



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT

Deputy Director-General, in charge of Directorates F, H and I

Brussels
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To the competent authorities
of Member States via CIRCABC

Subject: Agri-food business mission to Singapore 20-23 April 2026

In the context of the reinforcement of the EU's agri-food economic diplomacy, the European Commission's Directorate-General for Agriculture and Rural Development will host an EU agri-food business mission to Singapore from 20 to 23 April 2026, with participation in the Food and Hospitality Asia (FHA) and ProWine fairs.

The primary objective of the mission is to facilitate business to business contacts for European agri-food businesses. The EU will be the region of honour at FHA and present with a pavilion both at FHA and ProWine. Business delegates will be able to participate in business to business meetings at the fair with hosted buyers, importers and retailers from the Southeast Asian and the broader Indo-Pacific region.

A business delegation of approximately 40 companies will be selected, with a focus on SMEs that show strong potential to enter and grow within the Singaporean market as well as within the Southeast Asian region, while benefiting from the opportunities created by the EU-Singapore Free Trade Agreement (EUSFTA). All sectors eligible under promotion policy are welcome to apply. Companies active in the meat and meat products-sector, egg and egg-based products as well as producers of products bearing a geographical indication should be especially encouraged to apply to take advantage of the favourable conditions facilitated by the EUSFTA.

The business delegation will be accompanied by a senior European Commission official(s). The programme of the mission will include the participation of the business delegates in the FHA and ProWine fairs, business to business meetings, field and retail visits and networking opportunities with relevant agri-food stakeholders.

In order to guarantee a timely organisation of the visit, we would like to receive applications by 1 February 2026 at the latest. Interested companies and organisations can apply to join the business delegation at the following link:

Commission européenne/Europese Commissie, 1049 Bruxelles/Brussel, BELGIQUE/BELGIË – Tel. +32 22991111
Office: L130 07/078 – Tel. direct line +32 229-82390

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https://agriculture.ec.europa.eu/media/events/eu-agri-food-business-mission-singapore-2026-04-21_en

With the aim of ensuring a wide geographical representation of agri-food products and heritage from across the European Union, we would appreciate your support in disseminating the information about this mission to your national stakeholders.

Yours sincerely,

Diego CANGA FANO
Deputy Director-General (acting)

Operational contact: REA-AGRI-EVENTS@ec.europa.eu

Enclosure: Draft programme of the agri-food business mission to Singapore

Annex

Draft programme of the business mission to Singapore

Pre-departure (online)	Market access seminar
Monday 20 April	Arrival of Business Delegates Internal networking lunch Networking cocktail co-organised by the European Commission with the Central and Eastern European Chamber of Commerce (CEEC) in Singapore
Tuesday 21 April	Participation to the opening ceremony of the EU pavilion at Food and Hospitality Asia (FHA) Visit of the FHA/ProWine fair B2B meetings Participation to dedicated workshops Meeting with relevant sector associations from Singapore (tbc)
Wednesday 22 April	Meeting with the hosted buyers from Southeast Asia region (Indonesia, Thailand, Malaysia) B2B meetings Participation to dedicated workshops
Thursday 23 April	Presence at the fairs and B2B Field and retail visits