

## EUROPEAN COMMISSION

Cabinet of Commissioner Phil Hogan  
Head of Cabinet

Brussels, 23 January 2017  
A(2017)

Excellency,

Please find enclosed a letter from Commissioner Hogan for the attention of Mr Dejan Židan, Minister for Agriculture, Forestry and Food of Slovenia.

I would be grateful if you could transmit this letter to the Minister at your earliest convenience.

Thank you in advance.

Yours sincerely,

Peter POWER

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Deputy Permanent Representative  
Permanent Representation of Slovenia to the EU  
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**PHIL HOGAN**

MEMBER OF THE EUROPEAN COMMISSION  
AGRICULTURE AND RURAL DEVELOPMENT

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Brussels,  
(2017)

23. 01. 2017

Dear Minister,

*My first high-level mission in 2017 will take place in Canada in early May 2017.*

*The purpose of my visit is to enhance long standing trade ties between Canada and the European Union on the heels of the successful completion of the Comprehensive Economic and Trade Agreement (CETA), signed in October 2016. CETA is the most ambitious trade agreement on agriculture ever negotiated by the EU, opening up a wide range of opportunities for EU agricultural exports and allowing them to improve their position in the mature Canadian market.*

*This visit should help to ensure that Canada and the EU progress towards a smooth implementation of CETA: the new market access opportunities opened to EU products, the removal of the remaining obstacles to trade as well as the unprecedented protection granted by CETA to EU Geographical Indications in Canada will certainly feature in my discussions with political counterparts as well as with key stakeholders.*

*In addition to the political exchanges I will be having, an important aspect of my visit in Canada will be facilitating exchange and agreements between European and Canadian businesses active in the agri-food sector. For this reason I wish to be accompanied by a delegation of senior European executives representing key sectors in the EU trade with Canada, such as, but not limited to: dairy, notably cheese, wines and spirits, processed agricultural products, cereals, fruits and vegetables.*

*An important element of my visit to Canada will be the opening of the SIAL 2017 fair in Toronto, where the EU will be the Region of Honour with its own pavilion. SIAL Canada is a major B2B event of the region and the 2016 edition held in Montreal attracted 17 300 visitors from 67 countries and 930 exhibitors from 50 countries. My objective is to give the opportunity to the accompanying European producers to meet not only potential partners from the local market but also representatives of the agri-food sector from the whole continent.*

Mr Dejan Židan  
Minister for Agriculture, Forestry and Food  
Slovenia

*Such a trade mission cannot be accomplished without the assistance of Member States. For this reason, I would be grateful if you could disseminate this information to the appropriate contacts in your Member State.*

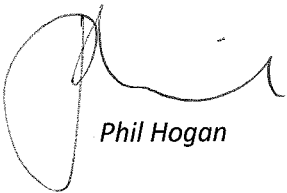
*Interested companies can register their application for joining the business delegation online following the link:*

*<https://ec.europa.eu/eusurvey/runner/HLMAGRICanada2017>*

*The final selection of the business representatives to accompany me will be based on product and geographical balance of the delegation. In order to guarantee a timely organisation of the visit, we would like to receive applications by 20 February 2017 at the latest.*

*I am sure that I can rely on your full support, and on the help of your Ministry to ensure that the delegation represents a broad spectrum of EU agri-food industry and has sufficient weight to achieve our purpose.*

*Yours sincerely,*

A handwritten signature in black ink, appearing to read 'Phil Hogan', with a large, stylized initial 'P'.

*Phil Hogan*