



**HIGH LEVEL MISSION TO THE KINGDOM OF SAUDI ARABIA 7-10 NOVEMBER 2017 –  
DRAFT PROGRAMME FOR THE EU BUSINESS DELEGATION**

<b>Tuesday 7 November</b>	
evening	<b>Arrival of the delegation in Riyadh, travel to hotel</b>  <b>EU Delegation internal meeting at the hotel</b>
<b>Wednesday 8 November</b>	
am	<b>Business event: Doing business in Saudi Arabia</b>  <i>Venue: tbc</i>  <i>The purpose of this event would be to give the Saudi authorities and representatives of the Saudi agri-food businesses an opportunity to present the framework for trade with the country, its needs and interests, business communication channels, necessary official contacts etc. From the EU side, presentations to be given on quality and safety standards etc.</i>  Forum to be officially opened by the Commissioner and a relevant Saudi counterpart  Presentations by the Saudi and GCC authorities: <ul style="list-style-type: none"><li>• Ministry of Environment, Water and Agriculture</li><li>• Ministry of Commerce</li><li>• Gulf Cooperation Council (tbc)</li></ul> Presentations by the representation of Saudi businesses: <ul style="list-style-type: none"><li>• Chambers of commerce</li></ul> Presentations by EU umbrella organisations/ major enterprises  ***Simultaneous translation will be provided***
noon	<b>Lunch</b>

	<i>Venue: tbc</i>
pm	<p><b>B2B meetings</b></p> <p><i>Venue: tbc</i></p> <p>B2B meetings will be arranged in association with the Riyadh Chamber of Commerce.</p>
evening	<p><b>Official business dinner hosted by Commissioner Hogan</b></p> <p><i>Venue: Hotel of EU Delegation – tbc</i></p> <p>Dinner will feature selected EU food products</p> <p>Invitees will include representatives of the Saudi authorities and leading agri-food enterprises, retailers etc.</p>
<p><b>Thursday 9 November</b></p> <p><b>*Arrangements tbc following the selection of EU Business Delegation</b></p>	
am	<p><b>*B2B meetings may continue</b> – if necessary for selected participants</p> <p><b>*Retail visit 1</b> – selected supermarket (tbc)</p> <p><i>The purpose of retail visits is to familiarise the representatives of EU companies and organisations with practicalities of the Saudi retail sector, availability of products, exposition and presentation, and to offer insights into consumer preferences. To be arranged with shop/chain management.</i></p> <p>*Business Delegation activities may be connected with the <b>EU Food Festival</b>, to be possibly organised in a selected shopping mall – including workshops, presentations, food tastings etc.</p>
noon	<p><b>Lunch</b></p> <p><i>Venue: tbc</i></p>
pm	<p><b>*Retail visits</b></p> <p><b>*Site visit</b></p> <p><i>Site visits may be envisaged in order to showcase the characteristics of the Saudi food processing sector and/or supply chain in more detail. It would also be an opportunity for the Saudi side to demonstrate the needs or achievements of its agro-food sector.</i></p> <p><i>*NB: All visits to be arranged taking into account interest of the EU Business Delegation, traffic conditions and time necessary to travel between the venues.</i></p>
evening	<i>Some members of the delegation might prefer to leave Riyadh overnight</i>
<p><b>Friday 10 November</b></p>	

am	<b>Travel to airport and departure</b>
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