



Λευκωσία, 30 Νοεμβρίου 2023

Προς: Όλους τους ενδιαφερόμενους

Θέμα: Αποστολή του αγροδιατροφικού τομέα της Ε.Ε. στην Κίνα τον Απρίλιο του 2024

Κυρία/ε,

Σας πληροφορούμε ότι ο Επίτροπος Γεωργίας και Αγροτικής Ανάπτυξης της Ευρωπαϊκής Ένωσης κος Janusz Wojciechowski, προγραμματίζει την 4^η υψηλού επιπέδου αποστολή στην Κίνα μεταξύ 21 και 26 Απριλίου 2024, με σκοπό την προώθηση των γεωργικών προϊόντων της Ευρωπαϊκής Ένωσης (ΕΕ) στην αγορά της Κίνας.

Ο κύριος στόχος της αποστολής είναι η συνάντηση με τον Κινέζο Υπουργό Γεωργίας και Αγροτικών Θεμάτων, τον Υπουργό Εμπορίου και άλλους Υπουργούς της Κινεζικής Κυβέρνησης. Πέραν των θεμάτων προς συζήτηση της πολιτικής ατζέντας, θα γίνουν επαφές μεταξύ εκπροσώπων επιχειρήσεων της ΕΕ και της Κίνας. Στις συναντήσεις θα τεθούν θέματα που θα αφορούν τη διευκόλυνση της πρόσβασης στην αγορά και ενίσχυσης των επαφών μεταξύ κινεζικών και ευρωπαϊκών εταιριών που δραστηριοποιούνται στον αγροδιατροφικό τομέα.

Για το σκοπό αυτό, το ΚΕΒΕ, καλεί όλες τις ενδιαφερόμενες επιχειρήσεις του αγροδιατροφικού τομέα της Κύπρου, όπως εκδηλώσουν το ενδιαφέρον τους για συμμετοχή στην αποστολή στον ακόλουθο σύνδεσμο https://ec.europa.eu/eusurvey/runner/HLM_China_April_2024, το αργότερο μέχρι τις 19 Δεκεμβρίου 2023.

Η τελική επιλογή των εκπροσώπων επιχειρήσεων που θα συνοδεύουν τον Επίτροπο Γεωργίας κ. Wojciechowski θα βασισθεί σε κριτήρια, περιλαμβανομένης της γεωγραφικής κατανομής και της σημαντικότητας του γεωργικού προϊόντος.

Επισυνάπτεται η σχετική πρόσκληση από τον Επίτροπο Γεωργίας της ΕΕ καθώς και ένα προσχέδιο ατζέντας της αποστολής.

Για περισσότερες πληροφορίες επικοινωνείτε με τον κ. Σωκράτη Σωκράτους, Λειτουργό Α΄ του Υπουργείου Γεωργίας, Αγροτικής Ανάπτυξης και Περιβάλλοντος στο τηλέφωνο 22-408311 ή στην ηλεκτρονική διεύθυνση ssokratous@da.moa.gov.cy

Με εκτίμηση,

Κύπρος Αντωνίου,
Λειτουργός στο Τμήμα Βιομηχανικής Ανάπτυξης,
Καινοτομίας και Περιβάλλοντος,
Για Γενικό Γραμματέα.

Nicosia, November 30, 2023

To: All Interested Parties

Re: Business Delegation of the EU Agricultural Sector to China in April 2024

Dear Madam/Sir,

We would like to inform you that the Commissioner for Agriculture and Rural Development of the European Union, Mr. Janusz Wojciechowski, is planning the 4th high-level Business Delegation to China between April 21 and 26, 2024, with the aim of promoting agricultural products from the European Union (EU) in the Chinese market.

The main objective of the mission is to meet with the Chinese Minister of Agriculture and Rural Affairs, the Minister of Commerce, and other Ministers of the Chinese Government. In addition to discussing matters on the political agenda, contacts will be established between representatives of EU and Chinese businesses. The meetings will address issues related to facilitating market access and strengthening contacts between Chinese and European companies operating in the agricultural sector.

For this purpose, the Cyprus Chamber of Commerce and Industry (CCCI) invites all interested businesses in the agricultural sector of Cyprus to express their interest in participating in the mission through the following link: https://ec.europa.eu/eusurvey/runner/HLM_China_April_2024, no later than December 19, 2023.

The final selection of business representatives accompanying Commissioner Janusz Wojciechowski will be based on criteria, including geographical distribution and the significance of the agricultural product.

Attached is the relevant invitation from the EU Commissioner for Agriculture, as well as a draft agenda for the mission.

For more information, please contact Mr. Socrates Socratous, Senior Officer at the Ministry of Agriculture, Rural Development, and Environment, at telephone number 22-408311 or via email at ssokratous@da.moa.gov.cy.

Sincerely,

Kypros Antoniou
Officer at the Department of Industrial Development,
Innovation, and Environment,
For the General Secretary.

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.

