

Tastes of Europe – China GI campaign launch activities outline

- Date:** 6 May 2015
- Venue:** Delegation of the European Union to China
South Wing, 15 Dongzhimenwai Daijie, Chaoyang District, Beijing, China
- Attendees:** General audience, invited by the EU Delegation
- Members of the diplomatic community in Beijing for both the EU and third countries
 - Chinese officials representing various Chinese authorities
- Campaign specific audience
- Chinese government representatives of the MOA, AQSIQ, SAIC etc.
 - Members of the Food and Beverage media (both traditional and online)
 - Producers and producer group representatives
 - MS representatives

A) Press conference

- Time:** 16:00 – 17:00
- Room:** Press Conference Room

Main features:

- Briefing by EU officials
- Testimonial by producer groups
- Interview with producer/producer group representative
- Interview with celebrity chefs

B) Launch event

- Time:** 17:00 – 20:00 (tbc)
- Room:** South Wing and garden

Europe Day reception activities

- Welcome speech
- European buffet dinner
- Live band performance
- Art exhibition (tbc.)

China GI Campaign stand activities

- Ribbon cutting by high level officials (tbc.)
- Guided tour of the exhibition stand
- Live cooking show
- Sampling of GI products



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