

International Workshop on the EU Promotion Policy of the Agricultural Products

On 18 April 2018 the Workshop focused on "Promotion of the agricultural products co-financed by the EU" was held at the Ministry of Agriculture of the Czech Republic. The Workshop was organized by the Ministry of Agriculture and the State Agricultural Intervention Fund.

It was an international event with the participation of the representative of the European Commission Ms. Lene Naesager, Head of the Unit "External Communication and Promotion Policy" (DG AGRI), and the representatives from several Member States as Austria, Bulgaria, Estonia, Hungary, Lithuania and Poland. The participants from the Czech professional organizations such as the Federation of the Food and Drink Industries, Agrarian Chamber, Czech and Moravian Dairy Association and many others from the agro-food sector were present too.

The main purpose of the Workshop was to provide information about the EU promotion policy of the agricultural products and its funding opportunities and to build and expand cooperation at the international level in this area. The multinational promotional programmes are the EU's priority, so the event served as the unique platform for both, the Czech and foreign participants for creating such programmes in the future.



