

## HIGH LEVEL MISSION TO CHINA, SHANGHAI-SHENZHEN 21-26 April 2024

### Draft Programme V20102023

**Specific objectives of the HLM (referenced in the programme) include:**

- SO1.** Delivering accurate and relevant market intelligence and market access information to the business delegates.
- SO2.** Facilitating business networking and establishment of relevant and viable business contacts between the business delegates and the local counterparts.
- SO3.** Facilitating networking between the business delegates and the Commissioner, other Commission officials, EU Delegation, MS diplomatic and commercial representatives, chambers of commerce and other organisations relevant to trade promotion.
- SO4.** Raising the visibility and profile of EU agri-food products by highlighting their key merits, mainly towards the local business audience and the media.

In parallel, the Commissioner’s programme will serve a **supporting objective** of improving and strengthening the market access for EU agri-food products in China.

<b>Day 1: 21 April 2024 Sunday</b>	<b>Business Delegation</b>
<b>Early afternoon</b>	<b>Arrival of the business delegation and Commissioner in Shanghai</b>  Pick-up/ transfer to hotel
15:00-17:00	<b>Market access seminar programme, including local speakers</b>  “How to export agri-food products to China” – plenary session  <b>Objectives: SO1, SO2, SO3</b>

	<p><b>TOPICS - tbc</b></p> <ul style="list-style-type: none"> <li>• <i>The Chinese F&amp;B market</i></li> <li>• <i>Exporting F&amp;B to China</i> <ul style="list-style-type: none"> <li>○ <i>Export procedures / regulations</i></li> <li>○ <i>Hygiene and Procedures at Quarantine Sections</i></li> </ul> </li> <li>• <i>The wholesale, retail, e-commerce, transportation and delivery systems of the distribution channels in China</i></li> <li>• <i>Consumer trends for F&amp;B</i></li> <li>• <i>Communicating in China on agrifood products</i></li> <li>• <i>Logistics of getting EU agri-food products to China (Specialists will present ways and trends in getting agri-food products into China using different transport modes.)</i></li> </ul> <p><i>Speakers include:</i></p> <ul style="list-style-type: none"> <li>• <i>Rail freight sector</i></li> <li>• <i>Maritime shipping sector</i></li> <li>• <i>Air freight sector</i></li> </ul> <p><i>Chairman: Chamber of commerce tbc</i></p> <p>Round table with Questions &amp; Answers The audience to include representatives of the EU MS and chambers of commerce</p> <p><i>Venue: at hotel</i></p>
<p><b>Evening</b></p> <p>18:00 – Registration + Welcome drink</p> <p>18:30 – Welcome address</p> <p>18:40 – Talk “Understanding China”</p> <p>19:00 – Dinner</p> <p>21:00 - End</p>	<p><b>Internal Networking Dinner</b> (for Business Delegates only and Commissioner)</p> <p><b>Objectives: SO3</b></p> <p>Welcome by the Commissioner</p> <p><b>Buffet style dinner</b></p> <p><i>Venue: Hotel</i></p>

Day 2: Monday 22 April 2024	Business Delegation
08:30 – 09:45	<p><b>Working breakfast 1 with the Commissioner</b></p> <p><b>Organisation by product category tbc</b></p> <p><b>Objectives: SO3</b></p> <p><i>Venue : Hotel</i></p>
<b>Morning</b>	<p><b>Business Forum</b></p> <p><i>Venue: Hotel</i></p>
10:00 – 10:30	Registration and welcome coffee
10:30 – 10:45	<p>Welcome and keynote</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <i>Janusz Wojciechowski, EU Commissioner for Agriculture</i></li> <li>• <i>Chinese counterpart tbc</i></li> </ul>
10:45 – 11:45	<p>EU agriculture and the Farm to Fork Strategy: delivering sustainable food, contributing to global food security</p> <p><i>The EU Farm to Fork Strategy underpins the ambitious transformation of the EU food and farming system. This session will explore policy objectives and practical approaches by leaders of the key farming sectors in the EU.</i></p> <p><i>Chairman/Mediator: DG AGRI Director tbc</i></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <i>Meat sector</i></li> <li>• <i>Dairy sector</i></li> <li>• <i>Fruit and Vegetables sector</i></li> </ul> <p>Round table with Questions &amp; Answers</p>
11:45 – 12:00	Coffee break
12:00 – 13:00	<p>Food and beverage market in China – opportunities for EU agri-food products</p> <p><i>This panel traces the current trends and opportunities on the Chinese F&amp;B market with</i></p>

