



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

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

Brussels,
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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 Saudi Arabia and Iran, 7-12 November 2017

Dear Madam, Dear Sir,

As already announced, Commissioner Hogan will be visiting **Saudi Arabia and Iran** in the period 7-12 November 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 Saudi and Iranian counterparts, and promotion activities attended by the business delegation, such as Business Forum, business-to-business meetings, media events, retail and site visits.

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 with the highest potential to develop successful trade with Saudi Arabia and Iran are welcome to take part. These may include, but are not limited to:

For Saudi Arabia: poultry and beef meat, dairy, fresh & frozen fruits and vegetables, olive oil, bakery, confectionery and chocolate products, cereals for human use, fodder/cereals for animal use.

For Iran: dairy, meats (notably beef meat), olive oil, cereals and oilseeds, food and feed additives, and genetic materials (both of plant and animal origin). Other sectors such as **fruit and vegetables** or **confectionery** may also be considered in view of enhanced cooperation with the Iranian agri-food sector.

Operators having experience or interest with halal-trade goods will be prioritised.

For both Saudi and Iranian public policy reasons, sectors like wine and spirits or pig-based products will not be considered for the composition of this delegation. Companies

that in addition to exporting have an interest in exploring agri-food investment in Iran are also welcome.

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 and will be included in the official request for a visa. 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.

Please also note that irrespective of the selection process for members of the business delegation conducted by the Commission, Saudi and Iranian authorities reserve the right to approve each individual participant on the EU business delegation list.

Interested organisations/companies are invited to complete the online application form **by 10 July 2017** via the link:

<https://ec.europa.eu/eusurvey/runner/HLMAGRISaudiArabiaIran2017>

We will then be able to confirm participation by the end of July.

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).

Yours sincerely,



Lene NAESAGER