

Workshop „EU Promotion Policy – New Ideas and Challenges”

On 20 March 2019, a Workshop on the EU Promotion Policy „EU Promotion Policy – New Ideas and Challenges”, organized as every year in a cooperation of the Ministry of Agriculture of the Czech Republic and the State Agricultural Intervention Fund was held in the premises of the Ministry of Agriculture.

It was an international event with the participation of Ms. Lene Naesager, Head of External Communication and Promotion Policy Unit of EC DG AGRI, Ms. Aleksandra Mecilosek, Head of Promotion of Agricultural Products Unit of CHAFEA (Consumers, Health, Agriculture and Food Executive Agency), and many experts on promotion policy coming from several EU Member States' institutions in Austria, Bulgaria, Estonia, Hungary, Lithuania, Poland, France and Slovakia.

Workshop attendees heard about the 2019 EC Annual Work Programme and the Promotion Programmes already implemented in the Czech Republic.

Ms. H el ene Bourgade of the French Promotion and Communication Agency SOPEXA provided on the multinational promotional programmes one of the most important workshop contributions. The following discussion raised many questions on financing and other specifics of those programmes, which Ms. H el ene Bourgade was keen to answer.

