

## **Annex XII: Example of Agenda for a Business Delegation Visit**

*This example has only information purpose. It aims at providing the tenderers with details about the typical activities organised during such a visit.*

### **DRAFT AGENDA**

#### **Business delegation (BD) accompanying Commissioner for Agriculture and Rural Development during his high-level mission to countries X, Y and Z**

<b>DAY 1: City One, Country X</b>	
All day	- Arrival in Country X. - Pick-up from the airport and transfer to hotel. - Registration of participants and check in the hotel.
17:00/18:00	- Working meeting with the Commissioner. Introduction of the Business Delegation participants to the Commissioner, explanation of the objectives of the mission.
19:00	- Internal Networking Dinner (Standard Buffet Style).
<b>DAY 2: City One, Country X</b>	
8:30/12:30	- Seminar on the EU-Country X FTA and opportunities in Country X, opening by high official and the Commissioner. Participation by Country X officials and Stakeholders.
12:30/14:00	- Lunch (Standard Buffet Style) with Commissioner / Ambassadors / Representatives of national and local authorities and business stakeholders (+/- 100 persons). Cooking Show 'European poultry – The power of quality'
PM	- Retail visits in at least 3 different shops and smaller shops (monitoring by a consultant, Q/A session with shop manager)
Evening	- Transfer and flight to another city in Country X - Pick-ups arranged from airport to the hotel
<b>DAY 3: City Two, Country X</b>	
8:30/10:30	- Introductory seminar on doing business in Country X to discuss market access issues such as SPS etc., including presentation on GI.
10:45/12:30	- Business Forum for Country X buyers, opening by Commissioner, presentation from at least 3 companies with focus on sector represented (e.g. EU meat sector, EU Dairy sector, EU Fruit & Vegetables sector))
11:30/12:30	- Press conference with Commissioner and few CEO participants to the BD.
12:30/14:00	- Lunch (Standard Buffet Style), including business invitees (+/- 100 pers.).
14:00/16:00	- Prearranged 'B2B matchmaking' meetings, presentations on European products and food tasting products/displays.
16:00/16:45	- Debriefing with Commissioner/BD before the end of the official program in Country X.

17:00	- Cocktail focus on GI products
Late PM /Evening	- Free time.
<b>DAY 4: Country Y</b>	
AM	- Transfer and flight to Country Y. - Registration of participants and check in the hotel.
PM/Evening	- Free time.
<b>DAY 5: Country Y</b>	
10:00/12:00	- Retail visits in shops from different price segments and smaller shops, monitoring by a consultant, Q/A session with shop manager.
12:00/14:00	- Free time for lunch.
14:00/16:00	- Retail visits in shops from different price segments and smaller shops, monitoring by a consultant, Q/A session with shop manager.
Late PM/ evening	- Free time.
<b>DAY 6: Country Y</b>	
9:00/12:00	- Introductory seminar on how to do business in Country Y, and presentation on Market access.
12:00/13:00	- Working lunch (Standard Buffet style). Networking among business delegation participants, Ambassadors, trade or agri counsellors of EU Embassies, buyers and journalists.
13:00/16:30	- Prearranged 'B2B matchmaking' meetings, presentations on European products and food tasting products /displays.
17:00	- Departure to Country Y airport. - Flight Country Y to Country Z - Arrival in Country Z and transfer to the hotel.
Evening	- Free time.
<b>DAY 7: Country Z</b>	
7:30/8:20	- Working breakfast with Commissioner to meet the new members of the BD.
9:00/12:00	- Participation in official program: EU-Country Z Business Dialogue Annual meeting (AGRO Business).
	- Press conference with Commissioner organized by EU- Country Z Business Dialogue.
12:00/13:30	- Lunch provided by EU- Country Z Business Dialogue.
13:30/15.30 (TBC)	- Sector Sessions. Agriculture, Food and Beverage. "Exploring Opportunities and Challenges in Trade and Investment in Agriculture, Food and Beverages between Country Z and EU Countries".
15:30/17:00 (TBC)	- Introductory seminar on doing business in Country Z and meeting with national authorities (to discuss market issues such as SPS).
17:00	- Cocktail
20:00	- Seated Dinner with the Commissioner, EU and Member States Ambassadors, business representatives from the local market for 200 pers. max.

<b>DAY 8: Country Z</b>	
AM	<ul style="list-style-type: none"> <li>- Retail visits</li> <li>- Visit to SIAL and official opening of the SIAL and the EU Pavilion by Commissioner Hogan.</li> <li>- Tour of the SIAL (Free tour for the BD).</li> <li>- Prearranged 'B2B meetings' and food tasting at SIAL Venue (at the EU-pavilion booths and in a separate room).</li> </ul>
Noon	- Free time.
PM	<ul style="list-style-type: none"> <li>- Cont. Prearranged 'B2B meetings' and food tasting at SIAL Venue (at the EU-pavilion booths and in a separate room).</li> <li>- Presentations of European products.</li> </ul>
16:00	- Debriefing with Commissioner before the end of the official program.
17:00	- Free time/back to Europe (Pick-up transfer from SIAL venue to Country Z airport) or further stay in Country Z.