



EUROPEAN COMMISSION

EUROPEAN RESEARCH EXECUTIVE AGENCY (REA)

Brussels, version: 18 January 2023

PROMOTION OF AGRICULTURAL PRODUCTS - AGRIP

On-site and on-line
Info day on the 2023 Calls for Proposals

01-02 February 2023

Albert Borschette Congress Center
Rue Froissart 36, 1040 Brussels



The sessions will take place on site and web-streamed from ROOM 0.A – A. BORSCHETTE Building	
	01 February 2023
	<i>Moderation by Peter Baader</i>
13.30 – 14.00	Welcome coffee and registration of participants
14.00 – 14.15	Official welcome Janusz Wojciechowski, European Commissioner for Agriculture and Rural Development, European Commission
14.15 - 14.25	Introduction - Outline of the Info Days João Onofre, Director (acting) DG AGRI F- Outreach, Research, Geographical Indications
14.25 – 15.00	Presentation of the 2023 Annual Work Programme and Calls for proposals Mikaël Meunier, Head of Unit (acting), DG AGRI F1- External communication and promotion policy Bruno De Oliveira Alves, Team Leader, Promotion of agricultural products, DG AGRI F1- External communication and promotion policy
15.00 – 15.40	Q&A session
15.40 – 16.00	Virtual and on-site coffee break
16.00 - 16.45	Policy session: Trade opportunities in potential growth markets <i>Moderation by Paul Webb, Head of Department Green Europe, REA</i> Catherine Combette, Head of Unit, DG AGRI G3- Asia and Australasia Flavio Coturni, Head of Unit, DG TRADE D3 - Agriculture, Food and Sanitary and Phytosanitary matters. Presentation of the programme BORDEUS, Frédérique Sipos Amrouni, Deputy Director for Marketing, CIVB
16.45 – 17.00	Q&A session
17.00 – 18.00	Matchmaking meetings*
	End of Day 1

	02 February 2023
	<i>Moderation by Peter Baader</i>
08.30 – 09.00	Welcome coffee and registration of participants
09:00 - 09:10	<i>Introduction – Day 2 by Paul Webb, Head of Department Green Europe, REA B</i>
09.10 – 09:45	How to address well the award criteria? <ul style="list-style-type: none"> - Overview of award criteria and how to address them in the proposal - <i>Aleksandra Mecilosek, Head of Unit, REA.B.4</i> - Preparing a coherent project strategy - <i>Christos Vakoufarris, Agronomist, Ministry of Interior, Directorate of Agricultural and Veterinary Economy of Veria, Greece</i> - Influencing consumer behaviour – how to promote organic and sustainability in turbulent times? - <i>Sylvia Żakowska-Biemans, Professor, Warsaw University of Life Sciences, Poland</i>
09:45 –10.00	Q&A session
10.00 – 10.15	Eligibility rules: how to avoid the most frequent reasons for rejection? <i>Anett Buzek, Head of Sector, REA.B.4</i> <ul style="list-style-type: none"> - Applicant eligibility rules - Rules on continuations - Which (sustainability) labels can be promoted (national Quality schemes)
10.15 – 10.30	Q&A session
10.30 – 11.00	Virtual and on-site coffee break
11.00 – 12.00	Project examples – presentation by beneficiaries of SIMPLE and MULTI programmes <ul style="list-style-type: none"> - <i>Hay Milk TSG 2021 (Heidi Trettler, project manager, ARGE Heumilch, AT)</i> - <i>Nudging organic (Anton Järild, Communication Strategist, Organic Sweden)</i> - <i>Du Bio, Chef! (Laure Verdeau, Director, Agence BIO, FR)</i> - <i>EUSliceQuality (Viviana Romanazzi, Consorzio italiano tutela Mortadella Bologna, IT)</i>
12.00 – 12.20	Q&A session
12.20 – 12.30	Conclusions – João Onofre, Director (acting) DG AGRI F- Outreach, Research, Geographical Indications

12.30 – 14.00	Matchmaking meetings*
	End of Day 2

* The matchmaking event will be dedicated to interaction between potential project partners with a view to submitting multi-beneficiary proposals. It will take place only on-site.

Important notice:

- (1) This event is organised for all potential beneficiaries eligible to submit proposals for information/promotion programmes concerning agricultural products.
- (2) Registration to the event is mandatory. The event is limited to 250 of persons on site, it will be also webstreamed.
Participants have to register online via the link: [Info day on the 2023 AGRI Promotion Calls for proposals | Registration \(b2match.io\)](#)
Registration will be open until 25 January 2023.
- (3) All the sessions will be held in English. Interpretation will not be provided.
- (4) Participants can interact and ask questions via SLI.DO **#EUAgriPromo**
- (5) Match-making sessions are open only to potential applicants. Participants will be invited to create their organisations' profiles upfront in order to be able to schedule one-to-one meetings.