



EUROPEAN COMMISSION  
CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY

Director

Luxembourg,

## PROMOTION OF AGRICULTURAL PRODUCTS

### Info day on the Calls for Proposals 2017

31 January 2017, Brussels, CCAB Building, room AB-0A  
Rue Froissart 36 – 1049 Brussels



### AGENDA

<b>8:15 – 9:00</b>	Welcome coffee and registration of participants	
<b>9:00 – 9:10</b>	Welcome and introduction	Diego Canga Fano, Director of Directorate B, Quality, Research & Innovation, Outreach, DG Agriculture and Rural Development, European Commission
<b>9:10 – 9:30</b>	The 2017 Annual Work Programme	Lene Naesager, Head of Unit B1, External communication and promotion policy, DG Agriculture and Rural Development, European Commission
<b>9:30 – 10:00</b>	2017 calls for proposals: how to prepare and submit your proposal	Aleksandra Mecilosek, Head of Unit Chafea.D, Promotion of Agricultural Products, Chafea
<b>10:00 – 10:45</b>	Questions & Answers session	
<b>11:00 – 11:30</b>	<i>Coffee Break</i>	
<b>11:30 – 12:00</b>	The model grant agreement	Teresa Monge, Ex Ante Financial Verifying Officer, Chafea
<b>12:00 – 13:00</b>	Questions & Answers session	
<b>13:00 – 14:00</b>	<i>Networking Lunch</i>	
<b>14:00 – 15:00</b>	Success stories presented by beneficiaries of EU-funded campaigns	Speakers to be confirmed
<b>15:00 – 15:45</b>	Information portal on promotion of agricultural products	Anna Hedrzak, Project Officer, Promotion of Agricultural Products Unit, Chafea
<b>15.45 – 15.55</b>	Conclusions and invitation to the networking event [web-streaming ends]	

\* The networking event will be dedicated to interaction between potential project partners with a view to submitting multi-beneficiary proposals. Participants will be divided into following groups related to the topic and target country of their proposals:

1. Quality schemes (PDO/PGI/TSG, Organic, Outermost regions) – internal market
2. Quality schemes (PDO/PGI/TSG, Organic, Outermost regions) – third countries
3. Sustainable agriculture (internal market)
4. Other eligible products and schemes - internal market
5. Other eligible products and schemes – third countries

At the same time, the applicants will have a possibility to consult Chafea helpdesk representatives.

### **Important notice:**

**(1) Participants have to register online via the link:**

**<https://scic.ec.europa.eu/fmi/ezreg/CHAFEA2017/start>**

**Please note that this event is targeting all potential beneficiaries allowed to submit an information/promotion programme concerning agricultural products.**

***Nevertheless, taking into account the capacity of the room, the number of participants is limited to 260 with a maximum of 2 participants by organisation (Proposing organisations, Implementing bodies, relevant National Authorities). In case of high interest, there will be a possibility to follow the event in a separate room on-site via web-streaming.***

**(2) All the sessions will be web-streamed under the following link:**

**<https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2017-promotion-of-agricultural-products>.**

**(3) All the sessions will take place in English. Interpretation will not be available.**

**(4) There will be no reimbursement of travel costs: the participants will have to support all their expenses.**

*(e-Signed)*

Véronique Wasbauer  
Director