

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.

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.

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

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

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

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

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

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