



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

Directorate B. Multilateral relations, quality policy  
**Director**

Brussels, 06.11.2015  
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**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 Colombia, 8-9 February and Mexico 10-12 February 2016**

Dear Madam, Dear Sir,

As announced during the Council discussions in the beginning of September, Commissioner Hogan has scheduled for 2016 a number of visits to third countries where important opportunities exist for EU agriculture and to help open doors for new exports.

As a start to this series of trade missions, Commissioner Hogan will be visiting Colombia and Mexico in the period 8-12 February 2016 accompanied by a group of approx. **30 senior representatives of European companies/producer organisations**. This trip will combine official visits by Commissioner Hogan to the relevant Colombian and Mexican counterparts, and promotion activities attended by the business delegation, such as seminars, business-to-business meetings and media events.

We would like to ask you to **suggest candidates from your Member State interested in participating in the business delegation**. Senior level representatives from both producer organisations and individual companies from key sectors in the EU trade with the two countries (such as, but not limited to, spirits, wine, dairy products, pork, poultry, olive oil, fruit and vegetables and processed agricultural foods) are welcome to take part.

Participants are expected to attend the whole programme which lasts 5 days: Colombia – February 8 -9 and Mexico – February 10 -12. They are expected to give presentations and speeches during business seminars and press events. 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 attached application form and send it by email to [agri-promotion-business-delegation@ec.europa.eu](mailto:agri-promotion-business-delegation@ec.europa.eu) by 30 November 2015.** We will then be able to confirm participation by the middle of December. The decision on the composition of the group will be based on product and geographical balance of the delegation. Candidates are welcome to include a short description of their position on Colombian and/or Mexican markets, specific questions and problems in that relation, as well as their expectations from the visit (see annex).

For any questions, please write to the functional mailbox [agri-promotion-business-delegation@ec.europa.eu](mailto:agri-promotion-business-delegation@ec.europa.eu) or call Ms Kameliya Palazova of Unit B.5 in charge of organising this high level event (phone+32 229 52109).



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**Annex:** Application form