



## EU GI Workshop and Networking Event

**Objective:** To raise awareness of the EU GI products to a target audience of food traders from the EU and China and build capacity of GI products in China by emphasising the quality, tradition, variety, safety, authenticity and heritage behind GI products.

**Date and time:** 14:00 – 15:30, Wednesday, 18 November 2015

**Venue:** World of Food Beijing 2015, China National Convention Center – private conference room

**Attendees:**

- Up to 15 Chinese buyers and media
- Up to 15 EU GI producers

### Tentative Agenda:

Time	Topic	Speaker
13:30-14:00	<b>Registration</b>	
14:00-14:05	<b>Opening remarks</b>	<b>Mr. Hans-Erwin Barth</b> , Head of promotion of agricultural products, DG Agriculture and Rural Development, European Commission
14:05-14:35	<b>Presentation of EU Geographical Indications, registration, quality control procedures</b> (For Chinese buyers, attendance optional for EU producers)	<i>Expert name to be confirmed</i>
14:35-14:40	<b>Introduction of EU GI producers</b>	<b>Ms. Lacy Lan</b> , Interpreter
14:40-15:30	<b>Networking between EU GI producers and Chinese buyers</b> Each EU GI producer will have his own table to exhibit products and flyers. Chinese buyers are invited to go and meet producers individually, taste their products and network.	

**Cocktail reception:** Served to all participants.

