



Commissioner Ciolos's visit to China: Promotion of
EU quality products
21-25 March 2011



European Commission
Agriculture and
Rural Development



Commissioner's visit to China, March 2011



Objectives:

- give political impetus to **bilateral negotiations on a GI agreement** with China
- raise the profile of European GI products in China

Promotional programme:

- Dates: 21-25 March 2011
- Itinerary: Shanghai, Hangzhou, Beijing
- Business delegation:
 - ✓ 28 GI products from 14 member states
 - ✓ GI producers and producer organisations
 - ✓ CEO level representatives



Business delegation



Cheese: Grana Padano, Stilton, Feta, Comté, Roquefort, West Country Farmhouse Cheddar

Meat: Prosciutto di Parma, Welsh Beef and Welsh Lamb, Scotch Beef and Scotch Lamb

Olive oil: Baena, Sitia

Beer: Bayerisches Bier, Cesko-budejovice pivo

Other: Loukoumi Geroskipou

Spirits: Cognac, Grappa, Scotch Whisky, Swedish Vodka, Irish Whisky, Irish Cream, Polish vodka, Lithuanian vodka

Wine: Porto, Rioja, Bordeaux, Tokay, Târnave urmata de Jidvei, Dealurile Transilvaniei



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Launch event



B2B seminars and meetings



Exchange with Chinese authorities and GI holders

