



**EUROPEAN COMMISSION**  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach  
**B.1. External communication and promotion policy**

**HIGH LEVEL MISSION TO UAE (16-19 FEBRUARY 2019)**  
**DRAFT PROGRAMME**

<b>Day 1 (16 February) Saturday</b>	
pm	<p><b>Arrival of the delegation in Dubai, travel to hotel</b></p> <p><b>Internal Dinner (Buffet style)</b> for the BD only (TBC specific expert presentation)</p> <p><i>Venue: Sheraton Grand Hotel (tbc)</i></p>
<b>Day 2 (17 February) Sunday</b>	
am	<p><b>Internal breakfast (tbc)</b></p> <p><b>Transfer from hotel to the Gulfood fair, Dubai World Trade Centre</b></p> <p>Official opening of EU Pavilion <b>by Commissioner Hogan</b> in presence of the BD and official tour together with BD (with ceremony – cocktail, tasting)</p>
pm	Free time at the fair, business networking
<b>Day 3 (18 February) Monday</b>	
am	<p><b>Business forum, including a networking lunch</b></p> <p><i>Venue: Conrad Hotel (tbc)</i></p>
pm	<p><b>Retail visits</b> in 3 to 4 supermarkets : large / medium / specialized retailers – if possible visit shops showcasing EU co-financed campaign activities (tasting)</p> <p><i>The purpose of retail visits is to familiarise the representatives of EU companies and organisations with practicalities of the UAE market, availability of products, exposition and presentation, and to offer insights into consumer preferences. To be arranged with shop/chain management – visit led by Shop Director and Category managers + Q/A Session.</i></p> <p><i>And/Or</i></p> <p><b>Field trips</b></p>

	<i>Site visits may be envisaged in order to showcase the characteristics of the UAE food processing sector and/or supply chain in more detail. It would also be an opportunity for the Emirati side to demonstrate the needs or achievements of its agro-food sector.</i>
evening	<p><b>Business dinner hosted by Commissioner Hogan</b> in presence of BD, EU MS Ambassadors, counsellors, leading agri-food enterprises, buyers, retailers (tbc : government officials, local authorities) etc.</p> <p>Dinner will feature selected EU food products, including GIs and wines</p> <p><i>Venue:</i> Conrad Hotel (tbc)</p>
<b>Day 4 (19 February) Tuesday</b>	
Am	<p><i>Retail and/or field trips to continue</i></p> <p><i>*NB: All visits to be arranged taking into account composition / interest of the EU Business Delegation, traffic conditions and time necessary to travel between the venues.</i></p>
Pm	<b>End of programme</b>