



**PHIL HOGAN**

MEMBER OF THE EUROPEAN COMMISSION  
AGRICULTURE AND RURAL DEVELOPMENT

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*Brussels, 1 July 2016*

*Dear Minister,*

*As already announced, my next high-level mission will take place in Vietnam (Hanoi and Ho Chi Minh City) and Indonesia (Jakarta) between 3 and 9 November 2016.*

*My visit to Vietnam will focus on preparing for the full and swift implementation of the Free Trade Agreement (FTA) which has just been negotiated, in particular as regards market access and SPS restrictions. Optimal conditions for trade should be there for the benefit of EU operators from the entry into force of the agreement (expected for early 2018). As regards Indonesia, following up the recent conclusion of the scoping exercise for an FTA, it will be essential to inform the authorities of our objectives concerning Market Access and Geographical Indications. It will also be crucial to convince Indonesian Authorities to remove burdensome and unjustified barriers to trade in the FTA perspective, and ensure EU operators that market potential can really be transposed into trade opportunities.*

*In addition to the political exchanges I will be having, an important aspect of my visit in Vietnam and Indonesia will be facilitating exchange and agreements between European and Vietnamese and Indonesian businesses active in the agri-food sector. For this reason, I wish to be accompanied by a delegation of senior European executives representing key sectors in the EU trade with the two countries such as, but not limited to, meat and dairy products, fruits and vegetables, and beverages. As regards Indonesia, operators having experience or interest with halal-traded goods, will be part of the delegation.*

*An important element of my visit to Indonesia will be the inauguration of the SIAL Interfood 2016 fair, including the official opening of the EU pavilion. SIAL Interfood is a major Business to Business event of the region attracting over 40.000 visitors from South-East Asia and my objective is to give the opportunity to the accompanying European producers to meet not only potential partners from the local market but also representatives of the agri-food sector from all over Asia.*

*Ms Desislava TANEVA  
Minister of Agriculture and Food Industry  
Bulgaria*

*In addition, and in order to explore in full the potential of this fast growing region, we have also foreseen a stop in Singapore on 6 and 7 November for the business delegation only with a programme of business activities.*

*Such a trade mission cannot be accomplished without the assistance of the Member States. For this reason, I would be grateful if you could disseminate this information to the appropriate contacts in your country.*

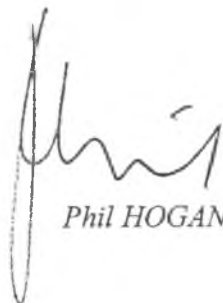
*Interested companies can register their application for joining the business delegation online following the link*

*<https://ec.europa.eu/eusurvey/runner/HLMAGRIVietnamSingaporeIndonesia2016>*

*The final selection of the business representatives to accompany me will be based on product and geographical balance of the delegation. In order to guarantee a timely organisation of the visit, we would like to receive applications by 16 August 2016 at the latest.*

*I am sure that I can rely on your full support, and on the help of your Ministry to ensure that the delegation represents a broad spectrum of EU agri-food industry and has sufficient weight to achieve our purpose.*

*Yours sincerely,*



Phil HOGAN

*Annex: draft agenda for the business delegation*