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CONGRESS 2012

FOODDRINKEUROPE 30TH ANNIVERSARY

FEEDING THE RECOVERY
17&18.10.2012, SQUARE BRUSSELS

DAY ONE WEDNESDAY 17 OCTOBER

14.00 WELCOME



Ms. Jacki Davis,
Master of Ceremonies

OPENING ADDRESS



Mr. Jesús Serafín Pérez,
President, FoodDrinkEurope

KEYNOTES



Prof. David Zaruk,
'The grand challenges facing the food industry on the road to 2050'



Mr. Calleja Crespo,
Special SME Envoy at DG Enterprise & Industry

14.30 SESSION ONE DRIVING SUSTAINABLE ECONOMIC RECOVERY

This session will focus on the current challenges and global trends affecting Europe's food and drink sector, looking at the needs of our industry and the possibilities to stimulate sustainable economic growth for Europe's future. Leaders' armchair debate and insight on:

- The latest trade agreements (EU Bilaterals) and related discussions affecting Europe's food and drink industry
- Encouraging access to finance to create openings to new markets and successful innovation to help boost Europe's economic recovery
- Addressing the needs of Europe's food industry SMEs at the EU and local levels.



KEYNOTE

Ms. Paola Testori Coggi,
Director General, DG Sanco, European Commission

MODERATOR

Mr. David Eades,
Broadcaster



SESSION PARTICIPANTS:



Mr. Maurice House,
Minister Counsellor on food and agriculture for the U.S. Mission to the EU



Mr. Rufus Yerxa,
DDG of the WTO



Mr. Wayne Jones,
Head, Agro-Food Trade and Markets Division, OECD



Mr. Wolfgang Heer,
CEO, Südzucker - One-on-one interview to summarise the debate issues

Mr. Frans Egberts,
Managing Director, Henri van de Bilt Vleeswaren



Mr. Andrew Morgan,
President Europe Diageo Plc. representing the European Spirits Organisation – CEPS



16.20 SESSION TWO ENHANCING CONSUMERS' LIVES



MODERATOR

Ms. Naga Munchetty,
Broadcaster

The European food and drink industry provides Europe's 500 million consumers with safe, nutritious and affordable food and drink products every day. This session will examine how Europe's food industry is placed to continue serving European consumers while playing an active role to contribute to consumer wellbeing, balanced diets and healthy lifestyles.

Leaders' armchair debate and insight on:

- The food industry tackling the complexities of dietary habits and more sedentary lifestyles in Europe
- Ensuring the EU remains an attractive place for investment in research and development to help drive innovations which respond to evolving consumer needs, particularly those of Europe's ageing population
- Developing a better regulatory environment underpinned by sound science to provide legal certainty and a level playing field for operators to compete.



SESSION PARTICIPANTS:



Mr. John Bell,
*Head of Cabinet,
Commissioner Máire Geoghegan Quinn*



Mr. Martin Seychell,
*DDG, DG Sanco,
European Commission*



Mr. Olivier Rigaud,
*President, Speciality Food Ingredients,
Tate&Lyle PLC*



Dr. Roberto Bertolini,
*Director of WHO Brussels and
Chief scientist of WHO Europe*



Prof. Patrick Wall,
UCD Institute of Food & Health



Mr. Hubert Deluyker,
*Director of Science strategy and coordination,
European Food Safety Authority*



Mr. Jim Moseley,
*Managing Director, General Mills UK & Ireland,
one-on-one interview to summarise the debate issues*

KEYNOTE



Commissioner Karel de Gucht,
DG Trade, European Commission

19.30 GALA DINNER
30 YEAR CELEBRATION OF FOODDRINKEUROPE



DAY TWO THURSDAY 18 OCTOBER

9.00 SESSION THREE CREATING SMART, GREEN GROWTH

The 'green growth' agenda presents many challenges and opportunities for the future. In the context of an expected 8 billion world population by 2030, this session will examine food operators' progress towards environmental sustainability in response to the dual environmental challenges of feeding a growing world population and achieving resource efficiency.

Leaders' armchair debate and insight on:

- Food and drink industry efforts to incorporate effective measures such as i) sustainable sourcing, ii) resource efficiency, and (iii) sustainable consumption and production into business models to improve environmental performance
- Industry's collaborative approach to improve sustainability with other stakeholders to ensure coherent methods and policies at all stages of the supply chain.



MODERATOR

Dr. Amrita Cheema,
Broadcaster



Mr. William Neale,
*Member of Cabinet of
Commissioner Janez
Potočnik, DG Environment,
European Commission*



Ms. Sara Sizer,
*Director Corporate &
Government Affairs Europe,
Mondelēz International
(formerly Kraft Foods)*



Mr. Paul Temple,
Farmer



Mr. David Norman,
*Director of Campaigns,
WWF UK*



Ms. Dominique Reiniche,
*President of Coca-Cola Europe
One-on-one interview to
summarise the debate issues*

SESSION PARTICIPANTS:

10.30 KEYNOTE

**Commissioner
Dacian Ciolos,**
*DG Agriculture and Rural Development,
European Commission*



11.20 WRAP-UP

The Congress will conclude with a wrap-up discussion between expert speakers and participants to capture the thoughts expressed in the previous sessions. Reflections from two days of debate will be linked with Europe's food and drink Industry Manifesto and the development of a work plan for the coming years.



Moderator:
Ms. Jacki Davis,
Managing Director, Meade Davis Communications

SESSION PARTICIPANTS:



Ms. Julie Girling,
MEP

Mr. Robert Madelin,
*Director General, DG CONNECT, European
Commission*



Mr. Timothy Mobsby,
Kellogg Europe

Mr. Leandre Boulez,
*Director, Supply Chain and Quality,
Auchan Group*



Senior representative from the retail sector

12.30 CLOSING REMARKS:



Ms. Mella Frewen,
Director General, FoodDrinkEurope

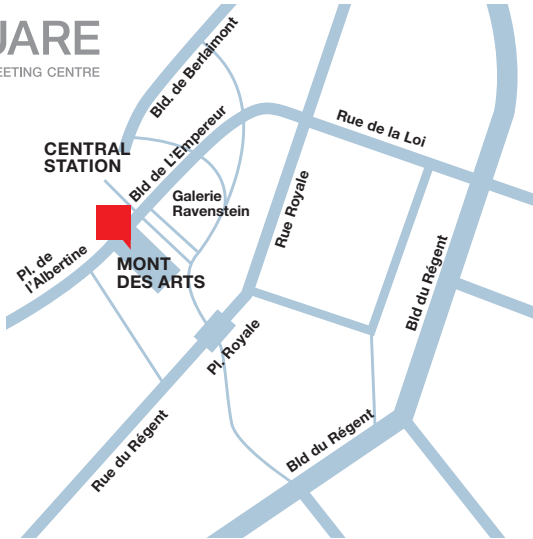
Buffet Lunch

VENUE AND PRACTICAL INFORMATION

The FoodDrinkEurope Congress, **'Feeding the Recovery'** will take place on 17 & 18 October 2012 in Brussels at:

The Square Congress Centre
Mont des Arts - Kunstberg
1000 Brussels
Belgium

SUARE
BRUSSELS MEETING CENTRE



To register for the Congress,
please visit <http://congress.fooddrinkeurope.eu/>

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