



EUROPEAN COMMISSION

Christophe Hansen
Commissioner for Agriculture and Food

Brussels, 23.06.2025

Dear Minister Siekierski,

In accordance with my mission as EU Commissioner for Agriculture and Food to promote Europe's high-quality agri-food products worldwide, and in line with the commitment outlined in the Vision for Agriculture and Food to reinforce our agri-food economic diplomacy and dedicated high-level missions, I will pursue my diplomatic efforts in support of EU agri-food producers from the EU 27 Member States. My second high-level mission will take place in Brazil from 20 to 24 October 2025.

The main objective of my mission to Brazil is to meet relevant political high-level interlocutors, in particular the Brazilian Minister of Agriculture and Livestock (MAPA) as well as the Brazilian Minister of Agrarian Development (MDA). The political agenda would comprise exchanges on the state of play of EU-Brazil trade relations, future cooperation on agri-food related policies, and the facilitation of EU agri-food exports to Brazil, including the promotion of organic products as well as geographical indications.

As ever, in addition to the political exchanges, an important aspect of my visit in Brazil will be facilitating market access and contacts between the European and Brazilian businesses active in the agri-food sector. For this reason, I wish to be accompanied by a delegation of up to 80 senior European executives representing key sectors with the most significant potential for the EU's trade and cooperation with Brazil.

These would be especially, but not exclusively, dairy (with a focus on cheeses), meat products, wine, beer and spirits, olive oil, fruit and vegetables and confectionary.

I would like to include in my business delegation companies from all EU Member States SMEs with credible export capacity, large companies, including European and national producers' associations, from key sectors with the most significant potential for the EU's trade and cooperation with Brazil.

H.E. Mr Czeslaw Siekierski
Minister of Agriculture and Rural Development of Poland

Accordingly, the visit to Brazil will focus on improving the understanding of market access conditions, in the agri-food and beverage sector, followed by business-to-business activities. The programme of the business delegation will provide the representatives of the European agri-food sector with an excellent platform to discover the Brazilian market and to make direct business contacts in São Paulo.

Such a trade mission cannot be accomplished without the assistance of all the actors involved. For this reason, I would be grateful if you could disseminate this information to the appropriate contacts in your Member State.

Interested companies and organisations can register their application for joining the business delegation at the following link:

<https://ec.europa.eu/eusurvey/runner/HLMBrazil2025registration>

The final selection of the business representatives to accompany me will be based on product and geographical balance of the delegation. In this context the candidates' capacity or potential to conduct international business will be also taken into account. In order to guarantee a timely organisation of the visit, we would like to receive applications by **7 July 2025** at the latest.

Finally, it is important to ensure an adequate promotion of agri-food products from all Member States during my visit to Brazil. Therefore, I would appreciate if the relevant services of Poland could assist the Commission in this respect to ensure that our Brazilian counterparts perceive the EU as diverse yet united in its approach to promote and protect Member States' food, enhance its global reach and unique national agri-food heritage.

I am sure that I can rely on your full support, and on the help of your Ministry to ensure that the delegation represents a broad spectrum of the EU agri-food industry and has sufficient weight to achieve our purpose.

Yours sincerely,



Christophe Hansen