	<p><i>presentations given by representatives of key retailers, e-commerce, hospitality sector leaders.</i></p> <p><i>Chairman: Chamber of commerce tbc</i></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <i>Retail sector</i></li> <li>• <i>E-commerce sector</i></li> <li>• <i>Hospitality or food processing sector</i></li> </ul> <p>Round table with Questions &amp; Answers</p>
13:00 – 13:15	Conclusions by the Chair – DG AGRI Director
13:15 – 14:30	Networking lunch
14:30 - 17:30	<p><b>B2B matchmaking meetings</b></p> <p><b>Objective: SO2</b></p> <ul style="list-style-type: none"> <li>• <i>Speeddating meetings</i></li> <li>• <i>Meeting slots for sector organisations improving trade ties</i></li> </ul> <p><i>Venue: Hotel</i></p>
<p>18:30 – Registration in lobby</p> <p>19:00-19:30 cocktail</p> <p>19:30 - 20:00 speeches</p> <p>20:00 – 21:30 dinner</p>	<p><b>Official dinner hosted by the Commissioner</b> in presence of Government Officials (TBC), Business Delegates, EU Member States Ambassadors, counsellors, chambers of commerce, leading Chinese importers, retailers, distributors, HORECA etc.</p> <p><b>Objectives: SO2, SO3, SO4</b></p> <p>Speeches followed by dinner</p> <p><i>Venue: Hotel</i></p>
<b>Day 3: Tuesday 23 April 2024</b>	<b>Business Delegation</b>
08:30 – 09:45	<p><b>Working breakfast 2 with the Commissioner</b></p> <p><b>Organisation by product category tbc</b></p> <p><b>Objectives: SO3</b></p>

	<i>Venue : Hotel</i>
09:45 – 12:30	<p><b>Retail and site visits arranged according to BD profiles</b></p> <p><b>Objectives: SO1, SO2</b></p> <p><b>Fixed itineraries per product category (TBD)</b></p> <p><b>E.g. retail tour, wet market, gourmet store, factory visits,...</b></p>
12:30 – 13:30	<b>Lunch depending on location and itinerary</b>
13:30 – 15:30	<p><b>Retail and site visits arranged according to BD profiles</b></p> <p><b>Objectives: SO1, SO2</b></p> <p><b>Fixed itineraries per product category (TBD)</b></p> <p><b>E.g. retail tour, wet market, gourmet store, factory visits,...</b></p>
Afternoon/evening	<b>Flight to Shenzhen:</b> approx duration 2h30 min
<b>Day 4: Wednesday 24 April 2024</b>	<b>Business Delegation</b>
08:30 – 09:45	<p><b>Working breakfast 3 with the Commissioner</b></p> <p><b>Organisation by product category tbc</b></p> <p><b>Objectives: SO3</b></p> <p><i>Venue : Hotel</i></p>
From 10:00	<b>Transport to Anuga Select China Fair</b>
Around 12:00-14:00 (TBC)	<p><b>Opening ceremony of the Anuga Select China fair</b></p> <p><b>Opening ceremony of the EU pavilion at Anuga Select China, timing TBC</b></p>
14:00-15:00	<b>Free time for lunch</b>

<b>Afternoon</b>  15:00-17:30	<b>B2B matchmaking meetings</b>  <b>Objective: SO2</b> <ul style="list-style-type: none"> <li>• <i>Speeddating meetings</i></li> <li>• <i>Meeting slots for sector organisations improving trade ties</i></li> </ul> <i>Location: at the Anuga Select China premises</i>  <b><i>Guided visits of the fair in groups in parallel</i></b>
From 17:30	<b>Transfer to Hotel</b>
Evening	<b>Commissioner leaves for Beijing for political meetings in Beijing/EU-China agricultural dialogue until 26/04 evening.</b>
<b>Day 5: Thursday 25 April 2024</b>	<b>Business Delegation</b>
09:45 – 12:30	<b>Retail and site visits arranged according to BD profiles</b>  <b>Objectives: SO1, SO2</b>  <b>Fixed itineraries per product category (TBD)</b>  <b>E.g. retail tour, wet market, gourmet store, factory visits,...</b>
12:30 – 13:30	<b>Lunch depending on location and itinerary</b>
13:30 – 17:30	<b>Retail and site visits arranged according to BD profiles</b>  <b>Objectives: SO1, SO2</b>  <b>Fixed itineraries per product category (TBD)</b>  <b>E.g. retail tour, wet market, gourmet store, factory visits,...</b>
<b>Day 6: Friday 26 April 2024</b>	<b>Business Delegation</b>
Morning	<b>B2B matchmaking meetings</b>  <b>Objective: SO2</b>

	<ul style="list-style-type: none"><li>• <i>Speeddating meetings</i></li><li>• <i>Meeting slots for sector organisations improving trade ties</i></li></ul> <p><i>Location: at the Anuga Select China premises</i></p> <p><b><i>Guided visits of the fair in groups in parallel</i></b></p>
<b>Afternoon/Evening</b>	<b>Return flights back to Europe</b>