



EUROPEAN COMMISSION

Christophe Hansen  
Commissioner for Agriculture and Food

Brussels, 5 June 2026

Dear Minister Šebestyán,

In accordance with my mission as EU Commissioner for Agriculture and Food to promote Europe's high-quality and safety of agri-food products worldwide, I will pursue my diplomatic efforts in support of agri-food producers from the 27 EU Member States. My fourth high-level mission will therefore take place in Mexico from 16 to 19 November 2026.

The main objective of my mission to Mexico is to meet relevant political high-level interlocutors, including the Minister of Agriculture of Mexico, Ms Columba Jazmín López Gutiérrez, and the Minister of Economy and Trade Mr Marcelo Ebrard. The political agenda would comprise, in line also with the European Commission's Vision for Agriculture and Food, discussing future cooperation on agri-food related policies between the EU and Mexico, facilitation of EU agri-food exports to Mexico (including the resolution of Sanitary and Phytosanitary barriers), promoting EU organic products as well as geographical indications, sustainable agriculture and new opportunities that are expected for the EU agri-food sector thanks to the Modernised Global Agreement and the interim Trade Agreement (iTA).

As ever, in addition to the political exchanges, an important aspect of my visit to Mexico will be increasing market access of EU agri-food products and contacts between the European and Mexican businesses active in the agri-food sector. For this reason, I wish to be accompanied by a delegation of up to 115 senior European executives, carefully selected to represent key sectors with a geographical and sectoral balance, and with the most significant potential for strengthening the EU's trade and cooperation with Mexico.

These would be especially, but not exclusively, beef, pork and poultry products, cheese and dairy, wine, beer and spirits, olive oil, fruits and vegetables, and processed agriculture products, including confectionery.

I would like to be accompanied by a business delegation of companies from all EU Member States, including SMEs with credible export capacity. When justified and for the purposes of ensuring further outreach, the delegation may include representatives of European and national producers' associations.

Mr Martin Šebestyán,  
Minister of Agriculture of the Czech Republic

Accordingly, the visit to Mexico will focus on improving the understanding of Mexico's import market access conditions and identifying new opportunities for EU products, 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 functioning of the Mexican market and to make direct business contacts in Mexico.

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, including Chambers of Agriculture and Chambers of Commerce.

Interested companies and organisations can register their application for joining the business delegation at the following link:  
<https://ec.europa.eu/eusurvey/runner/HLMMexicoNovember2026>

The final selection of the business representatives to accompany me will be based on product category and geographical balance of the delegation, size of the companies applying, with priority given to businesses, particularly SMEs, over associations. In this context the candidates' capacity to conduct international business will also be taken into account. In order to guarantee a timely organisation of the visit, we would like to receive applications by **30 June 2026** at the latest.

Finally, it is important to ensure an adequate promotion of agri-food products from all Member States during my visit to Mexico. Therefore, I would appreciate if the relevant services of Czech Republic could assist the Commission in this respect to ensure that our Mexican 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