



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT
Directorate F – Outreach, Research & Geographical Indications
The Director

Brussels
AGRI.F/DCF

Dear Sir / Dear Madam,

Subject: European Union's Promotion Policy – Info day 2023 in Brussels (on site and on line).

Following the recent adoption of the 2023 annual work programme for information and promotion measures with a planned budget of €185.9 million for the promotion of EU agri-food products within and outside the EU, DG AGRI and REA are organising an on-site and on-line Info day on **1 February (13:30-18:00) and 2 February (8:30-14h) 2023**.

This event is organised for all potential beneficiaries eligible to submit proposals for information/promotion programmes concerning agricultural products. Eligible entities from all EU countries that have not participated in similar EU projects before are particularly encouraged to apply, including small and medium enterprises.

Registrations to the Info Day are now open via the event website, where information is also available about the agenda and speakers:

[Info day on the 2023 AGRI Promotion Calls for proposals - Home \(b2match.io\)](https://b2match.io)

Registration is highly recommended and is open until 25 January.

All sessions will also be live web-streamed and the relevant links for the web-streaming will be communicated soon.

This year's event will be held onsite and online. It includes provision for on-site meetings - "Matchmaking sessions"- in order to promote exchange of information and networking opportunities so as to facilitate new partnerships between potential applicants.

The promotion projects selected in 2023 are expected to highlight products complying with objectives such as

- The sustainability of EU agriculture and food systems
- Advancing animal welfare
- Promoting the consumption of fresh fruit and vegetables, and encouraging healthy and sustainable diets

All presentations given on the Info Day, as well as video recordings will be available online on the REA portal, as done in previous years.

The Commission would also like to encourage, where it is possible, the organisation of virtual national or transnational Info Days. The Info Days aim at covering all possible aspects of the annual work programme, the calls and eligibility criteria.

If you would wish to organise a specific Info Day in your country dedicated to the new funding opportunities under Regulation (EU) No 1144/2014, with the participation of a representative from DG AGRI or REA, please send us your request by email at AGRI-PROMOTION@ec.europa.eu and we will try to accommodate it depending on staff availabilities.

We would highly appreciate your support in further distributing the information on the Info Day to all potential applicants, including those companies from EU member states which have not participated in promotion projects before.

Yours sincerely,

Electronically signed

Diego CANGA FANO

Copy: Mr Joao ONOFRE, HoU DG AGRI.F3