Level Missions to 3d countries**

### **Visit to Colombia and Mexico (7-12 February 2016)**

High Level Mission of Commissioner Hogan accompanied by 42 top level EU- usiness representatives from 14 Member States.

#### Main outcomes:

- Secured commitments as regards the main EU interests in trade relations with the two countries;
- Launched negotiations for an equivalency agreement in organic products between the EU and both Colombia and Mexico;
- Reiterated EU's strong support to the peace process in Colombia;
- Exchanged with Mexican authorities directly involved in future Free Trade Agreement negotiations.
- Facilitated contacts between EU companies and local importers/retailers and national authorities.

## Commission's own actions: High-Level Missions to 3d countries

### Visit to Colombia and Mexico (7-12 February 2016)





## Commission's own actions: High-Level Missions to 3d countries

### Visit to Colombia and Mexico (7-12 February 2016)



## Commission's own actions: High-Level Missions to 3d countries

### Visit to Colombia and Mexico (7-12 February 2016)



## Commission's own actions: High-Level Missions to 3d countries

### Visit to China and Japan (16-22 April 2016)

High Level Mission of Commissioner Hogan accompanied by 45 top level EU-business representatives in each country.

#### Programme:

16-17 April: Shanghai

18-19 April: Beijing

20-22 April: Tokyo



## **Commission's own actions: High-Level Missions to 3d countries**

### **Visit to Vietnam and Indonesia (November 2016)**

High Level Mission of Commissioner Hogan accompanied by top level EU-business representatives.

Mission to take place on the first/second week of November 2016 possibly coinciding with the opening of the SIAL Jakarta Food exhibition.

## For further information

**Europa web-site:**

**[http://ec.europa.eu/agriculture/promotion/index\\_en.htm](http://ec.europa.eu/agriculture/promotion/index_en.htm)**

**Contact:**

**[AGRI-PROMOTION-BUSINESS-DELEGATION@ec.europa.eu](mailto:AGRI-PROMOTION-BUSINESS-DELEGATION@ec.europa.eu)**

# Thank you for your attention!

