



FINAL
PROGRAMME

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



Mr. Calleja Crespo,
*Director General
DG Enterprise & Industry
Special SME Envoy*



Prof. David Zaruk,
*Vesalius College, VUB,
Brussels*



Ms. Paola Testori Coggi,
*Director General, DG SANCO,
European Commission*

14:40 - 16:00 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.

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



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



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



Dr. Wolfgang Heer,
*CEO, Südzucker,
Board Member, FoodDrinkEurope
Summary*

16:00 - 16:30 COFFEE BREAK

16:30 - 18:00 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 of Máire Geoghegan-Quinn,
EU Commissioner for Research, Innovation & Science*



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,

*Associate Professor of Public Health
UCD Institute of Food & Health*



Mr. Hubert Deluyker,

*Director of Sciences Strategy and Coordination,
European Food Safety Authority*



Mr. Jim Moseley,

*Managing Director, General Mills UK & Ireland,
Board Member, FoodDrinkEurope
Summary*

19:30 GALA DINNER
30 YEAR CELEBRATION OF FOODDRINKEUROPE



DAY TWO THURSDAY 18 OCTOBER

9:00 - 10:30 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

SESSION PARTICIPANTS:



Mr. William Neale,
Member of Cabinet of Janez Potočnik, EU Commissioner for Environment



Mr. Paul Temple,
Farmer



Mr. David Norman,
Director of Campaigns, WWF UK



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



Mr. Didier Debrosse,
President Western Europe, Heineken, Board Member, FoodDrinkEurope Summary

10:30 KEYNOTE

Dacian Ciolos,
EU Commissioner for Agriculture and Rural Development



10:50 - 11:20 COFFEE BREAK

11:20 - 12:30 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,
Meade Davis Communications

SESSION PARTICIPANTS:



Ms. Julie Girling,
MEP, UK, ECR Group



Mr. Timothy Mobsby,
Chair, Liaison Committee, FoodDrinkEurope

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



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



12:30 CLOSING REMARKS:



Ms. Mella Frewen,
Director General, FoodDrinkEurope

BUFFET LUNCH

VENUE AND PRACTICAL INFORMATION

FoodDrinkEurope Congress, **'Feeding the Recovery'**

17 & 18 October 2012, Brussels

The Square Congress Centre

Mont des Arts - Kunstberg

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