



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Directorate B. Quality, Research & Innovation, Outreach  
B.1. External communication and promotion policy



## HIGH LEVEL MISSION TO IRAN 10-13 NOVEMBER 2017 – DRAFT PROGRAMME FOR THE EU BUSINESS DELEGATION

<b>Friday 10 November</b>	
pm	<b>Arrival of the delegation in Tehran, travel to hotel</b> <b>EU Delegation internal meeting at the hotel</b>
<b>Saturday 11 November</b>	
8:30 – 12:30	<b>Forum on doing business in Iran</b> <i>Venue: tbc</i>  Forum will be officially opened by the Commissioner and a relevant Iranian counterpart  <u>Presentations by the Iranian authorities:</u> <ul style="list-style-type: none"><li>• Ministry of Agriculture Jihad: overview of agriculture policy of Iran (tbc)</li><li>• Representative of the Majles' Agriculture Commission (tbc)</li></ul> Presentations by the representatives of Iranian businesses: <ul style="list-style-type: none"><li>• Tehran Chamber of Commerce, Industries, Mines and Agriculture</li><li>• Iran Chamber of Commerce, Industries, Mines and Agriculture</li></ul> Topics to include: import requirements, Food Law, retail & logistics etc.  <u>Presentations by EU umbrella organisations/ major enterprises</u>  Topics to include: EU food safety standards, trade policy etc.  Invited participants from the Iranian side: <ul style="list-style-type: none"><li>- Members of Tehran Chamber of Commerce</li><li>- Members of Iran Chamber of Commerce</li><li>- Representatives of other relevant ministries</li></ul>

	<p>Audience: Private sector representatives corresponding to EU BD representatives</p> <p>***Simultaneous translation will be provided***</p>
12:30-13:30	<p><b>Lunch</b></p> <p><i>Venue: tbc</i></p>
13:30 – 14:30	<p><b>Follow-up Q&amp;A session</b></p> <p><i>Venue: tbc</i></p>
14:30 – 17:30	<p><b>B2B meetings</b></p> <p><i>Venue: tbc</i></p> <p>B2B meetings between EU Business Delegation and Iranian companies arranged with the Tehran Chamber of Commerce</p>
19:00 – 21:00	<p><b>Official business dinner for the Iranian agri-food enterprises hosted by Commissioner Hogan</b></p> <p><i>Venue: Hotel of the EU Delegation (tbc)</i></p> <p>Dinner will feature selected EU food products</p> <p>Suggested Iranian invitees: Minister of Agriculture Jihad, Deputy Minister, Chairman of Tehran Chamber of Commerce (Mr Khansari), Chairman of Agriculture Committee of Tehran Chamber of Commerce (Mr Zargaran), Members of Agriculture Commission of the Parliament, Iranian agri-food business leaders</p>
<p><b>Sunday 12 November</b></p> <p><b>*Arrangements tbc following the selection of EU Business Delegation</b></p>	
am	<p><b>* Presentations from EU companies doing business with Iran - tbc</b></p> <p><b>* Additional B2B meetings may take place – tbc</b></p> <p><i>Venue: Hotel of EU Delegation</i></p> <p><b>*Retail visit 1 – e.g. Hyperstar supermarket (tbc)</b></p> <p><i>The purpose of retail visits is to familiarise the representatives of EU companies and organisations with practicalities of the Iranian retail sector, availability of products, exposition and presentation, and to offer insights into consumer preferences. To be arranged with shop/chain management.</i></p>
noon	<p><b>Lunch</b></p> <p><i>Venue: tbc</i></p>

pm	<p><b>*Retail visit 2</b> – e.g. Sharvand or Kourosh supermarket</p> <p><b>*Site visit</b> – e.g. Mom Food meat processing company, Tehran – tbc</p> <p><i>Site visits will be envisaged in order to showcase the characteristics of the Iranian food processing sector and/or supply chain in more detail. It would also be an opportunity for the Iranian side to demonstrate the needs or achievements of its agro-food sector.</i></p> <p><i>*All visits to be arranged taking into account interest of EU Business Delegation, traffic conditions and time necessary to travel between the venues.</i></p>
evening	<p><b>Dinner</b></p> <p><i>Venue: tbc</i></p>
<p><b>Monday 13 November</b> – <i>Programme continues without the Commissioner</i></p>	
am	<p><b>*Retail visit 3</b> – e.g. Palladium mall</p> <p><b>*Site visits</b> – possibly in Karaj industrial area, depending on composition and interest of EU Business Delegation - tbc</p>
noon	<p><b>Lunch</b></p> <p><i>Venue: at the site visit venue</i></p>
pm	<p><b>Free time, travel back to the airport and departure</b></p>