



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 UAE, Dubai, 16-19 February 2019

Dear Madam, Dear Sir,

As already announced, Commissioner Hogan will be visiting the United Arab Emirates in February 2019 accompanied by a delegation of senior representatives of European companies/producer organisations of the EU agri-food sector. This trip will combine official visits by Commissioner Hogan to the relevant Emirati counterparts, and promotion activities attended by the business delegation. The latter may include seminars on the characteristics of the local market and the consumer trends, retail visits, networking opportunities and visit to the Gulfood fair.

We would like to ask you to **disseminate this invitation to companies and organisations from your Member State interested in participating in the business delegation which will take place from 16 to 19 February 2019**. Senior level representatives from both producer organisations and individual companies 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 18 December 2018** via the link:

<https://ec.europa.eu/eusurvey/runner/HLMAgriUAEDubai2019>

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

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