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*Brussels*  
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*Dear Ms Hajdu,*

*In accordance with my mission as European Commissioner for Agriculture and Rural Development, to promote Europe's high-quality agri-food products worldwide, I will continue my diplomatic efforts in support of EU agri-food producers from the EU 27 Member States. My fifth high-level mission will therefore take place in Kazakhstan from 27 to 31 May 2024, in conjunction with our presence at the InterFood Astana fair.*

*Kazakhstan is a key partner in Central Asia, which has gained strategic importance after the Russian aggression against Ukraine. I believe it is essential therefore to strengthen the EU presence in the region both in the political and economic sphere. I trust that the High Level Mission, which aims to give a boost to the EU agri-food position in Kazakhstan, will contribute to this geopolitical objective. The mission will be the first of its kind in Central Asia, with Kazakhstan being chosen as the most developed country with vast agricultural land and therefore offering the potential for business opportunities and cooperation. Furthermore, I believe that strengthening the position of the EU agri-food business in Kazakhstan will have a spillover effect on other Central Asian countries, helping the EU agri-food exporters expand further in the region.*

*As ever, in addition to the political exchanges, an important aspect of my visit in Kazakhstan will be facilitating market access and contacts between the European and Kazakh businesses active in the agri-food sector. For this reason, I wish to be accompanied by a delegation of up to 60 senior European executives representing companies from all EU Member States, from SMEs with credible export capacity to large companies, including European and national producers' associations, from key sectors with the most significant potential for the EU's trade and cooperation with Kazakhstan.*

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*These would be especially, but not exclusively, fruits, vegetables and their preparations, wines and spirits, meat preparations of pig meat and poultry, dairy products, cereals and cereals preparations.*

*Based on the established model, the visit to Kazakhstan will concentrate on providing market intelligence in the 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 Kazakhstan's and wider Central Asian market and to make direct business contacts both in Almaty and Astana.*

*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 invitation among your members.*

*Interested companies and organisations can register their applications for joining the business delegation online following the link:*

[https://ec.europa.eu/eusurvey/runner/HLM\\_Kazakhstan\\_May\\_2024](https://ec.europa.eu/eusurvey/runner/HLM_Kazakhstan_May_2024)

*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' representativeness of a given sector, their capacity to conduct international business and accessing challenging markets will also be taken into account. In order to guarantee a timely organisation of the visit, we would like to receive applications by **26 January 2024** at the latest.*

*Finally, it is important to ensure an adequate promotion of agri-food products from all Member States so that our Kazakh 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 organisation to ensure that the delegation represents a broad spectrum of EU agri-food industry and has sufficient weight to achieve our purpose.*

*Yours faithfully,*



*Janusz WOJCIECHOWSKI*