



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach
Director

Brussels,
DGG1.B.1/KP

**NOTE FOR THE ATTENTION OF THE COMPETENT AUTHORITIES OF THE MEMBER STATES
RESPONSIBLE FOR PROMOTION**

Subject: Promotion of agricultural products: invitation for participation in the business delegation accompanying Commissioner Hogan in his trade mission to the Tokyo, Japan, 08-11 May 2019

Dear Madam, Dear Sir,

As already announced, Commissioner Hogan will be visiting Japan in May 2019 accompanied by a delegation of senior representatives of European companies/producer organisations of the EU agri-food sector. The draft programme of the business delegation is attached to this invitation.

We would like to ask you to **disseminate this invitation to companies and organisations from your Member State¹ interested in participating in the business delegation which will take place from 08 to 11 May 2019.** Senior level representatives from both producer organisations and individual companies from sectors such as, but not limited to: dairy, in particular cheeses; beef and pork; processed agricultural products; wines, spirits and beer; olive oil; products with geographical indications are welcome to take part. Participants are expected to attend the whole programme.

The participants shall cover their travel and accommodation expenses. Please note that only one person per company/organisation will officially take part in the business delegation. Other representatives may accompany the group but might be refused to take part in certain events if the size of the group needs to be kept limited.

Interested organisations/companies are invited to complete the online application form **by 20 February 2019** via the link:

<https://ec.europa.eu/eusurvey/runner/HLMAgriJapan2019>

We will then be able to confirm participation by end of February.

¹ *Please note that participation of UK business delegates can only be envisaged if by the date of the mission the UK is still a member state of the EU.*

Practical questions will be addressed directly by promotion agency CHAFEA to which I propose to guide interested representatives of the agri-food business sector (email: chafea-agri-events@ec.europa.eu).

Yours faithfully,



Nathalie SAUZE-VANDEVYVER