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

	<p>TOPICS - tbc</p> <ul style="list-style-type: none"> • <i>The Chinese F&B market</i> • <i>Exporting F&B to China</i> <ul style="list-style-type: none"> ○ <i>Export procedures / regulations</i> ○ <i>Hygiene and Procedures at Quarantine Sections</i> • <i>The wholesale, retail, e-commerce, transportation and delivery systems of the distribution channels in China</i> • <i>Consumer trends for F&B</i> • <i>Communicating in China on agrifood products</i> • <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> <p><i>Speakers include:</i></p> <ul style="list-style-type: none"> • <i>Rail freight sector</i> • <i>Maritime shipping sector</i> • <i>Air freight sector</i> <p><i>Chairman: Chamber of commerce tbc</i></p> <p>Round table with Questions & Answers The audience to include representatives of the EU MS and chambers of commerce</p> <p><i>Venue: at hotel</i></p>
<p>Evening</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>Internal Networking Dinner (for Business Delegates only and Commissioner)</p> <p>Objectives: SO3</p> <p>Welcome by the Commissioner</p> <p>Buffet style dinner</p> <p><i>Venue: Hotel</i></p>

Day 2: Monday 22 April 2024	Business Delegation
08:30 – 09:45	<p>Working breakfast 1 with the Commissioner</p> <p>Organisation by product category tbc</p> <p>Objectives: SO3</p> <p><i>Venue : Hotel</i></p>
Morning	<p>Business Forum</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"> • <i>Janusz Wojciechowski, EU Commissioner for Agriculture</i> • <i>Chinese counterpart tbc</i>
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"> • <i>Meat sector</i> • <i>Dairy sector</i> • <i>Fruit and Vegetables sector</i> <p>Round table with Questions & 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&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"> • <i>Retail sector</i> • <i>E-commerce sector</i> • <i>Hospitality or food processing sector</i> <p>Round table with Questions & Answers</p>
13:00 – 13:15	Conclusions by the Chair – DG AGRI Director
13:15 – 14:30	Networking lunch
14:30 - 17:30	<p>B2B matchmaking meetings</p> <p>Objective: SO2</p> <ul style="list-style-type: none"> • <i>Speeddating meetings</i> • <i>Meeting slots for sector organisations improving trade ties</i> <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>Official dinner hosted by the Commissioner 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>Objectives: SO2, SO3, SO4</p> <p>Speeches followed by dinner</p> <p><i>Venue: Hotel</i></p>
Day 3: Tuesday 23 April 2024	Business Delegation
08:30 – 09:45	<p>Working breakfast 2 with the Commissioner</p> <p>Organisation by product category tbc</p> <p>Objectives: SO3</p>

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

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

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



JANUSZ WOJCIECHOWSKI
MEMBER OF THE EUROPEAN COMMISSION
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Dear Minister,

In accordance with my mission as EU Commissioner for Agriculture and Rural Development, to promote Europe's high-quality agri-food products worldwide, I will continue my diplomatic efforts in support of EU agri-food producers from the EU 27 Member States. My fourth high-level mission will therefore take place in China from 21 to 26 April 2024, in conjunction with our presence at the Anuga Select China fair with the EU pavilion.

The main objective of my mission to China is to meet relevant political high-level actors, in particular the Chinese Minister of Agriculture and Rural Affairs but also the Minister of Commerce, among other Ministers. The political agenda would contain items related to the barriers to access the Chinese market and to the implementation of the Geographical Indications Agreement. I also want to exchange with my Chinese counterparts on our Green Deal and Farm to Fork ambitions and continue our efforts on innovation for the transition to sustainable agriculture and food systems.

As ever, in addition to the political exchanges, an important aspect of my visit in China will be facilitating market access and contacts between the European and Chinese businesses active in the agri-food sector. For this reason, I wish to be accompanied by a delegation of up to 80 senior European executives representing companies from all EU Member States, from SMEs with credible export capacity to large companies, including European and national producers' associations, from key sectors with the most significant potential for the EU's trade and cooperation with China.

These would be especially, but not exclusively, meat products, chocolate, cereals and pasta, confectionery and bakery, dairy, wines, beer and spirits, olive oil and vegetable oils, infant

Mr Petros XENOPHONTOS
Minister of Agriculture, Rural Development and Environment
Amfipoleos 6
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food and baby milk powder, geographical indication products, commodities such as grains, oilseeds and animal feed, pet food, fruits and vegetables.

Accordingly, the visit to China will concentrate on providing market intelligence in the food and beverage sector, followed by business-to-business activities. The programme of the business delegation will provide the representatives of the European agri-food sector with an excellent platform to discover the Chinese market and to make direct business contacts both in Shanghai as well as in Shenzhen.

Such a trade mission cannot be accomplished without the assistance of the Member States. For this reason, I would be grateful if you could disseminate this invitation to the appropriate contacts in your Member State.

Interested companies and organisations can register their applications for joining the business delegation online following the link:

https://ec.europa.eu/eusurvey/runner/HLM_China_April_2024

*The final selection of the business representatives to accompany me will be based on product and geographical balance of the delegation. In this context the candidates' representativeness of a given sector, their capacity to conduct international business and accessing challenging markets will also be taken into account. In order to guarantee a timely organisation of the visit, we would like to receive applications by **19 December 2023** at the latest.*

Finally, it is important to ensure an adequate promotion of agri-food products from all Member States. Therefore, I would appreciate if the relevant services of Cyprus could assist the Commission in this respect to ensure that our Chinese counterparts perceive the EU as diverse yet united in its approach to promote and protect Member States' food, enhance its global reach and unique national agri-food heritage.

I am sure that I can rely on your full support, and on the help of your Ministry to ensure that the delegation represents a broad spectrum of the EU agri-food industry and has sufficient weight to achieve our purpose.

Yours faithfully,



Janusz WOJCIECHOWSKI