



INVITATION

## Online seminar: EU-China agri-food trade relations

*European agri-food products: exporting quality, safety and sustainability to Chinese consumers*

Dear Sir/Madam,

On behalf of the European Union (EU), we have the pleasure to invite you to participate in a special seminar on **European agri-food products: exporting quality, safety and sustainability to Chinese consumers**, to be held online between Beijing and Brussels on 30-31 March 2022.

Join His Excellency Mr Chapuis, Ambassador of the European Union to China, Chinese ministry representatives and industry experts for valuable insights into the latest challenges and opportunities for boosting bilateral trade, including the EU's Geographical Indications (GI) system.

Open to importers, exporters, chambers of commerce, major retail chains, the HORECA sector, consumer organisations and media, give your business an advantage by joining interactive presentations, roundtable debate and product-oriented sessions on the following categories:

- Cheeses and dairy products
- Wines, spirits and beers
- Animal products: bovine meat, pork, processed meat products, poultry
- Fruits and vegetables, olive oil
- Processed agricultural products

This event is being held over two full days, starting 1pm Beijing / 7am Brussels each day. The first day will include welcome speeches and introductory presentations on EU-China agri-food relations, sustainability (the EU Green Deal and Farm to Fork Strategy), and EU food safety and quality system, including the safe free movement of animal and plant products within the EU.

The second day will include interactive roundtables on the trade opportunities offered by the EU's Geographical Indications (GI) and organic farming systems, before moving into the product-oriented sessions and closing roundtable debate on how to boost EU-China agri-food trade.

Please visit the [website](#) to see the full two-day seminar schedule.

Registrations should be made online via the link below within 29 March 2022. Please feel free to share the programme and attend the seminars with your local counterparts.

**Register here**

Registration deadline: 29 March 2022.





For enquiries, please contact: [seminar2022beijing@agripromotion.eu](mailto:seminar2022beijing@agripromotion.eu)

We look forward to welcoming you to this online seminar on 30 and 31 March 2022!

Sincerely,  
Organisation Team

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