



EUROPEAN COMMISSION

Commissioner Christophe Hansen
Agriculture and Food

Brussels, 17 January 2025

Dear Ms Hajdu,

In accordance with my mission as EU Commissioner for agriculture and food to promote Europe's high-quality agri-food products worldwide, I will start my diplomatic efforts in support of EU agri-food producers. My first high-level mission will therefore take place in Japan from 8 to 13 June 2025, in conjunction with our presence at the World Expo in Osaka.

The main objective of my mission to Japan is to meet relevant political high-level actors, in particular the Japanese Minister of Agriculture. The political agenda would contain items related to the Japanese Sanitary and Phytosanitary barriers to trade, to the promotion of geographical indications and organic products and more generally to the implementation of the FTA.

In addition to the political exchanges, an important aspect of my visit in Japan will be facilitating market access and contacts between the European and Japanese businesses active in the agri-food sector. For this reason, I wish to be accompanied by a delegation of up to 100 senior European executives representing key sectors with the most significant potential for the EU's trade and cooperation with Japan.

These would be especially, but not exclusively, meat (beef, pig meat and poultry), processed agricultural products, dairy (with a focus on cheeses), wine, beer and spirits, olive oil, fruit and vegetables.

I would like to include in my business delegation companies from all EU Member States in particular SMEs with credible export capacity, but also large companies, including European and national producers' associations, from key sectors with the most significant potential for the EU's trade and cooperation with Japan.

Accordingly, the visit to Japan will concentrate on explaining the market access conditions in the food and beverage sector, followed by business-to-business activities. The programme of the business delegation will provide the representatives of the European agri-food sector with an excellent platform to discover the Japanese market and to make direct business contacts both in Tokyo and Osaka. It will also include a day at the World Expo in Osaka where the EU is present with a pavilion, and I will open a high-level event where business delegates are invited to attend.

Ms Nelli HAJDU,
Secretary General
Comité Européen de Liaison des Commerces Agricoles et Agro-Alimentaires
Nelli.hajdu@celcaa.e

Such a trade mission cannot be accomplished without the assistance of all the actors involved. For this reason, I would be grateful if you could disseminate this information among your members.

Interested companies and organisations can register their application for joining the business delegation at the following link:
https://ec.europa.eu/eusurvey/runner/HLM_Japan_2025

The final selection of the business representatives to accompany me will be based on product and geographical balance of the delegation. In this context, the candidates' capacity to conduct international business will be also taken into account. In order to guarantee a timely organisation of the visit, we would like to receive applications by 9 February 2025 at the latest.

I would appreciate to count on your full support, and on the help of your organisation to ensure that the delegation represents a broad spectrum of EU agri-food industry and has sufficient weight to achieve our purpose.

Yours sincerely,



Christophe Hansen