



PROMOTION OF AGRICULTURAL PRODUCTS

INFO DAYS on 2026 CALLS FOR PROPOSALS
27-28 JANUARY

Programme

DAY 1 – Tuesday, 27 January 2026

13:30 – 14:30	Welcome coffee and registration of participants
14:30 – 14:45	Official welcome <i>Christophe Hansen, European Commissioner for Agriculture and Food, European Commission</i>
14:45 – 16:00	Session 1 Promotion policy: a tool for competitiveness and resilience of the EU agri-food sector Introduction to the 2026 Info Days Presentation of the 2026 Annual Work Programme Q&A session Policy session: promotion as a tool for competitiveness and growth Q&A session
16:00 – 16:20	Virtual and on-site coffee break
16:20 – 17:45	Session 2 Get inspired: new horizons for EU agri-food promotion Keynote insight: Empowering EU agri-food promotion with AI – exploring 'Vegetable Vendetta' with Jeroen van der Most Cultivating change: the role of EU agri-food promotion programmes – beneficiary insights Q&A session
17:45 – 19:00	Networking cocktail

DAY 2 – Wednesday, 28 January 2026

08:30 – 09:30	Welcome coffee and registration of participants
09:30 – 09:35	Introduction Day 2
09:35 – 11:00	Session 3 Agri-food promotion calls for proposals 2026: everything you need to know to apply Calls for proposals for 2026 and eligibility rules How to prepare a successful proposal How to contract an implementing body for your programme Q&A session
11:00 – 11:20	Virtual and on-site coffee break
11:20 – 12:30	Session 4 Planning for success Promotion programmes through the eyes of expert evaluators: what it takes to make the cut Q&A session Mastering promotion programme strategies – insights from beneficiaries Q&A session
12:30 – 12:40	Closing of the event

Detailed programme will follow soon, check the event page [here](#)