



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

Directorate B. Quality, Research & Innovation, Outreach  
**Director**

Brussels,  
DDG1.B1/KP/cl D(2017)468609

**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 Canada, 1-3 May 2017**

Dear Madam, Dear Sir,

As already announced, Commissioner Hogan will be visiting **Canada** in the period 1-3 May 2017 accompanied by a delegation of senior representatives of European companies/producer organisations. This trip will combine official visits by Commissioner Hogan to the relevant Canadian 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 **disseminate this invitation to companies and organisations 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 Canada (such as, but not limited to dairy, notably cheese, wines and spirits, processed agricultural products, cereals, fruits and vegetables) are welcome to take part.

An important element of the visit to Canada will be the inauguration of the SIAL Toronto 2017 fair, including the official opening of the EU pavilion on 2 May. The European Union will be "The Region of Honour" of this SIAL edition.

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 20 February 2017** via the link:

<https://ec.europa.eu/eusurvey/runner/HLMAGRICanada2017>

We will then be able to confirm participation by the beginning of March.

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](mailto:chafea-agri-events@ec.europa.eu)).

Yours faithfully,



Rob PETERS  
p.o. in absence of  
Diego CANGA FANO