

## HIGH LEVEL MISSION TO INDIA, DELHI-MUMBAI 7-12 December 2023

### Draft Programme

**Specific objectives of the HLM (referenced in the programme) include:**

- SO1.** Delivering accurate and relevant market intelligence and market access information to the business delegates.
- SO2.** Facilitating business networking and establishment of relevant and viable business contacts between the business delegates and the local counterparts.
- SO3.** Facilitating networking between the business delegates and the Commissioner, other Commission officials, EU Delegation, MS diplomatic and commercial representatives, chambers of commerce and other organisations relevant to trade promotion.
- SO4.** Raising the visibility and profile of EU agri-food products by highlighting their key merits, mainly towards the local business audience and the media.

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In parallel, the Commissioner’s programme will serve a **supporting objective** of improving and strengthening the market access for EU agri-food products in India.

<b>Day 0 or 1: 6 or 7 December 2023 Wednesday or Thursday</b>	<b>Business Delegation</b>
	<b>Arrival of the business delegation in Delhi</b>  Pick-up/ transfer to hotel
<b>Day 1: Thursday 7 December 2023</b>	<b>Business Delegation</b>
<b>Morning</b>	

<p>9:00-10:30</p>	<p><b>Market access seminar programme, including local speakers</b></p> <p><b>“How to export agri-food products to India” – plenary session</b></p> <p><b>Objectives: SO1, SO2, SO3</b></p> <p><b>TOPICS - tbc</b></p> <ul style="list-style-type: none"> <li>• <i>The Indian F&amp;B market</i></li> <li>• <i>Exporting F&amp;B to India</i> <ul style="list-style-type: none"> <li>○ <i>Export procedures / regulations</i></li> <li>○ <i>Hygiene and Procedures at Quarantine Sections</i></li> </ul> </li> </ul> <p><i>Coffee break</i></p> <ul style="list-style-type: none"> <li>• <i>The wholesale, retail, e-commerce, transportation and delivery systems of the distribution channels in India</i></li> <li>• <i>Consumer trends for F&amp;B</i></li> <li>• <i>Communicating in India on agrifood products</i></li> </ul> <p>The audience to include representatives of the EU MS and chambers of commerce</p> <p><i>Venue: at hotel</i></p>
<p>From 10:30 am</p>	<p><b>Transport to SIAL</b></p>
<p>Around 12:00-14:00 (TBC)</p>	<p><b>Opening ceremony of the SIAL fair</b></p> <p><b>Opening ceremony of the EU pavilion at SIAL, timing TBC</b></p>
<p>14:00-15:00</p>	<p><b>Free time for lunch</b></p>
<p><b>Afternoon</b></p> <p>15:00-17:30 pm</p>	<p><b>B2B matchmaking meetings</b></p> <p><b>Objective: SO2</b></p> <ul style="list-style-type: none"> <li>• <i>Speeddating meetings</i></li> <li>• <i>Meeting slots for sector organisations improving trade ties</i></li> </ul> <p><i>Location: at the SIAL fair premises</i></p> <p><b><i>Guided visits of the fair in groups in parallel</i></b></p>

17:30 pm	<b>Transfer to Hotel</b>
<b>Evening</b> 19:00 – Registration + Welcome drink 19:30 – Welcome address 19:40 – Talk “Understanding India” 20:00 – Dinner 22:00 - End	<b>Internal Networking Dinner</b> (for Business Delegates only)  <b>Objectives: SO3</b>  Welcome by the Commissioner  <b>Buffet style dinner</b>  <i>Venue: Hotel</i>
<b>Day 2: Friday 8 December 2023</b>	<b>Business Delegation</b>
08:30 – 09:45	<b>Working breakfast 1 with the Commissioner</b>  <b>Organisation by product category tbc</b>  <b>Objectives: SO3</b>  <i>Venue : Hotel</i>  <b>Transfer to SIAL fair</b>
10:00 - 11:30	<b>Presence at fair: free time, business meetings</b>
11:30 – 13:30	<b>EU featured conference and product-oriented sessions at SIAL fair</b>  <b>Objectives: SO1, SO2, SO4</b>  <b>Product categories:</b> tbc depending on the composition of the BD  Speakers: Commissioner Wojciechowski and other high level speakers, EU sectoral/umbrella organisations <i>Indian stakeholders: importers, retailers (stand alone, e-commerce, organised retail), chefs, purchase managers</i>  <b><i>In parallel continuous B2B matchmaking opportunities at the SIAL fair</i></b>

