



EUROPEAN COMMISSION
CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY

Director

PROMOTION OF AGRICULTURAL PRODUCTS

Info day on the Calls for Proposals 2019

7 February 2019, Brussels, Charlemagne Building
Rue de la Loi 170– 1040 Brussels



Consumers, Health, Agriculture and Food Executive Agency, 2920 Luxembourg, LUXEMBOURG - Tel. +352 43011

<http://ec.europa.eu/chafea/>

AGENDA

8.15 – 9.00	Welcome coffee and registration of participants
	ROOM ALCIDE DE GASPERI, 2nd floor
9.00 – 9.10	<i>Welcome and introduction</i> , Nathalie Sauze-Vandevyver, Director of Directorate B, Quality, Research & Innovation, Outreach, DG Agriculture and Rural Development, European Commission
9.10 – 9.30	<i>The 2019 Annual Work Programme</i> , Lene Naesager, Head of Unit B1, External communication and promotion policy, DG Agriculture and Rural Development, European Commission
9.30 – 9.45	<i>2018 Calls for proposals: evaluation process and lessons learned</i> , Aleksandra Mecilosek, Head of Unit D, Promotion of agricultural products, Chafea
9.45 – 10.00	<i>Eligibility – problematic aspects</i> , Mojmir Jericijo, Policy Officer, External communication and promotion policy Unit, DG Agriculture and Rural Development, European Commission
10.00– 10.10	<i>Rules on visuals</i> , Vincenza Ferrucci, Project Officer, Promotion of agricultural products, Chafea
10:10 – 10:20	<i>Brexit preparedness</i> , Johan Van Gruijthuijsen, DG Agriculture and Rural Development, European Commission
10:20 – 11.00	Q&A session
11.00 – 11.15	Coffee break
11.15 – 11.30	<i>Commission own initiatives</i> , Kameliya Palazova Ivanova, Programme assistant, Promotion of Agricultural Products, External communication and promotion policy Unit, DG Agriculture and Rural Development, European Commission and Pawel Bienkowski, Programme Manager – Promotion of Agricultural Products, External communication and promotion policy Unit, DG Agriculture and Rural Development, European Commission
11.30 – 11.45	<i>New trade agreements and opportunities</i> , European Commission, Benjamin Vallin, Policy assistant - Trade Policy in Biotechnology and Agriculture, DG TRADE, European Commission
11.45 – 12.00	Q&A session

12.00 – 13.00	Lunch	
	ROOM ALCIDE DE GASPERI, 2nd floor	ROOM SICCO MANSHOLT, ground floor
13.00 – 13.20	<p><i>Examples of MULTI and SIMPLE programmes:</i> VLAM - Vlaams Centrum voor Agro- en Visserijmarketing, Alexander Dewispelaere, Senior Promotion Manager Bord Bia, the Irish Food Board, Declan Fennell, Sector Manager Meat Division</p>	Project partners match-making*
13.20 – 14.00	<p><i>Panel debate: "Brand EU" - promoting European products in third countries</i> Moderated by: Peter Baader, Senior Expert Resources, DG Agriculture and Rural Development, European Commission</p> <ul style="list-style-type: none"> • <i>F&V: FRESHFEL EUROPE</i>, Philippe Binard, General Delegate • <i>Meat and Meat Products: UECEBV</i>, Jean-Luc Mériaux, Secretary General • <i>Dairy European Dairy Association (EDA)</i>: Alexander Anton, Secretary General • <i>Wine&Spirits: CEEV - Comité Européen des Entreprises Vins</i>, Dr Ignacio Sánchez Recarte, Secretary General and spiritsEUROPE Marie Audren, Deputy Director General 	
14.00-14.15	Q&A session	
14.15 – 14.35	<i>Project Management Methodology: PM²</i> , Nicos Kourounakis, Centre of Excellence in Project Management of the European Commission	
14.35 – 14.50	<i>Support tools for applicants and exporters</i> , Anna Hedrzak, Project Officer, Promotion of agricultural products, Chafea	
14.50– 15.00	Q&A session	
15.00 – 17.00		

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

Important notice:

(1) Participants have to register online via the link: <https://scic.ec.europa.eu/ew/register/dgscic/chafea2019/e/lk/k/>

Please note that this event is targeting all potential beneficiaries allowed to submit an information/promotion programme concerning agricultural products.

Registration to this event is mandatory and there will be no registrations onsite. Registrations will be open until 31 January 2019.

(2) All the sessions will be web-streamed under the following link: <https://webcast.ec.europa.eu/info-day-on-the-calls-for-proposals-2019-promotion-of-agricultural-products>

(3) All the sessions will take place in English. Interpretation will not be available.

(4) There will be no reimbursement of travel costs: the participants will have to support all their expenses.

(5) Participants of the match-making session will be invited to create their organisations' profiles in order to be able to schedule one-to-one meetings.