



Official Participant

Euro-Mediterranean days at Expo Milano 2015, 6-7 May 2015

[Expo Milano 2015](#) will take place in Milan from the 1st of May until the 31st of October 2015 and the central theme of this very large event will be "*Feeding the Planet, Energy for Life*". It will attract over 140 countries and 20 million visitors coming from all over the world.

The Directorate General for Internal Market, Industry, Entrepreneurship and SMEs of the European Commission (DG GROW) will organise several events between the **EU and partner countries**, including with its **Mediterranean neighbours and Turkey**.

The **Euro-Mediterranean days** will take place on the **6th and 7th May 2015**. They will be an excellent opportunity to promote the attractiveness of the EU and its Southern neighbourhood to invest, import, export and do business together.

These days will have the same format as the Missions for Growth conducted by DG GROW over the past years. More specifically, they will include:

- **A first session**, on 6th May morning, where **high-level policymakers** will underline the benefits of Euro-Mediterranean industrial cooperation;
- In a **second session**, the European Commission and other international organisations (EIB, UNIDO) will present business opportunities in the EU and Mediterranean neighbour countries (MED countries);
- **Business-to-Business meetings** between entrepreneurs from the EU and MED countries will take place in the afternoon of 6th and on 7th May. Targeted industrial sectors relate to the themes of Expo Milano 2015 such as food and drink manufacturing, innovative and high quality food products, safety and quality control, food chain management, Protected Denomination of Origin (PDO) and Protected Geographical Indication (PGI) food.

Finally, a visit to the exhibition is foreseen for participants.

Companies operating in the above-mentioned sectors and interested in participating in the EUROMED days, including in the B2B meetings, can register via the following website <https://www.b2match.eu/expo2015-agrofood/registration>

Selected companies will have to cover their own expenses.