



**EUROPEAN COMMISSION**  
CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY

Luxembourg, 12 November 2019

## **PROMOTION OF AGRICULTURAL PRODUCTS**

### **Info day on the 2020 Calls for Proposals**

*30 January 2020, Brussels*

**Albert Borschette Congress Center**  
Rue Froissart 36, 1040 Brussels



## AGENDA

<b>8.15 – 9.00</b>	<b>Welcome coffee and registration of participants</b>	
	ROOM 0A	
<b>9.00 – 9.10</b>	<b>Official welcome</b>	
	<i>DG Agriculture and Rural Development, European Commission</i>	
<b>9.10 – 9.20</b>	<b>Promotion policy: future challenges</b>	
	<i>DG Agriculture and Rural Development, European Commission</i>	
<b>9.20 – 9.40</b>	<b>The 2020 Annual Work Programme and Calls for proposals</b>	
	<i>DG Agriculture and Rural Development, European Commission</i>	
<b>9.40 – 9.55</b>	<b>Commission's own initiatives</b>	
	<i>DG Agriculture and Rural Development, European Commission</i>	
<b>9.55 – 10.10</b>	<b>Q&amp;A session</b>	
<b>10.10 – 10.30</b>	<b>Coffee break</b>	
<b>10.30 – 12.15</b>	<b>Highlights from completed projects 2016-2019 on their objectives, results and impact</b>	
	Presentations by beneficiaries on the benefits from participating in the EU promotion policy	
	Panel discussion conclusion	
<b>12.15 – 13.30</b>	<b>NETWORKING LUNCH</b>	
	ROOM 0A	ROOM 0B and 0C
<b>13.30 – 14.00</b>	<b>Why to apply and how to make your application successful by avoiding most common mistakes. Opportunities, practical tips and lessons learned</b>	<b>Project partners matchmaking*</b> (from 12.45 to 16.45)
	<i>CHAFEA and DG AGRI, European Commission</i>	

<b>14.00 – 14.30</b>	<b>Developing successful marketing campaigns: have an idea, find a partner and build a convincing strategy</b>	
<b>14.30 – 15.00</b>	<b>Q&amp;A session</b>	
<b>15.00 – 15.20</b>	<b>Coffee break</b>	
<b>15.20 – 15.50</b>	<b>Market analysis: dos and don'ts.</b>	<b>Project partners matchmaking* (from 12.45 to 16.45)</b>
<b>15.50 – 16.00</b>	<b>Q&amp;A session</b>	
<b>16.00 – 16.30</b>	<b>Dilemma: economic impact or/and awareness impact? How to demonstrate the results of a promotion campaign.</b>	
<b>16.30 – 16.45</b>	<b>Q&amp;A session</b>	
<b>16.45 – 17.00</b>	<b>Conclusions</b>	

\* The matchmaking event will be dedicated to interaction between potential project partners with a view to submitting multi-beneficiary proposals.

**Important notice:**

- (1) This event is organised for all potential beneficiaries eligible to submit proposals for information/promotion programmes concerning agricultural products.
- (2) Registration to the event is mandatory. Participants have to register online via the link:  
[https://scic.ec.europa.eu/ew/register/dgscic/Info\\_Day\\_on\\_the\\_Calls\\_for\\_Proposals\\_2020\\_30\\_January\\_Brussels/e/lk/g/11680/k/](https://scic.ec.europa.eu/ew/register/dgscic/Info_Day_on_the_Calls_for_Proposals_2020_30_January_Brussels/e/lk/g/11680/k/)  
There will be no registration onsite. Registration will be open until **26 January 2020**.
- (3) All the sessions will be web-streamed under the following link:  
<https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2020-promotion-of-agricultural-products>
- (4) All the sessions will be held in English. Interpretation will not be provided.
- (5) There will be no reimbursement of travel costs; the participants will have to bear their expenses.
- (6) Participants of the match-making sessions will be invited to create their organisations' profiles upfront in order to be able to schedule one-to-one meetings.