	<i>premises are offered</i>
13:30-14:30	<b>Networking lunch</b>
14:30- 17:00	<b>Time at SIAL fair/B2B meetings plus potential additional business seminar/networking with EU MS representatives at SIAL</b>  <b>Objectives: SO1, SO2, SO4</b>
18:00 – Registration in lobby  18:30 – 19:00 cocktail  19:00 - 19:30 cooking show  19:30 – 21:00 dinner	<b>Official dinner hosted by the Commissioner</b> in presence of Business Delegates, EU Member States Ambassadors, counsellors, chambers of commerce, leading Indian importers, retailers, distributors, HORECA etc.  <b>Objectives: SO2, SO3, SO4</b>  Cooking show by EU chef ambassador (TBC), featuring selected EU food products, including GIs and wines followed by dinner  <i>Venue: Hotel</i>
<b>Day 3: Saturday 9 December 2023</b>	<b>Business Delegation</b>
08:30 – 09:45	<b>Working breakfast 2 with the Commissioner</b>  <b>Organisation by product category tbc</b>  <b>Objectives: SO3</b>  <i>Venue : Hotel</i>
09:45 – 12:30	<b>Retail and site visits arranged according to BD profiles</b>  <b>Objectives: SO1, SO2</b>  <b>Fixed itineraries per product category (TBD)</b>  <b>E.g. retail tour, wet market, gourmet store, factory visits,...</b>
12:30 – 13:30	<b>Lunch depending on location and itinerary</b>
13:30 – 17:00	<b>Retail and site visits arranged according to BD profiles</b>  <b>Objectives: SO1, SO2</b>

	<p><b>Fixed itineraries per product category (TBD)</b></p> <p>E.g. retail tour, wet market, gourmet store, factory visits,...</p>
17:00 – 18:00	<b>Debriefing from political meetings held by the Commissioner / press conference</b>
<b>Day 4: Sunday 10 December 2023</b>	<b>Business Delegation</b>
<b>Morning</b>	<b>Travel to Mumbai</b>
<b>Afternoon and evening</b>	<b>Free time</b>
<b>Day 5: Monday 11 December 2023</b>	<b>Business Delegation</b>
<b>Morning</b>	<p><b>Retail and site visits arranged according to BD profiles</b></p> <p><b>Objectives: SO1, SO2</b></p> <p><b>Fixed itineraries per product category (TBD)</b></p> <p>E.g. retail tour, gourmet store,...</p>
13:00 – 14:00	<b>Lunch with B2B professionals</b>
<p><b>Afternoon</b></p> <p>14:00-17:00</p>	<p><b>B2B meetings:</b></p> <ul style="list-style-type: none"> <li>• <i>speeddating meetings with B2B professionals from across India</i></li> <li>• <i>Meeting slots for sector organisations improving trade ties</i></li> </ul> <p><b>Objectives: SO2</b></p>
<b>Evening</b>	<b>Cooking show or workshop by EU chef ambassador (TBC), featuring selected EU food products, including GIs and wines, with dinner and network opportunities with B2B professionals from across India</b>
<b>Day 6: Tuesday 12 December 2023</b>	<b>Business Delegation</b>
<b>Morning</b>	<b>Retail and site visits arranged according to BD profiles</b>

	<b>Objectives: SO1, SO2</b> <b>Fixed itineraries per product category (TBD)</b> <b>E.g. factory visits (food processing)</b>
<b>Afternoon/Evening</b>	<b>Return flights back to Europe</b>